

AGILE DEVELOPMENT CONFERENCE

International Conference about Software Development

June 22-27, 2004

Salt Lake City, UT



2004 SPONSORSHIP PORTFOLIO

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www.AgileDevelopmentConference.com

AGILE DEVELOPMENT CONFERENCE 2004

June 22-27, 2004 - Salt Lake City, Utah

Hilton, City Center

255 South West Temple



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Conference Chair Welcome



Todd Little
ADC 2004
Conference Chair

On behalf of the Agile Alliance Board of Trustees, our members and the 2004 Agile Development Conference planning committee, I am pleased to present the following Sponsorship Planning Portfolio detailing a wide range of conference sponsorship opportunities available to you. There are many programs and activities created specifically for sponsors who support the vision of competitive advantage through agile development practices.

Conference organizers are dedicated to the process of creating a mutually fulfilling relationship. We will assist you in selecting sponsorship levels that will make the most of your visibility and recognition needs. We want our sponsors to receive maximum benefit from their support. Early program selection allows us to maximize your recognition among targeted attendees and conduct relevant marketing and public relations activities within the industry.

As the premier educational / networking conference for agile software developers, this conference provides many opportunities for attendees to develop personal and professional relationships with one another, with Sponsors, and with the vast network that the Agile Alliance members have developed both nationally and inter-nationally. We invite you to be an integral part of our network and look forward to working with you.

About the 2004 Agile Development Conference

June 22-27, 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. 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 wish to use, the principles of agile development to create better ways of developing software.

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

Event Sponsorship Opportunities



Promotional Activities:

- Targeted direct mail campaign including tri-fold brochures & postcards
- Email invitation campaigns
- Full page conference ad in leading industry publications
- Public relations promotion to leading print, radio, and television media nationwide
- Newsletter, Web site and e-mail communications with leading trade associations.
- Conference program & on-site publications
- Conference web site links

We are anticipating well over 400 attendees from around the world to participate in the *second annual* Agile Development Conference. Take advantage of this exciting opportunity to market your company, products and/or services to some of the most influential people defining and leveraging agile software development practices today. We offer several sponsorship levels with excellent marketing opportunities and benefits within each category:

Sponsorship Levels:

Title	\$50,000	Bronze	\$ 7,500
Platinum	\$25,000	Breaks	\$ 5,000
Gold	\$15,000	Internet Café	\$10,000
Silver	\$10,000	Conference Bags	\$10,000

Additional marketing opportunities available. See listings below

Title Sponsor

Title Sponsor benefits include: **gold** **\$50,000 EXCLUSIVE!** ThoughtWorks

- Full page ad in Conference Program (inside front cover)
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition on all sponsor signage at the conference
- Registration badges will display your company logo
- Conference bag will display your company logo
- Conference T-Shirt will display your company logo
- Your company banners placed strategically throughout the conference
- Six Credit Units (One unit = 1 exhibit space or 1 registration)
- Six Conference T-Shirts
- Reserved seating at Banquet
- Hot link from the Agile Development Conference web site to sponsor's home page
- Company literature distributed with all attendee registration packets
- Copy of attendee List

Platinum Sponsor **\$25,000**

Platinum Sponsor benefits include:

- Full page ad in Conference Program
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition at Banquet & Ice Breaker sponsor
- Conference T-Shirt will display your company logo
- Your company banners placed strategically throughout the conference
- Four Credit Units (One unit = 1 exhibit space or 1 registration)
- Four Conference T-Shirts
- Reserved seating at Banquet
- Hot link from the Agile Development Conference web site to sponsor's home page
- Company literature distributed with all attendee registration packets
- Copy of attendee list

Event Sponsorship Opportunities (Continued)



Promotional Activities:

- Targeted direct mail campaign including tri-fold brochures & postcards
- Email invitation campaigns
- Full page conference ad in leading industry publications
- Public relations promotion to leading print, radio, and television media nationwide
- Newsletter, Web site and e-mail communications with leading trade associations.
- Conference program & on-site publications
- Conference web site links

Gold Sponsor

\$15,000

Gold sponsor benefits include:

- Half page ad in Conference Program
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition as Ice Breaker sponsor
- Conference T-Shirt will display your company logo
- Three Credit Units (One unit = 1 exhibit space or 1 registration)
- Three Conference T-Shirts
- Reserved seating at Banquet
- Hot link from the Agile Development Conference web site to sponsor's home page
- Company literature distributed with all attendee registration packets
- Copy of attendee list

Silver Sponsor

\$10,000

Silver Sponsor benefits include:

- Quarter page ad in Conference Program
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition as Mixer sponsor
- Conference T-Shirt will display your company logo
- Two Credit Units (One unit = 1 exhibit space or 1 registration)
- Two Conference T-Shirts
- Reserved seating at Banquet
- Hot link from the Agile Development Conference web site to sponsor's home page
- Copy of attendee list

Bronze Sponsor

\$7,500

Bronze Sponsor benefits include:

- Recognition in select media and printed marketing materials from signing forward
- Recognition in select electronic marketing materials from signing forward
- Recognition as an exclusive Breakfast sponsor
- One Credit Unit (Exchange for 1 exhibit space or 1 registration)
- One Conference T-Shirt
- Reserved seating at Banquet
- Hot link from the Agile Development Conference web site to sponsor's home page
- Copy of attendee list

Breakfast & Breaks

\$5,000

Breakfast Sponsor benefits include:

- Recognition in select media and printed marketing materials from signing forward
- Recognition in select electronic marketing materials from signing forward
- Recognition as a sponsor
- One Conference T-Shirt
- Reserved seating at Banquet
- Hot link from the Agile Development Conference web site to sponsor's home page
- Copy of attendee list

Unique Marketing Opportunities



Promotional Activities:

- Targeted direct mail campaign including tri-fold brochures & postcards
- Email invitation campaigns
- Full page conference ad in leading industry publications
- Public relations promotion to leading print, radio, and television media nationwide
- Newsletter, Web site and e-mail communications with leading trade associations.
- Conference program & on-site publications
- Conference web site links

Internet Cafe \$10,000(or equipment) EXCLUSIVE!

