

AGILE DEVELOPMENT CONFERENCE

International Conference about Software Development

June 22-26, 2004

Salt Lake City, UT



2004 EXHIBITOR PORTFOLIO

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www.AgileDevelopmentConference.com

Conference Chair Welcome



Todd Little
ADC 2004
Conference Chair

The Agile Development conference is the place to exhibit tools that augment and coordinate the human activities involved in creating software, and to exhibit methods, consulting and other services in the agile development arena.

As the premier educational / networking conference on agile software development methods this conference provides a unique opportunity for exhibitors to develop personal and professional relationships with one another, with conference attendees, with sponsors and with the vast network that the AgileAlliance members have developed both nationally and inter-nationally.

Exhibitor Manager:

Paula Ezernack
Events by Design of Texas
715 West 20th
Houston, TX 77008
713/861-2160 or 888-861-2160

We invite you to be an integral part of our network and look forward to working with you.

- Promote new products
- Attract new customers
- Provide real-world experience
- Share proven success stories

About the 2004 Agile Development Conference

June 22-26, 2004
Salt Lake City, Utah

We are anticipating well over 400 attendees from around the world to participate in the *second annual* Agile Development Conference. We will once again hold the conference in Salt Lake City, Utah in the heart of the Rocky Mountains and home of the 2002 Winter Olympics. Last year we had 250 attendees, and this year we expect significant growth due to the increasing popularity of agile development. Participants include a wide range of software professionals who desire to create competitive advantage through agile development practices. A number of breakthrough techniques, practices, and process will be shared and analyzed through more than 60 presentations and tutorials offered over the course of four days and ten concurrent tutorial tracks. In addition to these focused explorations, the conference will feature numerous opportunities for attendees to build relationships with like-minded people. This is the premiere conference for people who are using, or who might wish to use, the principles of agile development to create better ways of developing software and for sharing this knowledge.

About the AgileAlliance

Mission

The AgileAlliance is a non-profit organization dedicated to promoting the concepts of agile software development, and helping organizations adopt those concepts. This organization was designed to be lightweight, initially only consisting of a board of directors, one administrator, and a set of bylaws.

History

The AgileAlliance germinated from a group of software professionals that had developed and were practicing lightweight approaches to software development. Responding to requests for a more open, inclusive, and visible way for everyone to participate, most of the founders of the AgileAlliance defined and established the non-profit AgileAlliance. Just like agile processes, all work and operations within the AgileAlliance is intended to emerge from subsets of members that self-organize into programs. The board of directors had to resist impulses to do top-down planning and is watching to see how successfully the organization emerges and succeeds following agile principles.

The Manifesto

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

Individuals and Interactions	over	Processes and Tools
Working Software	over	Comprehensive Documentation
Customer Collaboration	over	Contract Negotiation
Responding to Change	over	Following a Plan

That is, while there is value in the items on the right, we value the items on the left more.



ADC Conference Exhibit Space Contract

Space Reservation

(All fees must be submitted in U.S. currency only)

Commercial exhibit spaces in the main exhibit hall may vary in size (between 8' x 8' and 8' x 10') depending on the floor layout. Commercial exhibitors may purchase one additional full conference pass for entrance into all sessions for \$1,000.

Exhibitors that are not attending conference sessions can purchase an Exhibits & Events pass for \$500.

The exhibit hall is carpeted. It is the responsibility of the exhibitor to make arrangement with decorator for electricity, phone and internet access. Information will be provided in your Exhibitor Handbook.

Exhibit Space

___ Commercial space including one ADC pass= \$3,000

___ 2nd Registration = \$1,000

___ Exhibits & Events Pass = \$500

Date	Time	Scheduled Activities
Tue., June 22	7:00pm – 9:00pm (Optional)	Ice Breaker
Wed., June 23	7:30am – 9:00pm	Welcome reception in exhibit area
Thur., June 24	7:30am – 5:30pm	
Fri., June 25	7:30am – 1:00pm 7:00pm – 9:00pm (Optional)	Off site SIG groups Noon-6:30pm. Welcome back reception in exhibit area

Booth Sign

One 7" by 44" sign free per booth will be provided. Please indicate the correct lettering of your company name, as it should appear.

Correct lettering for your company name

Badges

Please list the names of your representatives who will need name badges

1. _____
2. _____
3. _____

Organization Description

Please provide a brief (25 words or less) description of your organization. This description will be listed in the exhibit directory. Event organizers reserve the right to edit copy.

