



Agile**2010**

CONFERENCE ²**IN** **ORLANDO, FLORIDA**

AUGUST 9-13, 2010

“Learn. Practice. Explore.”

International Conference about
Agile Software Development

SPONSORSHIP

PORTFOLIO

AGILE2010 CONFERENCE

August 9-13, 2009 – Orlando, Florida – Disney World Dolphin Hotel

<http://Agile2010.agilealliance.org>

Presented by:



Presented by the Agile Alliance

2010 Sponsorship Portfolio Table of Contents

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For additional sponsorship information, contact

Phil Brock, Agile Alliance Managing Director

sponsors@agilealliance.org

Telephone: 503.554-8230

FAX: 503.554-6622

About the Agile Alliance

Mission

Agile Alliance is chartered to support those who explore and apply Agile principles and practices to make the software industry productive, humane, and sustainable.

Conference Chair Welcome

Jim Newkirk
Agile2010
Program Director

Agile 2010 is the leading international conference on agile methods in software development. Agile 2010 will be held in Orlando, Florida. The conference brings together many disciplines in the fields of information systems and software development and bridges communities that rarely get a chance to exchange ideas and thoughts.

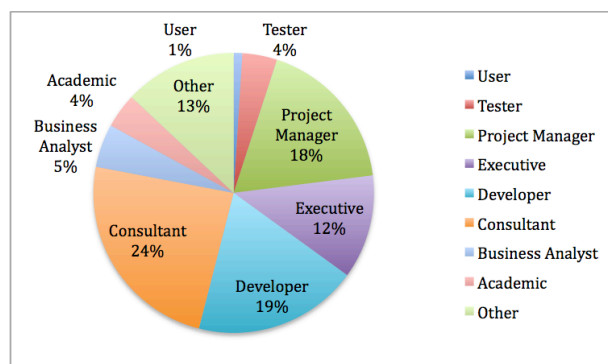
The conference will examine the latest theory, practical applications, and implications of agile methods. The agile approach focuses on delivering business value early in the project lifetime and being able to incorporate emergent requirements. The conference is not about a single methodology or approach, but rather provides a forum for the exchange of information regarding all agile development technologies.

Anyone who is involved or wishes to learn more about agile development is invited to attend this exciting conference!

About the Agile2010 Conference

August 9 – 13, 2010
Gaylord Opryland™ Resort
Orlando, Florida
USA

We expect as many as 1600 attendees from around the world to participate in Agile2010 in Orlando. At Agile2009 in Chicago, we hosted nearly 1400 participants from over 35 countries. Participants include a wide range of software professionals who desire to create competitive advantage through agile development practices.



Agile2009 Attendees by job category

The Agile2010 Conference aims to provide even greater business value to our community of sponsors!

Agile2010 provides attendees access to the latest thinking in the agile domain, helping to enrich our collective body of knowledge, influencing the line of thought in the field, encouraging debate, and fostering innovative ideas. It brings together executives, managers, software development practitioners with researchers from labs and academia. The conference is not about a single methodology or approach, but rather provides a forum for the exchange of information regarding all agile development technologies.

Agile2010 Conference Sponsorship Opportunities:

Each year we make changes to sponsorship opportunities to increase the business value we provide. Hosting Agile2010 at the Disney World Dolphin Hotel affords more possibilities to connect with your target audience than ever before.

Take advantage of these exciting opportunities to market your company, products and/or services to some of the most influential people defining and leveraging agile software development practices. The best method to connect with your target group is through interaction – both at your booth, and in sessions or hallways.

Sponsor Showcase:

One of the main elements of the Agile Conference is the ever-popular Sponsor Showcase in which sponsors are given the opportunity to showcase their company and products in an exhibit area during established conference hours. This year we will limit spaces to a total of 40 booths.

We want to connect you with attendees – with booth placement designed to give you high traffic levels: no dead-end alleys or out-of-the-way placement. In response to your suggestions from Agile2009, we have improved the Exhibit schedule to allow you optimal access to attendees. In that we have reduced the number of hours during sessions while increasing the number of hours open during networking events including the Ice Breaker on Monday night. Additionally, our Public Relations team is available to help you with news releases and product launches during the conference.

If you were a sponsor of Agile2009 we are giving you first option to reclaim your sponsorship spot [at the same level] when you commit by January 31, 2010.

Sponsor Showcase Levels*:

Title	\$40,000
Platinum	\$25,000
Gold	\$15,000
Silver	\$10,000

Exclusive Sponsorship Opportunities:

Such a unique conference allows for unique sponsorship opportunities. Don't see the opportunity you need? Please ask! Our goal is to help you connect with your target group effectively and efficiently!

