



Agile2008

Conference

International Conference about
Agile Software Development

SPONSORSHIP

PORTFOLIO

<http://www.Agile2008.org>

AGILE2008 CONFERENCE
August 4-8, 2008 – Toronto Centre Sheraton Hotel



Agile2008

Conference

Presented by the Agile Alliance

2008 Sponsorship Portfolio Table of Contents

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For additional sponsorship information, contact

Phil Brock, Agile Alliance Managing Director
sponsors@agile2008.org
503.554-8230

About the Agile Alliance

Mission

The Agile Alliance is a 501(c)(6) non-profit organization that supports individuals and organizations that use agile approaches to develop software.

Conference Chair Welcome

Rachel Davies
Agile2008
Program Director

Agile 2008 will be an exciting conference about techniques and technologies, attitudes and policies, research and experience, and the management and development sides of agile software development.

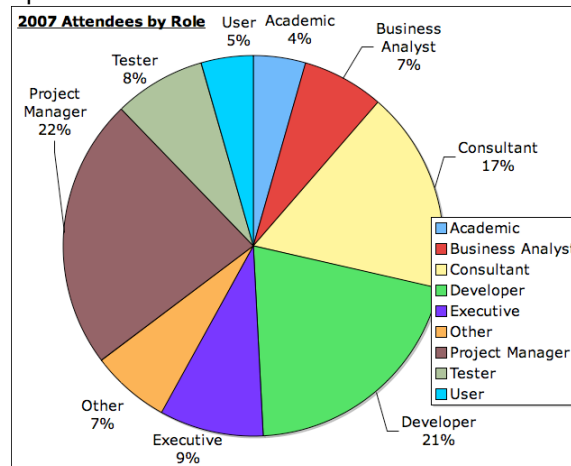
The agile approach focuses on delivering business value early in the project lifetime and being able to incorporate emergent requirements. It accentuates the use of rich communication channels and frequent delivery of running, tested systems, while attending to the human aspect of software development.

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

About the Agile2008 Conference

August 4 - 8, 2008
Sheraton Centre
Toronto Hotel

We are anticipating more than 1600 attendees from around the world to participate in Agile2008, and we anticipate our fourth consecutive sellout. At Agile2007 in Washington D.C., we had 1100 attendees and sold out three months early. Participants include a wide range of software professionals who desire to create competitive advantage through agile development practices.



Agile 2008 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.

Event Sponsorship Opportunities



Agile2008
Conference

Promotional Activities:

- *Targeted direct mail campaign*
- *Email invitation campaigns*
- *Full page conference ads in leading industry publications*
- *Public relations promotion to leading print, radio, and television media worldwide*
- *Newsletter, Web site, and e-mail communications with leading trade associations*
- *Direct communications with small conference attendees worldwide*
- *Conference program & on-site publications*
- *Conference web site links*

On-site sponsorship opportunities are limited to a total of (only) 32 booth spaces this year. We wish 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. If you sponsored Agile2007 you can sponsor Agile2008 at the same level (if available) when you commit by the Jan. 31, 2008. Our Public Relations team can assist you with news releases and new product launches during the 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	\$40,000	Conference Bags	\$15,000
Platinum	\$25,000	Exhibitor Only	\$ 7,500*
Gold	\$15,000	Breakfast/Breaks	\$ 5,000
Silver	\$10,000	Receptions	<i>Inquire</i>
		Individual Stage	<i>Inquire</i>

Additional marketing opportunities available. See listings below.
*Availability is not guaranteed.

Title Sponsor \$40,000 Limited to two!

Title Sponsor benefits include:

- Full page ad in Conference Program (inside cover)
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Registration badges will display your company logo
- Volunteer T-Shirt will display your company logo (alternate days)
- Conference bag will display your company logo
- Conference T-Shirt will display your company logo
- (Up to) 2 bag inserts
- Shared Lanyard (or 50%)
- Your company banners placed strategically throughout the conference
- 1 Double-Sized Exhibit booth
- 6 Complimentary Registrations
- Hot link from the Agile2008 web site to sponsor's home page
- Company literature distributed with all attendee registration packets
- One email message sent to attendees on your behalf (attendees may opt out)
- Vendor Talk



Agile2008 Conference

Promotional Activities:

- *Targeted direct mail campaign*
- *Email invitation campaigns*
- *Full page conference ads in leading industry publications*
- *Public relations promotion to leading print, radio, and television media worldwide*
- *Newsletter, Web site, and e-mail communications with leading trade associations*
- *Direct communications with small conference attendees worldwide*
- *Conference program & on-site publications*
- *Conference web site links*

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
- Conference T-Shirt will display your company logo
- 1 Bag insert
- Your company banners placed strategically throughout the conference
- 1 Exhibit booth
- 4 Complimentary Registration Credits
- Hot link from the Agile2008 web site to sponsor's home page
- Company literature distributed with all attendee registration packets
- One email message sent to attendees on your behalf (attendees may opt out)
- Vendor Talk

Gold Sponsor **\$15,000**

Gold 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
- Conference T-Shirt will display your company logo
- 1 Exhibit booth
- 3 Complimentary Registration Credits
- Hot link from the Agile2008 web site to sponsor's home page
- Company literature distributed with all attendee registration packets
- One email message sent to attendees on your behalf (attendees may opt out)
- Vendor Talk

