



XPAND

2025



“It seemed like Amman’s tech scene is blossoming. I was very impressed by the city, its people and growing tech scene.”

Patrick Kua - N26

you're invited

We are delighted to invite you to take part in the Fourth Xpand Conference, the largest international software development conference in the MENA region.

At this day and age, technology has become imperative to our everyday lives and ever-more-so is acting as a fundamental catalyst for economic growth. As such, stakeholders across all industries are impacted by these technological advancements and are racing to ride the wave of digitization; from entrepreneurs, investors, policy-makers, educators, corporate giants, banks, to many other stakeholders. However, not enough conversations are catering to those building these technology solutions; those who we like to call '**the builder community**'.

This is the essence of Xpand Conference; a community for tech talent to **learn the latest topics and skills** from world-class technology experts, **share experiences** with like-minded professionals, **connect with leading technology corporations** and ambitious startup founders, and ultimately elevate their work, and in turn the software products of the Middle East.

theme

The cornerstone of technology development is **software development**; a rapidly-changing and ever-evolving field.

Given the recent governmental reforms towards promoting innovation and entrepreneurship, and the growing successes of technology companies across the Middle East, the region's technology sector is presented with a tremendous growth opportunity; owing largely to its driven and determined tech talent pool.

As ecosystem enablers, we have designed Xpand to empower, enrich, and advance this highly-valuable builder community in order to realize its full potential and build global products out of the Middle East.

At Xpand Conference 2025 we aim to introduce experienced software professionals to the latest concepts and methodologies needed to stay on top of the constantly evolving landscape of software development, and equip them with the practical skills needed to build and lead high-performing tech teams.

main topics

International technology experts will be sharing their domain expertise and know-how on a myriad of different topics over 40+ talks and workshops.

These include, among others:

**Software
architecture**

Microservices

**Machine
learning**

DevOps

Serverless

Agile

**Managing
humans**

**Artificial
intelligence**

**Information
security**

**Chaos
engineering**

**Product
management**

**Game
programming**

You can find the latest agenda update at the following link

<http://www.xpandconf.com/agenda>

audience

The talks and workshops at Xpand Conference 2025 are designed to benefit intermediate, managerial and executive technical professionals. These include developers, architects, technical product managers, team leads, engineering managers and CTOs. Whether it's enterprise or a fresh startup we cater to technical people who are passionate about software and shipping global products. This year we are aiming to attract a diverse audience of 2000+ attendees from across the Middle East.



xpand

conference



exponential growth

2019

- 450 attendees
- 15 speakers
- 15 Sessions and activities
- 3 exhibitors



2022

- 1,100 attendees
- 27 speakers
- 30 Sessions and activities
- 7 exhibitors



2023

- Mini Xpand
- Sam Altman
OpenAI, May 2023
- Amjad Masad
Replit, July 2023



2024

- 1,500 attendees
- 35 speakers
- 40 sessions and workshops from companies like Google, Hugging Face, Careem, and GitHub.
- 15 exhibitors



sponsorship packages

Benefits		Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Booth Exhibitor
		\$ 50,000	\$ 25,000	\$ 10,000	\$ 4,000	\$ 500
Premium logo placement on all conference marketing material		Proportional	Proportional	Proportional	Proportional	
Complimentary conference registrations		50	25	15	5	1
Speaking slot during the conference (based on conference committee approval)		✓	Breakout session			
Dedicated exhibit booth in conference expo hall		24 m²	16 m²	9 m²	6 m²	Per m²
Recognition as a partner during the opening and closing ceremonies of the conference		✓	✓	✓	✓	
Opportunity to include a promotional item or brochure in attendee welcome packets		✓	✓			
Social media shouts-outs		✓	✓	✓	✓	
Logo placement on selected conference marketing materials and signage		Proportional	Proportional	Proportional	Proportional	
Logo placement on conference badge		✓				



The conference is curated by **Tambi Jalouqa**

Tambi has been pushing software engineering, product management, and the builder movement for many years in the region, which culminated in Maza Ventures, Propeller, and the Xpand conference. Talks, speakers, and themes fall under his responsibilities.

Get in touch

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