Internet Cafe Sponsor benefits include:

- Quarter page ad in Conference Program
- Recognition as Internet Cafe sponsor
- Conference T-Shirt will display your company logo
- Two complimentary registrations
- Two Conference T-Shirts
- Reserved seating at Banquet
- Hot link from the Agile Development Conference web site to sponsor's home
- Copy of attendee list

Conference Bag \$10,000 EXCLUSIVE!

Bag Sponsor benefits include:

- Quarter page ad in Conference Program
- Your company logo prominently displayed on conference bag
- Conference T-Shirt will display your company logo
- Two complimentary registrations
- Two Conference T-Shirts
- Reserved seating at Banquet
- Hot link from the Agile Development Conference web site to sponsor's home page
- Copy of attendee list

Additional Advertising Opportunities

Conference Program: (Artwork deadline May 15, 2004)

Back Cover	\$6,000	Exclusive
Inside Back Cover	\$4,500	Exclusive
Full Page	\$2,500	Unlimited
Half Page	\$1,600	Unlimited
Quarter Page	\$ 900	Unlimited

Other:

Logo on T-Shirt	\$1,500	Unlimited
Logo on Staff Shirts	\$2,000	Exclusive
Lanyards	\$1,500	Exclusive
Bag Inserts	\$1,000	Unlimited

Important Deadlines

Sponsorship commitment by:

February 21, 2004	For inclusion in Ad Campaign
February 21, 2004	For inclusion in Marketing Brochure
February 21, 2004	For prime Exhibitor Spacer
April 15, 2004	Conference Bag Sponsor
May 15, 2004	For logo inclusion on Conference T-Shirt
May 15, 2004	For inclusion of Conference Bag inserts
May 15,2004	Artwork for inclusion in Conference Program

AGILE DEVELOPMENT CONFERENCE

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, event organizers will mail a sponsorship confirmation / instruction packet to you.

Please Complete:

Date: _____

Company Name _____

Contact _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

EXHIBIT SPACE AND COMPLIMENTARY REGISTRATION PASSES

Sponsorship levels of \$7,500 or above receive credit units that can be exchanged for either exhibit space or complimentary registration passes. Number of units in your package = (____). Please indicate how your organization intends to use your credit units. **One credit unit = One exhibit space or One registration.**

____ Exhibit space units (*Exhibitors will receive an exhibitor instruction package & contract*)

____ Complimentary registration passes

PAYMENT & CANCELLATION POLICY:

In regards to the opportunity of sponsoring the 2004 Agile Development Conference, and for the privileges provided by the AgileAlliance 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, 2004. Agreements received after May 15, 2004 must include full payment.

All requests for sponsorship cancellation must be received in writing. If Event Organizers receive a written request for cancellation on or before May 15, 2004, the sponsor will be liable for 50% of the total sponsorship pledge. For cancellations received after May 15, 2004, sponsors are liable for 50% of the total sponsorship pledge plus 100% of cost of exhibitor space that was reserved.

METHOD OF PAYMENT:

___ Check (Make checks payable to The AgileAlliance)

___ MasterCard ___ Visa ___ AMEX

Card # _____ Exp. _____

Signature _____

**Return to: Events By Design of Texas
715 West 20th
Houston, Texas 77008**

Fax: 713-861-2111

AGILE DEVELOPMENT CONFERENCE 2004 SPONSORSHIP AGREEMENT / POLICIES AND REGULATIONS

This form indicates the policies and regulations set forth as part of the contract for Sponsorship with the AgileAlliance and its organizing committee, hereinafter referred to as the Alliance, for the Agile Development Conference being held at the Hilton City Center in Salt Lake City, Utah on June 22-27, 2004. The AgileAlliance 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, 2004. All agreements received after May 15, 2004 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 May 15, 2004, the sponsor will be liable for 50% of the total sponsorship canceled. For cancellations received after May 15, 2004, 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

Sponsorship levels of \$7,500 or above receive credit units that can be exchanged for either exhibit space or complimentary registration passes. Upon signing you will indicate how your organization intends to use your credit units. **One credit unit = One exhibit space or One registration.** If the sponsor 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, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Sponsor or any of its agents, servants, employees, contractors, patrons, guest, licensees or invitees or of any other person entering upon the premises leased hereunder with the express or implied invitation or permission of Sponsor, or when any such injury or damage is the result, proximate or remote, of the violation by Sponsor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any result from the sole negligence, gross negligence or willful misconduct of the Alliance. 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 this conference 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.

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 a consent to, or a waiver of any right or remedy on any future occasion.

ATTORNEYS' FEES

Should The Alliance 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 Alliance, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

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)