Total

Total exhibit space cost	=	\$ _____
2 ND Registration	=	\$ _____
Exhibits & Events Pass	=	\$ _____
Total Enclosed	=	\$ _____

PLEASE SIGN IN THE SPACE PROVIDED AND FORWARD TWO COPIES OF YOUR COMPLETED CONTRACT AND FULL PAYMENT TO: Events by Design of Texas, 715 West 20th, Houston, Texas 77008, Tel: 713-861-2160, Fax: 713-861-2111. Checks should be made payable to: AGILE DEVELOPMENT CONFERENCE. I have read and it is agreed all the Rules and Regulations included in this contract are a part hereof and no agreement other than those contained herein shall be binding upon the parties unless in writing and signed by the Event organizers.

Exhibitor's Firm Name: _____
 Printed Name of Signer: _____ Title: _____
 Address: _____ City: _____ State: ___ Zip: ___
 Telephone: _____ Fax: _____
 Email Address: _____

Signature: _____ Date: _____

For office use only:

Accepted date: _____ Booth Number(s): _____ Signature: _____
 Amount Paid: _____ Payment Reference: _____

Rules and Regulations

Definition of Terminology

As used herein in reference to the Agile Development Conference, the words "ADC", "Conference", "Conference Management", "Exhibits Manager" and "Management" refer to the AgileAlliance, an Illinois not for profit corporation (the Organizers), acting through its agents or its employees in the management of the conference and vendor Exhibition Premises; "Exhibitor" refers to those companies and corporations contracting for the ADC exhibition; "Exhibition Premises" and "Hall" refer to the Hilton, Salt Lake City Center, Salt Lake City, Utah; "Decorator" refers to the contracting/decorating company.

Contract for Space

Your signed official application for exhibit space will constitute a contract for the right to use space only when an acceptance is signed and returned by the Exhibits manager. Payment in full is due with the application. All contracts are expressly made subject to the terms for the ADC lease relating to the Exhibition Premises.

Commercial Exhibitor

Booth charge is \$3,000 for an 8' by 10' space in the exhibit hall and includes 1 full ADC registration.

Cancellations

In the event of cancellation by the Exhibitor at any time, or if the rental space is unoccupied on opening day, the Exhibits Manager shall have the right to retain the exhibit fee as liquidated damages. Exhibitors may not sublease, reassign or apportion a whole or any part of the space assigned. If a cancellation is requested, refunds will be done on the following scale:

- 1 to 30 days out from date of show – No refund
 - 31 to 120 days out from date of show - \$25% of booth fees paid will be refunded
 - 121 to 180 days out from date of show - \$50% of fees paid will be refunded
 - 181 or more days out from date of show – The total cost will be refunded
- The Conference Organizers reserve the right to cancel the event at their own discretion. In the event that the Conference is cancelled, the Organizer's sole liability shall be to reimburse the Exhibitor pro rata on monies actually paid by such Exhibitor. The exhibitor assumes the entire responsibility for any damages including loss of business, cost of plane tickets, etc.

Booths and Decorations

Each exhibit booth has dimensions of 8' or 10' wide and 8' deep. The height of the back wall shall be 8' and side rails 3'. No construction in the exhibit space shall be in excess of 10' in height.

Booth Furnishings

Each exhibit booth include (A) a standard 8' high by 8' or 10' wide back wall drape; (B) side rail drapes 3' high and 8' long; (C) a standard 7" by 44" booth sign is optional including Exhibitor name and booth number; (D) general illumination; (E) aisle cleaning service; (F) one 6' draped table; (G) two chairs (H) and one wastebasket.

Booth Exclusions

The booth rental fee does not include such items as telephones, electrical or internet service. All such materials are available on a rental basis from the Decorator. All costs related to the above listed booth exclusions are borne by the Exhibitor.

Shipping and Storage

The Hilton, Salt Lake City Center will receive packages three days prior to the meeting date, with prior notification and approval from the Hotel representative. All guests packages sent to the Hilton will be subject to a \$3.00 handling fee per package and will be received and stored by the hotels Receiving Department until time of delivery. Your official Exhibitor's Kit will be sent to you and includes shipping and drayage information.

Admission

Admission to the ADC 2004 Conference exhibit area will be by official name badge only; additional events and full registration may be purchased. Exhibitors and their representatives must wear these badges at all times while on the display floor.

Rejection and Penalties

The Exhibits Manager reserves the rights to restrict, reject, or prohibit any exhibition whole or part, which because of noise or for any other reason becomes objectionable, with or without giving cause. If cause is not given, liability shall not exceed the return to the Exhibitor of the amount of rental unearned at the time of rejection. If an Exhibitor is rejected because of a violation of these rules, or for any stated reason, no return of rental shall be made. The Exhibitor shall abide at all times by any and all regulations and requirements of the Conference organizers.

Solicitation of Business

Exhibitors will permit solicitation of business only. The exhibitor shall be responsible for any state of local taxes that may be applicable. Sales receipts must accompany all merchandise sold and delivered on the Exhibition Premises.

