

# Agile Singapore Conference 2014

## Sponsorship Portfolio

Marina Bay Sands  
12-14 November, 2014

# Conference Background

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- Agile Singapore 2014 will be the second Agile Conference in Singapore, organised by volunteers from the Agile Singapore community
- The conference last year brought together a truly exceptional group of enthusiastic practitioners from around the world
- Attendees are from a broad range of job categories: executives, product managers, product owners, testers, developers, consultants, academics, business analysts, UX designers, project managers, scrum masters, coaches.
- More than 400 attendees from 21 countries: Australia, Bangladesh, China, Finland, Germany, India, Indonesia, Japan, Korea, Malaysia, Netherlands, New Zealand, Norway, Philippines, Singapore, Sri Lanka, Sweden, Taiwan, Thailand, UK and USA
- Attendees represented a range of organisations from startups to government and from investment banking to gaming

# Agile Singapore 2014

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- Aims to build on last year's event with the addition of a third day and an increased number of both speakers and attendees
- Brings together the rapidly growing and increasingly diverse group of individuals attending from an expanding number of organisations
- Supports sharing knowledge and learning useful practices for attendees to improve their own and their organisation's agility and their ability to deliver increased business value
- Marina Bay Sands - 12th to 14th November
- Join and share with the community dedicated to making the software industry more productive, humane and sustainable

Join us this year!

If you sponsored last year, your place will be held until May 11, 2014.

After that date we will release opportunities to other sponsors.



	Title	Platinum	Gold	Silver
Maximum number of sponsors	2 (SOLD OUT)	Limited by available space at the venue		
Investment (SGD)	\$17.5k SGD	\$12.5k SGD	\$10k SGD	\$7.5k SGD
Advertisement in conference programme guide	Premiere	Deluxe	Featured	Standard
Logo on Front page of Event website	Yes	No		
Logo on Conference Badge Holder	Yes	No		
Logo on Conference Bag	Yes	No		
Exhibit display space	4m x 3m	3m x 3m	3m x 3m	3m x 2m
Complimentary Conference Registrations	8	6	4	3
Bag inserts	2	2	1	0
Description on website and in conference programme	200 words	200 words	100 words	100 words
Conference T-shirt will display logo	Yes			No
Prominent area to advertise on the jobs board	Yes			No
Recognition in all media and print	Yes			
One e-mail message sent to attendees	Yes			
Verbal recognition during conference	Yes			
Additional discounted registrations	Yes			
Logo with hyperlink on the website	Yes			

# Title Exhibition Opportunities

## \$17,500 (SGD) (SOLD OUT)

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- Premiere advertisement in conference programme guide
- Logo on front page of website
- Logo on conference badge holder
- Logo on conference bag
- 4m x 3m exhibition booth space
- Eight complimentary conference registrations. All booth workers must have been registered and are encouraged to participate on all levels
- Two bag inserts (literature or swag). Inserts require pre-approval. Guidance: Literature must be A4 size or less and provided in a single package. Gifts must be provided in a single package
- 200 word description on website and in conference programme guide
- Conference T-shirt will display logo
- Prominent area to advertise on the jobs board
- Recognition in all media and print
- One e-mail message sent to attendees on your behalf (attendees may opt out)
- Verbal recognition during the conference (welcome and closing remarks)
- Discounted registrations available by special arrangement only: \$500 per person
- Logo with hyperlink on the Agile Singapore Conference 2014 website

# Platinum Exhibition Opportunities

## \$12,500 (SGD)

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- Deluxe advertisement in conference programme guide
- 3m x 3m exhibition booth space
- Six complimentary conference registrations. All booth workers must have been registered and are encouraged to participate on all levels
- Two bag inserts (literature or swag). Inserts require pre-approval. Guidance: Literature must be A4 size or less and provided in a single package. Gifts must be provided in a single package
- 200 word description on website and in conference programme guide
- Conference T-shirt will display logo
- Prominent area to advertise on the jobs board
- Recognition in all media and print
- One e-mail message sent to attendees on your behalf (attendees may opt out)
- Verbal recognition during the conference (welcome and closing remarks)
- Discounted registrations available by special arrangement only: \$500 per person
- Logo with hyperlink on the Agile Singapore Conference 2014 website

# Gold Exhibition Opportunities

## \$10,000 (SGD)

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- Featured advertisement in conference programme guide
- 3m x 3m exhibition booth space
- Four complimentary conference registrations. All booth workers must have been registered and are encouraged to participate on all levels
- 1 bag insert (literature or swag). Inserts require pre-approval. Guidance: Literature must be A4 size or less and provided in a single package. Gifts must be provided in a single package
- 100 word description on website and in conference programme guide
- Conference T-shirt will display logo
- Prominent area to advertise on the jobs board
- Recognition in all media and print
- One e-mail message sent to attendees on your behalf (attendees may opt out)
- Verbal recognition during the conference (welcome and closing remarks)
- Discounted registrations available by special arrangement only: \$500 per person
- Logo with hyperlink on the Agile Singapore Conference 2014 website