Conference Bag	\$15,000	Added Value Sponsorship: *
Stage Sponsor	\$3,500	Welcome Cocktail @ Icebreaker \$2,000
Breakfast/Meal	\$5,000	Entertainment/Décor \$2,000
Internet	\$2,500	Room Drop \$2,000

**cost of element plus cost of sponsorship*

A la Carte Sponsorship Opportunities:

Want something simple or want to add to your package? Choose from our A La Carte sponsorship opportunities below. Don't see the opportunity you need? Please ask! Our goal is to help you connect with your target group effectively and efficiently!

Full Page Ad	\$2,500
½ Page Ad	\$1,500
¼ Page Ad	\$800
Logo on T-shirt	\$1000
Logo on Website	\$1000
Bag Insert	\$1000

The following outlines sponsorship benefits associated with each sponsorship level and opportunity.

For additional sponsorship information, contact

Phil Brock, Agile Alliance Managing Director
sponsors@agilealliance.org
Telephone: 503.554-8230
FAX: 503.554-6622

Title Sponsor **\$40,000 Limited to two!**

Title Sponsor benefits include:

- 10' x 20' Exhibit Booth Space in premier location
- Full page advertisement in Conference Program Guide (inside cover – front or back)
- Shared Lanyard (or 50%)
- Registration badges will display your company logo
- Conference Bag will display your company logo
- 8 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference and are encouraged to participate on all levels.)
- 2 bag inserts (Literature or SWAG) (Insertions require pre-approval)
- 200 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Additional 5-pack registrations available at a discount. (5 for \$1200 each = \$6,000 – must be purchased by special arrangement only)
- Logo Hot link from the Agile2010 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)
- Lead Retrieval System Available for an additional cost
- Icebreaker reception to be held in the Sponsor Exhibit area

Platinum Sponsor **\$25,000**

Platinum Sponsor benefits include:

- 10' x 15' Exhibit Booth Space
- Full page advertisement in Conference Program Guide
- 6 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference and are encouraged to participate on all levels.)
- 2 bag inserts (Literature or SWAG) (Insertions require pre-approval)
- 200 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Additional 5-pack registrations available at a discount. (5 for \$1200 each = \$6,000 – must be purchased by special arrangement only)
- Logo Hot link from the Agile2010 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)
- Lead Retrieval System Available for an additional cost
- Icebreaker reception to be held in the Sponsor Exhibit area

Gold Sponsor

\$15,000

Gold sponsor benefits include:

- 10' x 15' Exhibit Booth Space
- 1/2 page advertisement in Conference Program Guide
- 4 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference and are encouraged to participate on all levels.)
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Additional 5-pack registrations available at a discount. (5 for \$1200 each = \$6,000 – must be purchased by special arrangement only)
- Logo Hot link from the Agile2010 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)
- Lead Retrieval System Available for an additional cost
- Icebreaker reception to be held in the Sponsor Exhibit area

Silver Sponsor

\$10,000

Silver Sponsor benefits include:

- 10' x 10' Exhibit Booth Space
- 1/4 page advertisement in Conference Program Guide
- 3 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference and are encouraged to participate on all levels.)
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Additional 5-pack registrations available at a discount. (5 for \$1200 each = \$6,000 – must be purchased by special arrangement only)
- Logo Hot link from the Agile2010 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)
- Lead Retrieval System Available for an additional cost
- Icebreaker reception to be held in the Sponsor Exhibit area

Conference Bag Sponsor **\$15,000 Exclusive!**

Conference Bag Sponsor benefits include:

- Exclusive placement of your company logo on the Conference Bag [Agile2010 Title Sponsors, Conference logo & Agile Alliance logo on reverse]
- 2 Complimentary Conference Registrations
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Logo Hot link from the Agile2010 website to your company home page

Stage Sponsor **\$3,500 Exclusive!**

Stage Sponsor benefits include:

- Your company logo printed on large poster and prominently displayed in sponsored stage room
- 1/4 page advertisement in Conference Program Guide
- 50 Word Description on website and in conference program guide
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)

Breakfast/M meal Sponsor **\$5,000 Exclusive!**

Breakfast/M meal Sponsor benefits include:

- Your company logo printed on large poster and food labels prominently displayed during breakfast or break of your choice
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)

Added Value Sponsor **Please ask!**

Agile2009 Conference suggestions:

- Welcome Cocktail & Icebreaker
- Room Drop – to all guests staying at the host hotel, The Gaylord Opryland™ Resort
- Entertainment/Décor – on final banquet night – to be held at the “Wild Horse Saloon” in downtown Orlando.

