



# Sponsorship Prospectus

It is time to start planning for Agile and Beyond 2015 conference, which will once again be held at the Adoba Hotel in Dearborn, Michigan. The dates for the two-day conference are Thursday, April 30 and Friday, May 1, 2015.

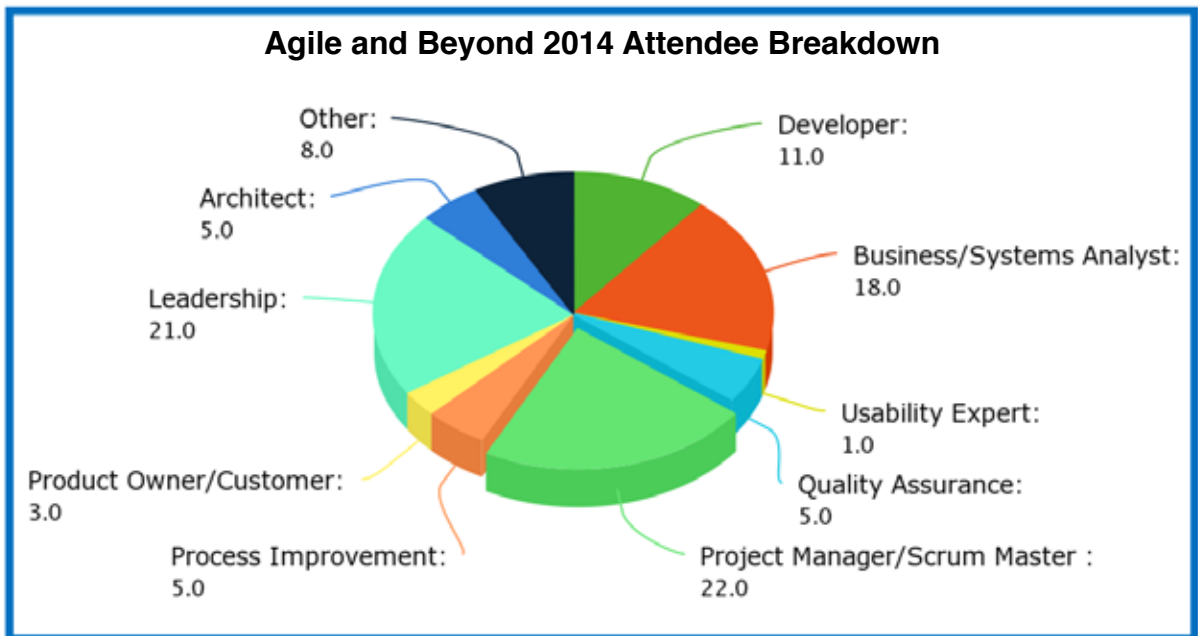
Now in its sixth year, this annual conference attracts over 650 agile enthusiasts and consistently sells out every year by drawing premier speakers and the highest caliber technologists in the industry. The conference is a two day, multi-track event that covers all aspects of high performance technology solution delivery.

Are you looking to hire professionals versed in agile? Do you have a product to sell that helps teams improve their ability to deliver? Please review the enclosed sponsorship prospectus to discover the benefits of partnering with us for this event. Sponsorship opportunities are limited, and this year we have enhanced the sponsorship packages with blocks of tickets you can use to reward your highest profile customers or employees.

## Expected attendees:

650-750 Technologists from all over the world.

55 Local, national and international speakers with over 150 years of experience.



**Agile and Beyond attendees come from many great companies:**



**Past keynotes:**

Ron Jeffries  
Chet Hendrickson  
Mary & Tom Poppendiek  
David Hussman  
Steven Denning  
David Anderson  
Jim Benson  
Joshua Kirievsky

**Keynotes for 2015:**



Esther Derby  
*"Leaders at All Levels"*



Alistair Cockburn  
*"Agile is for Wimps: Top-Level Software Development in the 21st Century"*

## Sponsorship Levels

This year, there is only one Platinum Sponsorship opportunity available which includes setup in the atrium entrance and introduction of the keynote speaker. We have added optional sponsorship banner opportunities in the reception area to give your company maximum visibility when every attendee signs in.

**Platinum Sponsor:** \$7000 (1 Available)

### Benefits:

- Only 1 sponsor will be accepted at this level (first come, first served)
- A 2-minute announcement during our keynote gathering
- Premium location and large booth space in the atrium entry area
- A speaking session on any topic that fits within our content areas
- Prominent placement of your company's banner in the conference main hall
- 8 complimentary registrations for the conference (a \$1,512 value)
- Receive contact information for all conference attendees
- Top placement of your company logo on the conference web site
- Marketing materials you provide included in bags given to every attendee

**Gold Level:** \$4500 (6 Available)

### Benefits:

- High-visibility location for a large booth in the primary sponsor area
- 4 complimentary registrations for the conference (a \$596 value)
- Receive contact information for all conference attendees
- Your company logo displayed prominently on the conference web site
- Marketing materials you provide included in bags given to every attendee

**Silver level:** \$2500 (3 Available)

### Benefits:

- A standard-size booth area in the primary sponsor area
- 2 complimentary registrations for the conference (a \$378 value)
- Your company logo displayed on the conference web site
- Marketing materials you provide included in bags given to every attendee

## Other Sponsorships

**Check-in/Reception:** \$3500 (1 Available)

### Benefits:

Check-in/Reception is the first impression that attendees have for the conference! The Adoba has a professional multi-line reception area that can be adorned in a way that makes your brand stand out from the crowd.

- Major sponsor of the Conference Tote given to each attendee (with your logo)
- Banner placed at the reception desk (you provide)
- 2 complimentary registrations for the conference (a \$378 value)
- Company logo displayed on the conference web site
- Marketing materials you provide included in bags given to every attendee

**Water:** \$3500 (1 Available)

### Benefits:

Water is a BIG deal at a conference. People are passionate about it's availability. Being associated with providing great water service is a great promotional vehicle. This sponsorship offsets the cost of water provided in the conference center.

- 2 complimentary registrations for the conference (a \$378 value)
- Company logo displayed on the conference web site and signs by all water stations
- Marketing materials you provide included in bags given to every attendee

**WiFi:** \$1750 (2 Available)

### Benefits:

- Company logo placed on signage throughout the conference facility.
- 2 complimentary registrations for the conference (a \$378 value)
- Company logo displayed on the conference web site
- Marketing materials you provide included in bags given to every attendee

**Conference Celebration:** ~\$5000 (**customized to fit your brand**) (1 Available)

### Benefits:

The Conference Celebration is a great way to wrap up the conference with your brand the last thing people remember! Held in the Rotunda atop the Adoba Hotel, the stunning views of southeast Michigan spread out below; with this package you have the ability to throw the best party you can dream up: open bar, food, whatever you like. If you have questions on how to customize this package, please contact us.