Arrangement of Exhibits

Exhibitors must agree to arrange their exhibits so not to obstruct the general view nor hide other exhibits. No partitions other than the side dividers provided by the Exhibits Decorator will be allowed unless specifically approved. The Exhibits Manager must approve large display signs but Exhibitors may use cards or signs of appropriate size on individual exhibits, and on partitions. Side dividers may not be removed.

Installation of Exhibits

Booth spaces will be available for installation from 12:00 noon to 7:00pm on Tuesday, June 22, 2004. The installation of exhibits and removal of all boxes and crating must be completed before 7:00pm.

Dismantling

The Exhibitor agrees not to dismantle the booth or do any packing before 5:30pm on Saturday, June 26, 2004, and further agrees to have all materials removed by 12:00pm. Any material left in the Exhibit area after this time will be stored and charged at the prevailing rates. Greater than average amounts of refuse will be discarded with cartage rates charged.

Show Hours

The exhibit premises will be open as follows:

Tuesday, June 22	7:00pm – 9:00pm - Optional
Wednesday, June 23	7:30am – 9:00pm
Thursday, June 24	7:30am – 5:30pm
Friday, June 25	7:30am – 1:00pm
Reception	7:00pm – 9:00pm - Optional
Saturday, June 26	7:30am – 5:30pm

These hours are subject to change: please refer to the Exhibitor's kit for further information.

Noisy and Obnoxious Equipment

If the operation of apparatus produces noise of sufficient volume or odors found to be annoying to neighboring Exhibitors and guests, it will be necessary to discontinue such operation. The Exhibitor agrees that radio, television, motion picture or other audio and visual aids will be operated in such a manner and place as to provide no inconvenience to other Exhibitors. Sound may be at a level to reach the immediate vicinity of the Exhibitor's area only and the Exhibits Manager reserves the right to prohibit the use of any equipment contravening these regulations.

Compliance with Fire Regulations

Fire-hose cabinets must be left accessible and be in full viewing at all times. Bottled gas or any other type of flame will not be permitted. Flammable and related materials, which conflict with the underwriting of the Hilton or Fire Department rules must out of necessity be excluded. The use of paper in any form for decoration is prohibited. All decorations draperies, table covers, etc., must be flame proof. All materials and fluids, which are flammable, are to be kept in safety containers. All packing containers, excelsior and wrapping paper, are to be removed from the floor and must be stored under tables or behind displays. THE EXHIBIT AREA IS A SMOKE-FREE ENVIRONMENT.

Insurance

In all cases, Exhibitors wishing to insure their goods must do so at their own expense. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitors displays, equipment, or property brought upon the premises of the Hilton and agrees to indemnify, defend and hold harmless the Organizers, the Hilton and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the Hilton premises excluding any liability caused by the negligence of the Organizers, the Hilton or its owners, servants, agents, and employees. The Exhibitor understands that neither the Organizers nor the Hilton maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance. It is the Organizer's responsibility to adhere to local fire codes and have the proposed floor plan approved by the Hilton.

Care of Building

Acceptance of exhibit space makes it obligatory on the part of the Exhibitor and its employees that they shall not deface, injure, nor mar the Exhibition Premises. Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls floors or other parts of the building or furniture. No gasoline, kerosene, acetylene, candles or other flammable or explosive substances will be permitted by the Hilton. Any damage done shall be made good by the Exhibitor to the Organizers or the Hilton as their interests may appear.

Liability

Neither AgileAlliance, the Event Organizers, the Exhibits Manager, the Hilton, the Decorator or others associated with the management of the Conference (the Organizers), will assume responsibility for the safety of the property of the Exhibitor, its officials, agents, or employees, from theft, damage by fire, accident or other causes, but will use reasonable care to protect against such loss. It is agreed that the Exhibitor shall indemnify and hold harmless the Organizers from all liability, which might result from any cause whatsoever. The Organizers shall not be liable for non-fulfillment or commitment for the delivery of space by reason of the Hilton, premise being damaged or destroyed or rendered unusable by fire, accident, acts of nature or public enemy, strike, authority of law or any other cause. In the event that the Conference cannot be held or space delivered to that purpose, the Organizer's sole liability shall be to reimburse the Exhibitor pro rata on monies actually paid by such Exhibitor less any and all cash or charges paid or incurred for advertising, administration and similar purposes.

General

These rules are subject to revision by Conference Management, and all points not covered herein are subject to its decision. These rules have been formulated for the best interest of the Exhibitors, as well as the Organizers, and Exhibitors are respectfully requested to cooperate in observance of them.

The Exhibits Manager shall be the final authority on any question regarding the interpretation of these rules and regulations. No amendments to this contract accepted.