Silver Sponsor **\$10,000**

Silver 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
- Conference T-Shirt will display your company logo
- 1 Exhibit booth
- 2 Complimentary Registration Credits
- Hot link from the Agile2008 web site to sponsor's home page
- One email message sent to attendees on your behalf (attendees may opt out)
- Vendor Talk

Unique Marketing Opportunities



Agile2008
Conference

Promotional Activities:

- Targeted direct mail campaign
- Email invitation campaigns
- Full page conference ads in leading industry publications
- Public relations promotion to leading print, radio, and television media worldwide
- Newsletter, Web site, and e-mail communications with leading trade associations
- Direct communications with small conference attendees worldwide
- Conference program & on-site publications
- Conference web site links

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
- Hot link from the Agile2008 web site to sponsor's home page
- One email message sent to attendees on your behalf (attendees may opt out)

Conference Bag **\$15,000** **EXCLUSIVE!**

Bag Sponsor benefits include:

- Half page ad in Conference Program
- Your company logo prominently exclusively displayed on front of conference bag. Conference logo and Title Sponsor(s) logos on reverse.
- Conference T-Shirt will display your company logo
- Two complimentary registrations
- Hot link from the Agile2008 web site to sponsor's home page
- One email message sent to attendees on your behalf (attendees may opt out)

Additional Marketing Opportunities

Conference Program: (Artwork deadline June 15, 2008)

Full Page	\$2,500	Unlimited
Half Page	\$1,600	Unlimited
Quarter Page	\$ 900	Unlimited

Other:

Logo on T-Shirt & web site	\$1,000	Limited
Bag Inserts	\$1,000	Unlimited
Individual Stage Banners	\$2,500	Limited

Other opportunities may become available.

Important Deadlines

Sponsorship commitment by:

January 31, 2008	Previous year sponsor slots released
February 21, 2008	For inclusion in Ad Campaign
February 21, 2008	For inclusion in Marketing Brochure
February 21, 2008	For Exhibitor Space selection
April 15, 2008	Conference Bag Sponsor
June 1, 2008	For logo inclusion on Conference T-Shirt
June 1, 2008	For inclusion of Conference Bag inserts
June 1, 2008	Artwork for inclusion in Conference Program

Summary of Sponsorship Opportunities

Exclusive

Sponsor Level	Title	Platinum	Gold	Silver	Breaks	Bag
Price	\$40,000	\$25,000	\$15,000	\$10,000	\$5,000	\$15,000
Ad in Conference Program	1 Page Cover	1 Page	1 Page	1/2 Page		1/2 Page
Lanyard	Y					
Logo on printed marketing materials	Y	Y	Y	Y	S	Y
Logo on electronic marketing materials	Y	Y	Y	Y	S	Y
Logo on Registration badges	Y					
Logo on Volunteer shirts	Y*					
Logo on T-Shirt	Y	Y	Y	Y	Y	Y
Logo on Bag						Y
Company banners displayed	Y	Y	Y	Y		Y
Exhibit booth (includes 2 booth workers)	Y	Y	Y	Y		Y
Registration Credits = 1 conference attendee or 2 booth workers	6	4	3	2	0	2
Logo and hot link on Agile2008 web site	Y	Y	Y	Y	Y	Y
Company description on Agile2008 web site (# words)	200	200	100	100	100	100
Company description in program guide (# words)	200	200	100	100	100	100
Company literature inserted into registration packets	Y	Y	Y	Y		
30-Minute Vendor Presentation at breakout session	Y	Y	Y	Y		
One email message sent to attendees on your behalf (attendees may opt out)	Y	Y	Y	Y	Y	Y

*alternate days **with Agile2008 Logo

Additional Marketing Opportunities may become available. Please inquire.

AGILE2008 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 _____

Country _____ Email _____

Phone _____ Fax _____

PAYMENT & CANCELLATION POLICY:

In regards to the opportunity of sponsoring the Agile2008 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, 2008. Agreements received after June 1, 2008 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 June 1, 2008, the sponsor will be liable for 50% of the total sponsorship pledge. For cancellations received after June 1, 2008, 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

FAX: 503.538-0739

Email: sponsors@agile2008.org (send scan or PDF)

Send checks (only) to:

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

AGILE2008 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 Agile2008 Conference being held at the Sheraton Centre Toronto Hotel, Toronto, Ontario, Canada August 4-8, 2008. 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, 2008. All agreements received after June 1, 2008 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, 2008, the sponsor will be liable for 50% of the total sponsorship canceled. For cancellations received after June 1, 2008, 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, 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.

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operator, Starwood Hotels & Resorts Worldwide, In., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set for in this Exhibit, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

Hotel, its owners, its operator, and Starwood Hotels & Resorts Worldwide, Inc. shall be included in such policies as additional named insureds. In addition, Exhibitor acknowledges that neither Hotel, its owners, its operator, nor Starwood Hotels & Resorts Worldwide, Inc. maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibit to obtain business interruption and property damage insurance insuring any losses by exhibitor.

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)