

## WHAT IS TMMI?

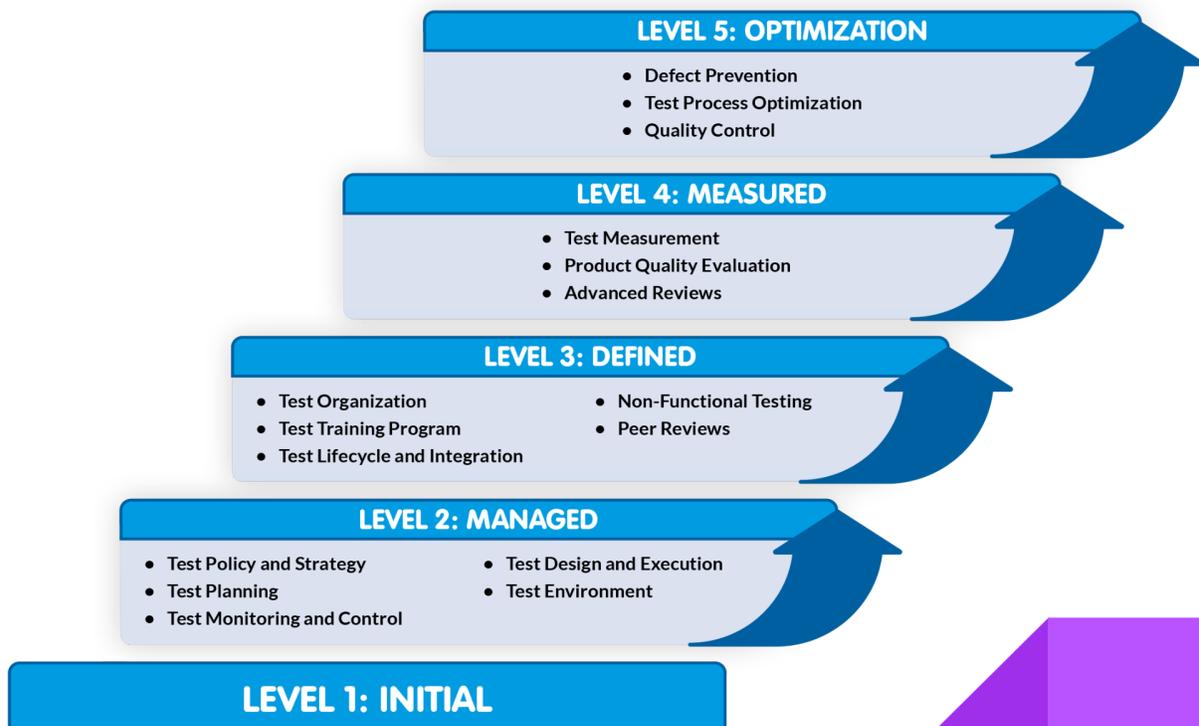
Test Maturity Model Integration (TMMi) is an independent, business-centered framework for assessing and improving test processes in organizations worldwide.

## Why TMMi Matters

- Proven framework for organizational test process maturity and capability assessment
- Cost-effective approach to improving software and system testing practices
- Structured pathway to achieve higher and sustainable levels of product quality
- Certification option available for organizations seeking formal recognition
- Governance alignment with regulatory and compliance requirements

## Key Benefits

- Enables organizations to assess their current testing maturity level
- Provides a structured roadmap for improvement and process enhancement
- Reduces testing costs through better resource allocation and efficiency
- Improves product quality and reduces time-to-market
- Builds organizational capability in test governance and risk management



## ABOUT TMMI AMERICA

TMMi America is a nonprofit corporation registered in Texas with approval from the TMMi Foundation (registered in England).

