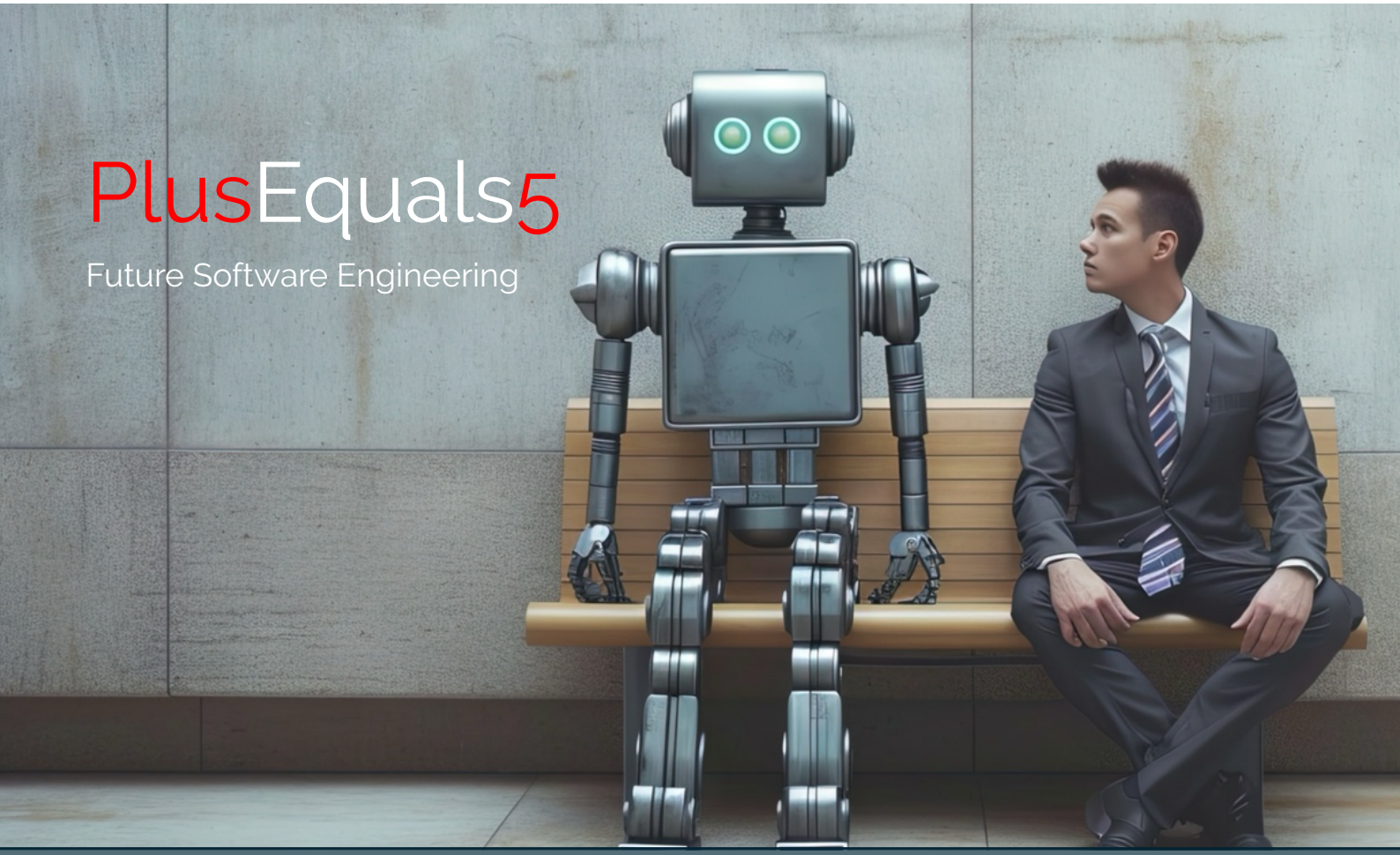
Edinburgh Napier UNIVERSITY

Call for speakers and sponsors 2027



One-day conference gathering industry leaders, academics and commentators to share their predictions for the future.

Through presentations and discussion sessions, attendees will consider important questions for the future of the industry over the next five years.

Introduction

I'm delighted to invite you to PlusEquals5, the second annual industry-led summit in Edinburgh on the **25th March 2027**. This is a critical forum where industry leaders gather to shape the future by considering how software engineering will change over the next five years.