# Silver Exhibition Opportunities

## \$7,500 (SGD)

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- Standard advertisement in conference programme guide
- 3m x 2m exhibition booth space
- Three complimentary conference registrations. All booth workers must have been registered and are encouraged to participate on all levels
- 1 bag insert (literature or swag). Inserts require pre-approval. Guidance: Literature must be A4 size or less and provided in a single package. Gifts must be provided in a single package
- 100 word description on website and in conference programme guide
- Recognition in all media and print
- One e-mail message sent to attendees on your behalf (attendees may opt out)
- Verbal recognition during the conference (welcome and closing remarks)
- Discounted registrations available by special arrangement only: \$500 per person
- Logo with hyperlink on the Agile Singapore Conference 2014 website



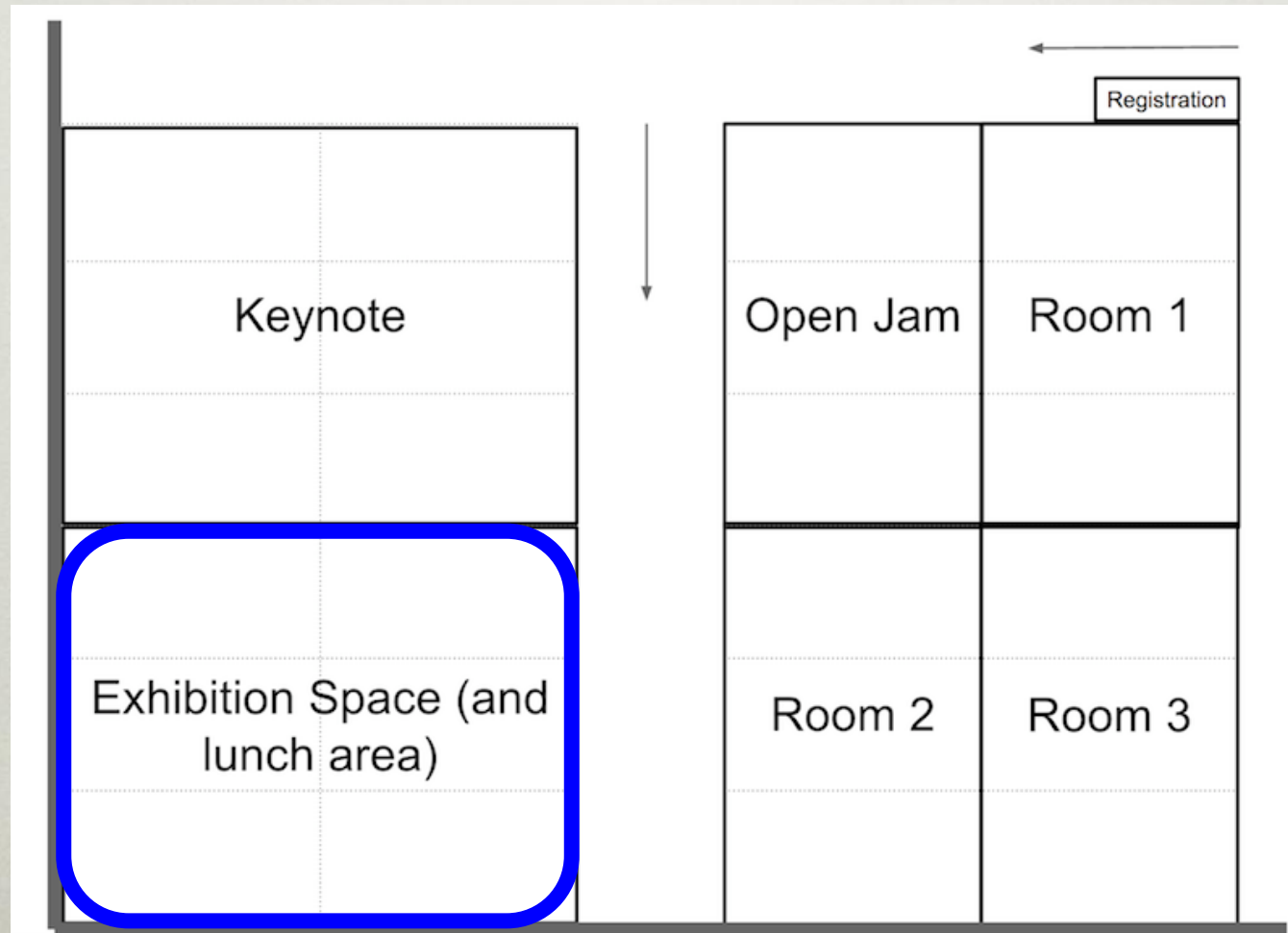
# Day Summary

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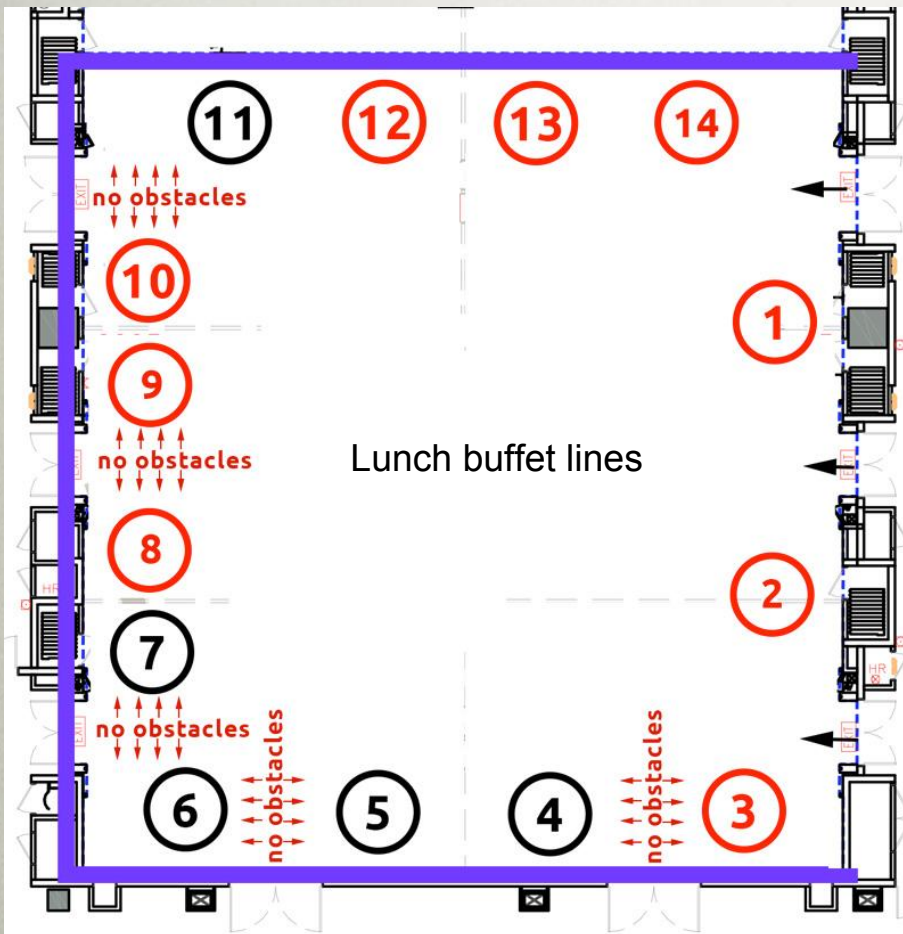
<b>Event Summary</b>	<b>12 Nov, Day 1</b>	<b>13 Nov, Day 2</b>	<b>14 Nov, Day 3</b>
<b>Venue</b>	L4 Simpor and Roselle Ballroom Marina Bay Sands Convention Centre		
<b>Sessions Timing</b>	9:00am - 6:00pm		
<b>Registration</b>	8:00am - 9:00am	-	-
<b>Exhibition Timing</b>	12:00pm - 6:00pm	12:00pm - 7:30pm (for evening drinks)	10:30am - 1:30pm

# Conference layout

Subjected to change



# Exhibit floor plan



Exhibitor's location confirmation is based on all of the following criteria:

1. Higher sponsorship first
2. Whoever decides first
3. Response of confirmation from Stanly

Some adjustments may happen if e.g. too many larger booths at one side.

## Constraints from MBS

1. There must be 1 meter space between the booth and wall.
2. No pasting or hanging of things on the wall.