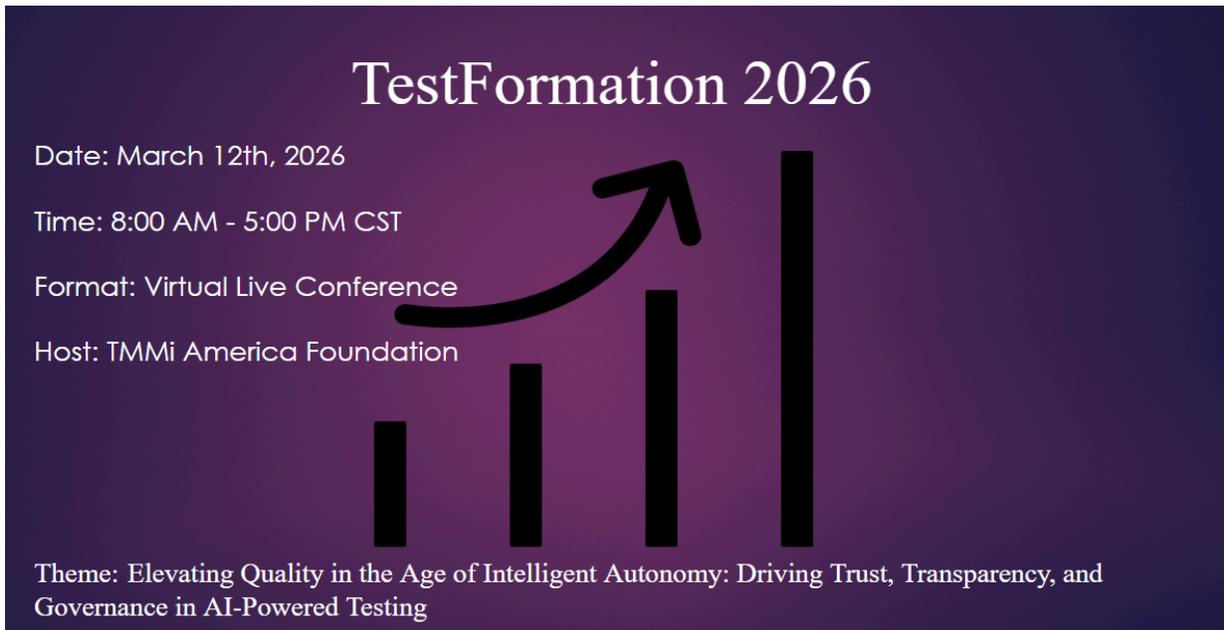
TMMi America provides local representation to the TMMi Foundation in North America and works to support organizations across the Americas to improve their software and system testing practices.

Our Mission: To support organizations to improve their software and system testing, achieve higher and sustainable levels of product quality for the systems they are developing and maintaining, and foster awareness of the TMMi model as a proven framework for quality maturity and governance.

## BOARD OF DIRECTORS

TMMi America is led by a diverse group of practitioners from across North and South America:

- Suresh Chandra Bose, President
- Sammy Kolluru, Vice President
- Lakshmi Vidya Peri, Secretary
- Suresh Krishnaiah, Treasurer
- Gary Rueda Sandoval, Director
- Amanda Fetch, Director
- Tarun Banga, Director
- Sai Sravan Cherukuri, Director

The graphic features a dark purple background with a white bar chart on the right side. The chart has four vertical bars of increasing height from left to right, with a large white arrow curving upwards and to the right above the bars. The text is in a white, sans-serif font.

# TestFormation 2026

Date: March 12th, 2026

Time: 8:00 AM - 5:00 PM CST

Format: Virtual Live Conference

Host: TMMi America Foundation

Theme: Elevating Quality in the Age of Intelligent Autonomy: Driving Trust, Transparency, and Governance in AI-Powered Testing

TestFormation 2026 is the premier global virtual conference bringing together testing and quality assurance professionals, innovators, industry experts, thought leaders, and TMMi practitioners to shape the future of quality engineering.

This third annual event explores the powerful convergence of Artificial Intelligence, Machine Learning, and Intelligent Governance, demonstrating how these forces are redefining test strategy, accelerating quality outcomes, and elevating organizational maturity.

Join us as we uncover cutting-edge methodologies, examine emerging industry trends, and learn from leading voices in the community, all anchored by our theme: Elevating Quality in the Age of Intelligent Autonomy: Driving Trust, Transparency, and Governance in AI-Powered Testing.