Last year's discussion centred on AI, security, and cloud computing. Building on that momentum, we are seeking your expert perspective for 2027. What is your unique insight on how current technological and economic trends will affect the future of the software engineering profession?

Your input directly fuels the next generation of talent. Following 2025 insights, Edinburgh Napier University, with the help of our refreshed Industry Advisory Board, is already embedding AI awareness, communication skills, and AI ethics at all levels of our undergraduate programmes. We aim to ensure our graduates develop fundamental technical skills while mastering new tools for greater control and productivity. Your contribution in 2027 will be essential in guiding this educational evolution during a period of unprecedented change.

In addition to the schedule of talks and discussions, the conference programme also includes valuable networking opportunities, connecting you with peers for potential R&D collaborations with Edinburgh Napier and high-level relationship-building across sectors.

Please contact me directly once you have reviewed the call for speakers and sponsors in the rest of this document. I look forward to discussing ways that we can work together to make the event as successful as possible.



Dr Brian Davison

Event organiser

Email: plusequals5@napier.ac.uk

Tel: 0131 455 2373

Web: https://plusequals5.napier.ac.uk

Cover image by Brian Penny from Pixabay

About the event

Hosted at Edinburgh Napier University's Craiglockhart Campus on **25th March 2027**, this forum brings together industry leaders, academics, and innovators from Scotland's tech ecosystem and beyond. The event fosters critical dialogue aimed at aligning education and research with real-world needs and preparing graduates to adapt to future demands.

The day will feature plenary sessions delivered by recognised speakers, offering visionary perspectives on these key topics. These will lead into focused, themed breakout discussions where attendees can focus on specialised topics and collaborate on critical issues shaping the industry.

Located in the vibrant city of Edinburgh, the Craiglockhart Campus offers an inspiring, modern, and accessible venue for meaningful discussions and networking. Throughout the day, attendees will enjoy lunch and refreshments, with the event concluding with a social drinks reception, offering a relaxed setting to forge valuable connections with fellow attendees.

Visit our YouTube channel for some of the highlights from 2025.



Invitation to present

We are delighted to invite you to propose a session for this year's event. We are seeking keynote speakers, focussed presentations for breakout tracks and interactive discussions and workshops. As always, we are interested in knowing what you consider to be the topics of interest for the next five years. Following the 2025 event, though, we are suggesting the following six overarching themes.

Suggested themes

Agentic AI & Human-Machine Systems

Autonomous AI agents now plan, act, and debug independently. Engineers must design governance frameworks and management strategies to responsibly oversee these complex, self-directed systems.

The Socio-Technical Engineer

Modern engineers require more than coding skills. Success demands mastery of systems design, ethics, and communication to bridge technical implementation with business value and user needs.

Platform Engineering & Resilient Systems

Platform Engineering provides self-service, automated internal platforms that accelerate development. By embedding security (DevSecOps) and compliance from the start, organisations build truly resilient, production-ready systems.

Sustainable Software & Edge Computing

Software's environmental impact demands attention. Engineers now write energy-efficient code, measure carbon footprints, and deploy Edge AI, IoT, and Digital Twins to optimise physical systems sustainably.

Robotics & Intelligent Automation

As robots enter workplaces and homes, engineers face urgent challenges: ensuring safety in human-shared spaces, managing real-time decision-making, and integrating rapidly evolving AI capabilities into physical systems.

Engineering Fundamentals & Code Craftsmanship

AI tools accelerate development but introduce new risks. Engineers must strengthen code review skills, distinguish AI-generated bugs, maintain system understanding, and preserve architectural integrity amid automated assistance.

Submit your session proposal at https://forms.cloud.microsoft/e/seUNCLkH9V

Sponsorship opportunities

We offer a range of sponsorship packages designed to provide targeted visibility and engagement opportunities for our partners. Sponsorship is an excellent way to position your brand as a leader in the software engineering field while connecting with industry professionals, academics, and decision-makers from diverse sectors.

Each package has been carefully curated to deliver value through tailored benefits such as branding prominence, speaking opportunities, exhibition space, and access to networking sessions. All sponsorship packages include your logo on conference materials, acknowledgement of support during plenary sessions and access to attendee demographics and insights after the event.