As a sponsor of an added value item, you would enjoy exclusive recognition [print materials, verbal recognition, etc] of your sponsored element as well as the opportunity to provide a bag insert advertising your item. These are elements outside the scope of the Agile2010 Conference therefore sponsorship of an added value item entails the purchase of the actual item as well as a sponsorship cost. We are offering you the opportunity to reach out to attendees in a unique and exclusive approach. Have another element in mind? Let us know!

A La Carte Sponsorship

Opportunities include:

Full Page Ad	\$2,500
1/2Page Ad	\$1,500
¼ Page Ad	\$800
Logo on T-shirt	\$1000
Logo on Website	\$1000
Bag insert	\$1000

Summary of Sponsorship Opportunities

Sponsorship Benefits	Sponsor Showcase				EXCLUSIVE Sponsorship Opportunities		
	Title \$40,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bag \$15,000	Breaks/Meal \$5,000	Stage \$3,500
Exhibit Booth Space*	10' x 20' [Premier location]	10' x 10'	10' x 10'	10' x 10'	-	-	-
Advertisement in Conference Program Guide	Full Page [Inside Cover]	Full Page	1/2 Page	1/4 Page	-	-	1/4Page
Shared Lanyard [or 50%]	Yes	-	-	-	-	-	-
Logo on Registration badges	Yes	-	-	-	-	-	-
Logo on Conference Bag	Yes	-	-	-	Yes	-	-
Complimentary Conference Registrations*	8	6	4	3	2	-	-
Additional 5-pack registrations available	Yes	Yes	Yes	Yes	-	-	-
# Bag inserts** [Literature or SWAG]	2	2	1	1	1	1	1
Recognition in all media and printed marketing materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in all electronic marketing materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in all onsite marketing materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Verbal recognition during conference	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Company description on Agile2010 Website & Conference Program Guide	200 words	200 words	100 words	100 words	100 words	100 words	50 words
Logo Hotlink on Agile2010 Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Conference T-Shirt	Yes	Yes	Yes	Yes	Yes	-	-
Email to attendees***	Yes	Yes	Yes	Yes	-	-	-

Badge scanners will be available to rent for all Sponsor Showcase participants. Please ask for additional information if you are interested.

* This is the total number of conference registrations provided to the sponsor. Booth workers must be registered to attend Agile2010.

** Additional costs may be incurred to take advantage of this opportunity. Freight and delivery costs are the responsibility of the sponsor.

*** Sponsor must provide email file to Agile Alliance, and email must be sent by September 13, 2010

Don't forget about our NEW Added Value & A La Carte sponsorship opportunities. Don't see the opportunity you need? Please ask! Our goal is to help you connect with your target group effectively and efficiently!



Agile2010

CONFERENCE ^{IN} ORLANDO, FLORIDA

AUGUST 9-13, 2010

SPONSOR PLEDGE FORM

We hereby pledge support in the amount of:

Sponsorship Level Description

Amount

Instructions: Complete all sections. Sign and return to the address listed below. Read and initial the Policies & Regulations page. Please make a copy for your files. Upon acceptance, Elastic Communications will e-mail a sponsorship confirmation / instruction packet to you.

Please Complete:

Date _____

Company Name _____

Contact _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Country _____ Email _____

Phone _____ Fax _____

****Exclusive Point of Contact for fulfillment:**

email/phone _____

PAYMENT & CANCELLATION POLICY:

In regards to the opportunity of sponsoring the Agile2010 Conference, and for the privileges provided by the Agile Alliance related to Sponsorship Level _____, and according to the policies governing sponsorships as printed in the attached Policies & Regulations, and which are part of this agreement, we promise to pay at least 50% of the total Sponsorship Amount (\$_____) within 30 days of signing with the remainder due by June 1, 2010. Agreements received after June 1, 2010 must include full payment.

All requests for sponsorship cancellation must be received in writing. If The Agile Alliance receives a written request for cancellation on or before June 1, 2010, the sponsor will be liable for 50% of the total sponsorship pledge. For cancellations received after June 1, 2010, sponsors are liable for 50% of the total sponsorship pledge plus 100% of cost of exhibitor space that was reserved.

All payments must be made in US Dollars.

