

Welcome to Evolution of TC, our annual conference for technical communicators in Bulgaria. Held in Sofia, it complements the growing community of technical communication events in Southeastern Europe, bringing together professionals to explore innovations in software documentation.

Conference Topic

Software Documentation Uncovered shows why effective technical communication is essential.

Innovations in AI and automation, user-focused content design and UX, comprehensive globalization and localization strategies, and strong leadership and project management practices together ensure clear, usable documentation. This enhances product adoption and customer satisfaction.

Target Audience

At Evolution of TC 2026, we expect an international audience from a broad range of professional backgrounds. These include technical communicators, information developers, information architects, technical translators, knowledge managers, product managers, consultants and related roles.

Why You Should Become a Sponsor

As a sponsor, your brand gains visibility among industry leaders, innovators, and decision-makers who actively influence tools, processes, and standards in technical communication. Your company will be positioned at the forefront of innovation, knowledge sharing, and the ongoing evolution of the TC profession. Sponsoring Evolution of TC is more than brand exposure – it is a statement of commitment to professional growth, community building, and excellence in technical communication. Through our comprehensive marketing and communication activities, your brand will be visible before, during, and after the event, reaching a broad and engaged international audience. We offer a range of flexible sponsorship packages designed to meet different marketing goals and levels of involvement. Discover the package that best fits your strategy and become part of the Evolution of TC.

Sponsorship Packages

Contact us: events@tekom.org or +49 711 65704-57
www.evolution-of-tc.com

NEW!

Ticket Bundle

Invite your clients or guest to the Evolution of TC in Sofia and get a discount on the 2-day-tickets.

Available Bundles:

- **3 Tickets – 25 % discount** on ticket price
- **5 Tickets – 30 % discount** discount on ticket price

Minimum requirement: booking a Silver Sponsoring.

Catering Sponsoring

Good Food. Great Drinks. Your Brand.
Sponsor the Catering at the Event. Get in touch with us!

Lanyards

300 Euro

- All participants receive a lanyard with their conference pass at registration.
- The lanyards will be produced and delivered by the sponsor.

Minimum requirement: booking a Bronze Package.

Be quick –
reserve your
sponsorship now!

Platinum Sponsor

2,100 Euro

- Includes the Bronze Package.
- Your **ad placement on the entrance ticket**. Book ASAP.
- You are exclusively entitled to **brand the conference room** for the entire conference day.
- Includes **a stand** (table, chairs, WiFi and power supply) in the coffee break area.
- You may put a roll up display and distribute marketing material and giveaways at your stand.
- Includes **2 presentation slots** (30 min on the 1st day and 20 min on the 2nd day).
- Includes **3 free entrance tickets** (1 for you and 2 additional participants).
- **Bring a raffle price:** You may present your company during the wrap-up on the 2nd day, raffling out a winner of a prize sponsored by you (e.g. software developed by your company).

Gold Sponsor

1,500 Euro

- Includes the Bronze Package.
- Includes **a stand** (table, chairs, WiFi and power supply) in the coffee break area.
- You may put a roll up display and distribute marketing material and giveaways at your stand.
- Includes **1 presentation slot** (20 min on the 1st or 2nd day).
- Includes **2 free entrance tickets** (1 for you and 1 additional participant).
- **Bring a raffle price:** You may present your company during the wrap-up on the 2nd day, raffling out a winner of a prize sponsored by you (e.g. software developed by your company).

Silver Sponsor

1,100 Euro

- Includes the Bronze Package.
- Includes **a stand** (table, chairs, WiFi and power supply) in the coffee break area.
- You may put a roll up display and distribute marketing material and giveaways at your stand.
- Includes **2 free entrance tickets** (1 for you and 1 additional participant).
- **Bring a raffle price:** You may present your company during the wrap-up on the 2nd day, raffling out a winner of a prize sponsored by you (e.g. software developed by your company).

Bronze Package

550 Euro

- Your company logo on our conference website.
- Your company logo in the conference program.
- Your logo with link in the signature of all promotional newsletters and mailings of the event.

Other options on request.

Please feel free to contact us with your suggestions.

- Name, email, company, and position of additional participants using free tickets included in sponsorships must be provided to tcworld.
- All our prices are subject to VAT.