Pricing schedule

Headline	Stand out as the sole headline sponsor with premium branding, keynote opportunities, and primary visibility.	£5000
Sponsor	One of an exclusive group of up to six sponsors, gain breakout track branding, thought leadership, and targeted audience engagement opportunities.	£2000
Partner	Logo placement, brand visibility, and alignment with innovation.	£500 or in-kind support
Social	Exclusive branding, speaking opportunity, and direct engagement at the closing drinks and networking session.	Food and drink costs

For sponsorship and exhibition enquiries, email plusequals5@napier.ac.uk



Headline sponsor

As the headline sponsor, you would benefit from maximum exposure and exclusive privileges to position your brand as a leader in software engineering innovation. This premium package ensures your company's visibility before, during, and after the event, allowing you to engage meaningfully with delegates and industry leaders.

Pre-conference benefits

1. **Logo and branding prominence**	Prime placement of your company's logo on all conference promotional materials, including: • The conference event page with direct web link • Email campaigns and newsletters sent to delegates and mailing lists. • Social media promotion using hashtags like #PlusEquals5, #EdinburghNapier, and #SoftwareEngineering.
2. **Exclusive sponsor highlight**	A dedicated feature in the pre-conference email to all delegates, showcasing your company and its contributions to software engineering.
3. **Promotional material**	Full-page advertisement in the conference program. Quote from your company in press releases and other marketing communications.

On-site benefits

1. **Keynote sponsor**	Opportunity for a senior representative to introduce the keynote session with opening remarks.
2. **Exhibition stand**	Premium exhibition stand in the central networking area for direct engagement with delegates.
3. **Lunch sponsor**	Special thanks in the lunch announcement.
4. **Branding visibility**	Your logo featured prominently on conference stage projections, delegate badges and event signage.
5. **Branded materials**	Placement of branded items (e.g., notebooks, pens) on delegate tables.

Post-conference benefits

1. **Thanks and recognition**	Dedicated thank-you post on social media platforms with your branding.
2. Content collaboration	Opportunity to publish a thought leadership article on the conference website or post-event email, highlighting your organisation's expertise in software engineering and future-oriented approach.
3. Continued brand presence	Your logo displayed on the conference website and recorded session materials for at least six months post-event.

Sponsor

The standard sponsorship package provides a high-impact opportunity to position your organisation as a thought leader in the software engineering industry. As a sponsor, you will receive exclusive association with a themed breakout track, enabling you to align your brand with cutting-edge discussions on a key topic. Each track includes three 40-minute breakout talks during the day. This package is ideal for organisations looking to influence the industry narrative and connect with a highly engaged and professional audience.

Benefits

1. **Exclusive breakout theme sponsorship**	Associate your organisation with key conversations in the software engineering community. Share your insights and expertise by introducing or moderating breakout sessions.
2. Premium branding and visibility	Prominent placement of your company's logo in all conference materials before, during and after the event. Reinforce your brand's presence and visibility to attendees before, during, and after the event.
3. Exhibition stand	Establish meaningful connections with an engaged audience of software engineers, industry leaders, academics, and decision-makers.
4. Long-term brand association	Your sponsorship ensures your brand is recognised as a proactive supporter of innovation and professional development in the software engineering field. Continued brand exposure via conference recordings and post-event communications.

Partner

The partner package offers an accessible opportunity to showcase your brand to a highly engaged audience of software engineering professionals, academics, and industry leaders. For a modest financial or in-kind contribution to the conference, your organisation can align itself with a forward-thinking initiative that explores the future of software engineering connecting your brand with key players across industries and demonstrating your commitment to advancing the field of software engineering.

Benefits

1. **Logo placement**	Your logo will feature prominently in the event's digital and physical materials, ensuring visibility to all attendees.
2. Brand association	Position your organisation as a supporter of innovation and professional development in the software engineering field.
3. Affordable engagement	Gain exposure without a large financial commitment, making this package ideal for organisations looking to enhance their profile efficiently.

Social sponsor

Join us as the exclusive sponsor of the PlusEquals5 closing reception, a relaxed and engaging drinks and nibbles session that concludes the conference. This informal gathering provides attendees with an invaluable opportunity to network, reflect on the day's insights, and forge connections in a friendly and casual atmosphere. Sponsoring the closing reception positions is a great opportunity to leave a lasting impression at the culmination of an impactful event.