METHOD OF PAYMENT:

___ Check (Make checks payable to The Agile Alliance)

___ MasterCard ___ Visa ___ AMEX

Card # _____ Exp. _____

Signature _____

Return to:

Phil Brock, Agile Alliance Managing Director

FAX: 503.554-6622

Email: sponsors@agilealliance.org (send scan or PDF)

Send checks (only) to:

Agile Alliance • 1425 Caribou Lane • Knoxville, TN 37931 • USA

**AGILE2010 CONFERENCE
SPONSORSHIP AGREEMENT / POLICIES AND REGULATIONS**

This form indicates the policies and regulations set forth as part of the contract for Sponsorship with the Agile Alliance and its organizing committee, hereinafter referred to as the Alliance, for the Agile2010 Conference being held at the Disney World Dolphin Hotel, Orlando, FL, on August 9-13, 2010. The Agile Alliance reserves the sole right to render all interpretations, amend and enforce these policies and regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the conference. The Alliance reserves the right to decline, prohibit, deny any sponsorship which in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

SPONSOR PAYMENT

A minimum of 50% must be paid within 30 days of signing. The balance will be due by June 1, 2010. All agreements received after June 1, 2010 must include full payment. Any deviations from this provision, including but not limited to acceptance of late payments specified herein, shall not be construed as a waiver of rights to cancel a sponsor's contract for such non-compliance. Delays in payment may result in missed marketing deadlines and sponsor exclusion from marketing campaigns and advertising opportunities.

CANCELLATION AND REFUNDS

All cancellations of sponsorship must be received in writing. If The Alliance receives a written request for cancellation of sponsorship on or before June 1, 2010, the sponsor will be liable for 50% of the total sponsorship canceled. For cancellations received after June 1, 2010, sponsors are liable for 50% of the total sponsorship pledge plus 100% of cost of exhibitor space that was reserved.

EXHIBIT SPACE AND COMPLIMENTARY REGISTRATION UNITS

A sponsor who chooses exhibit space as a sponsor privilege or through payment will be required to sign an Exhibitor Application and abide by the General Rules and Regulations for exhibiting.

AUTHORIZED REPRESENTATIVE

The sponsoring organization assumes responsibility for its authorized representative to follow all contract Rules and Regulations.

INDEMNIFICATION

Sponsor agrees that it will indemnify and hold and save the Alliance whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against the Alliance on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused by an act, omission, negligence or misconduct on the part of Sponsor or any of its employees, or when any such injury or damage is the result of the violation by Sponsor or any of its employees of any law, ordinance or governmental order. Sponsor covenants and agrees that in case the Alliance shall be made a part to any litigation commenced by or against Sponsor in relation to the aforementioned indemnification/hold harmless then Sponsor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon the Alliance by virtue of any such litigation.

The Exhibitor assumes all responsibility for their exhibit booth including theft, accidents and injuries. A current/valid Certificate of Insurance outlining Liability coverage must be submitted to the on-site organization/company holding the function (in this case Agile) and this documentation must be available to the hotel (if required) during the course of the event. The minimum coverage required is two million dollars, however five million would be preferred. If the exhibiting company/organization does not have standard liability insurance, event insurance specifically for this show must be purchased for the same minimum liability coverage.

WAIVER

The Alliance shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by an authorized Alliance organizing committee member. No delay or omission by the Alliance in exercising any of its right shall operate as a waiver of such rights and waiver of rights in writing on one occasion shall not be construed as consent to, or a waiver of any right or remedy on any future occasion.

ATTORNEYS' FEES

Should The Alliance or the Sponsor find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, the prevailing party shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.



Agile**2010**

CONFERENCE IN **ORLANDO, FLORIDA**

AUGUST 9-13, 2010

AMERICANS WITH DISABILITIES ACT, CIVIL RIGHTS, EEO

The Alliance holds the right to terminate all relations with a Sponsor, if that Sponsor blatantly disregards and/or demonstrates a position contrary to the federal laws affecting Americans with Disabilities, Civil Rights, and Equal Employment Opportunities. The alliance will reimburse the Sponsor 50% of any paid amount, if the Sponsorship is canceled for these reasons. Sponsors shall also indemnify and hold harmless The Alliance and facility against cost expense, liability or damage which may be incident to, arise out of or be caused by Sponsor's failure to comply with these federal laws.

SOCIAL FUNCTIONS / SPECIAL EVENTS

Any social function or special event planned by a sponsoring organization, to take place during the Conference, must be approved by The Alliance.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of The Alliance. The Alliance shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsors. Each sponsor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

_____ (Initial to indicate you have read and agree to the above terms, policies & regulations)