## CONFERENCE OBJECTIVES

- Explore the latest trends and advancements in AI and ML-powered testing
- Learn from industry experts and thought leaders in testing and quality assurance
- Discover innovative solutions and best practices for implementing AI and ML in testing
- Network with peers and professionals to share knowledge and experiences
- Develop strategies leveraging AI and ML to improve testing efficiency, effectiveness, and governance

## CONFERENCE HIGHLIGHTS

- Keynote presentations from industry visionaries and thought leaders
  - Technical sessions and workshops on AI and ML-powered testing tools and techniques
  - Panel discussions on the future of testing and quality assurance
  - Networking opportunities with industry professionals and thought leaders
  - Case studies and success stories from organizations that have implemented TMMi framework
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## WHO ATTENDS?

TestFormation 2026 attracts a diverse, global audience of quality-focused professionals:

- Testing and quality assurance leaders and professionals
  - Software developers and engineers
  - AI and ML enthusiasts and practitioners
  - Professionals interested in TMMi framework for test process improvement
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## CONFERENCE GROWTH & REACH

- **2022:** 120+ attendees
  - **2025:** 350+ participants from 30+ countries
  - **2026:** 800+ expected professionals from across the globe
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## 2025 CONFERENCE HIGHLIGHTS

TestFormation 2025 set a strong benchmark for quality, engagement, and global reach.

- **High attendee satisfaction:** Almost all sessions received ratings of 4 or higher on a 5-point feedback scale, reflecting strong content relevance and delivery.
- **Global participation:** 350+ participants joined from over 30 countries, demonstrating the conference's international appeal and community impact.

- **Deep, forward-looking content:** Keynotes and track sessions delivered practical insights across Testing, AI/ML, AI Governance, Data Governance, future Quality Standards, and leveraging GenAI for TMMi assessments.
  - **Standout panel:** The panel discussion “Bridging the Gap: AI Adoption and TMMi” was especially well received, highlighting how organizations can combine intelligent technologies with structured maturity models.
  - **Operational excellence:** Attendees and Sponsors consistently praised the conference as “very well organized,” emphasizing the smooth experience and professional coordination throughout the event.
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## SPONSORSHIP OPPORTUNITIES

### Why Sponsor TestFormation 2026?

TestFormation 2026 offers sponsors a unique opportunity to reach a highly targeted, global audience of quality, testing, and engineering professionals. The conference's focus on AI-powered testing, governance, and TMMi maturity creates the perfect environment for sponsors to:

- Build brand awareness with decision-makers and practitioners
- Demonstrate thought leadership and industry expertise
- Generate qualified leads in testing, QA, and quality engineering
- Support the QA community and advance the maturity of testing practices globally
- Associate with trusted frameworks like TMMi and governance best practices
- Showcase innovative solutions in AI, ML, and intelligent testing automation

## SPONSORSHIP PACKAGES

Benefits	Title \$6000	Keynote \$4000	Platinum \$3000	Gold \$1500	Silver \$750
Logo and company listed on TMMi NA website and Conference website(till conference)	X	X	X	X	X
Invitation to local meetups	X	X	X	X	X
Logo on TMMi newsletter	X	X	X	X	X
Social media (LinkedIn)	X	X	X	X	X
Quarterly webinar post conference	X	X	X	X	
Workshop post conference on learning day	X	X	X	X	
Access to Conference attendees (as per compliance laws)	X	X	X	X	
Logo on slides before all presentations, workshops etc	X	X	X		
30 Minute Presentation/Company Overview during conference	X	X	X		
Keynote speaker session will be named after sponsor and sponsor will be able to announce keynote speaker session		X			
Representative on panel session	X				

## HOW TO BECOME A SPONSOR

### Contact Information

For sponsorship inquiries and to reserve your sponsorship package and session slot, please reach out to [admin@tmmi.org](mailto:admin@tmmi.org).

### Payment Options

#### By Check

TMMi America  
1825 Village Green CT  
Elm Grove, WI 53122

#### By PayPal

<https://www.paypal.com/paypalme/tmmiamerica>

#### By Zelle

Contact us with your email address, and we will send you a Zelle payment request.

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## CALL TO ACTION

Join TestFormation 2026 as a sponsor and become part of the transformation in testing and quality assurance.

Connect with 800+ professionals from around the world exploring AI-powered testing, intelligent governance, and TMMi-driven quality maturity.

Reserve your sponsorship package and speaking slot before they fill.

Contact us today to discuss which sponsorship level best aligns with your organization's goals and market positioning.

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