Sponsorship Benefits

1. **Prominent branding**	Your company logo displayed on the drinks and food tables, and in the event program.
2. Acknowledgment	Recognition as the session sponsor during the closing remarks and on all conference materials promoting the social session.
3. Engagement opportunities	Option to distribute branded company items and literature during the session.
4. **Customisable hospitality**	Food and drink can be provided by the conference host or tailored to reflect your organisation's unique style.

Exhibition

We invite you to exhibit at PlusEquals5 with the opportunity to showcase your products, services, or innovations to a highly engaged audience of software engineering professionals, academics, and industry leaders. Exhibitor stands will be strategically located near the refreshment areas during breaks, lunch, and the final drinks reception, ensuring maximum visibility and interaction with delegates throughout the day.

This is a prime opportunity to connect directly with key decision-makers, build brand recognition, and generate meaningful leads in an informal, high-energy networking environment. Space is limited due to venue capacity, so early applications are encouraged to secure your place at this impactful event. Join us and make your organisation a visible part of the conversation shaping the future of software engineering.

Exhibition cost

Single stand	Including desk, chairs, power and poster display space	£250



Marketing and promotion plan

The success of PlusEquals5 is built on a comprehensive and strategic marketing and promotion plan designed to maximise visibility and engagement for the conference and its sponsors. Through a combination of digital campaigns, media outreach, and community engagement, we will ensure widespread awareness among software engineering professionals, industry leaders, academics, and decision-makers. Our targeted efforts will highlight the event's innovative themes, respected speakers, and valuable networking opportunities, creating a buzz that resonates across multiple platforms.

Marketing schedule

Sep – Dec 2026	Establishment of conference identity and online presence including website and associated hashtags such as #plusequals5. Programme development and speaker recruitment. Early awareness email campaign through using University lists and direct messages to selected industry contacts.
Jan 2027	Announcement of confirmed keynote speakers and breakout themes on the website and social media. Press releases issued to traditional and digital media outlets. Publication of blog posts and/or thought leadership pieces related to the conference themes. Partnership with professional associations, universities, and relevant organisations to share the event with their networks. Promotion on social media with countdown posts and event highlights.
Feb – Mar 2027	Regular email updates sent to registrants about event highlights, speaker announcements, and logistics. Word-of-mouth campaign where registrants are encouraged to share their participation on social media. Work with tech journalists and influencers to promote the event. Final agenda shared on social media. Last call for participation communicated via all channels.
During the event	Video capture of plenary talks for later public release. Real-time updates, photos, and quotes from sessions posted on social media. Engagement with attendees online by responding to comments and sharing their posts. Ad-hoc interviews with attendees for use on social media after the event.
Post-event **(Apr 2027)**	Publication of session recordings. Publication of conference summary report. Post-event wrap-up blog, summarising highlights and including photos and links to video recordings of sessions. Thank-you email to attendees, speakers, and sponsors with links to event resources (e.g., session slides, recordings). Attendees encouraged to complete feedback survey. Attendee testimonials shared on social media to build momentum for future events.

About us

Founded in 1964, Edinburgh Napier University is deeply connected to the world around it, offering personalised learning and research opportunities that nurture talent, create knowledge, and shape global communities. As one of Scotland's largest universities, we host over 20,000 students from 150 countries studying in Edinburgh, online, and with international partners. We are renowned for our student diversity, graduate employability, global reach, and strong business engagement.

Edinburgh Napier is the **#1 Modern University in Scotland** (THE World University Rankings 2027). We have also been voted the **#1 University in Edinburgh for overall student satisfaction** for seven years in a row (NSS 2020, 2021, 2022, 2023, 2024, 2025 & 2026) and we are the **top Scottish modern university for research power and research impact** (REF 2021). We are also a top 5 UK modern university for career prospects (Guardian University Guide 2027).

Through extensive industry connections, our courses are co-designed with businesses, providing students with work placements, accredited qualifications, and graduate job opportunities. As a **Top Five Modern UK University for Graduate Prospects** (Complete University Guide, 2027) and with support for over 500 start-ups through our business incubator, we remain committed to shaping future leaders and innovators.

Edinburgh Napier UNIVERSITY

Craiglockhart Campus

219 Colinton Road

Edinburgh EH14 1DJ

Map link