# About Booth and Activities

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- 1 x long table (6 x 2.5 ft, see picture) is provided along with 2 chairs and one power extension cord (4 sockets). Tell us if you need more tables and chairs.
- Alternatively, you could setup your own booth within your exhibit space. Note that the exhibition only starts at lunch time, 12pm.
- You can choose your exhibit location based on the criteria in the previous slide.
- If you are bringing in your own booth, please send us the design for MBS to approve.



# cont.. About Booth and Activities

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- We recommend to bring your own equipment for your booth to make the setup easier without the dependency from the hotel.
- Try to spice up your booth! =)
- Please take care of your own belongings. There might be a room nearby for you to keep your valuables after the first day, we'll keep you updated if that is going to happen.

# Things we need from you

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Item	By when
Company logo, high resolution in EPS or AI format on B&W and color. This is required especially for high quality prints. Let us know if you choose to use last year's logo (if applicable)	First week of Oct
Are you only using the long table provided? If not, please send us the design.	First week of Oct
What is your booth location preference?	Second week of Oct
<p>Collateral insertion into goodie bag after approval. Deliver to the following address, contact us a few days in advance to make sure we're in the office.</p> <p>18 Roberts Lane #05-01, Goodland Building Singapore 218297</p>	Before 6 Nov



# Delivery of Materials

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- Any delivery of goods to the hotel by van or lorry will need to complete a Goods Vehicle Temporary Entry Permit before the vehicle can access the hotel.
- Let us know if you need to do this and we'll work with you though.

# Contact

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[stanly@agilesingapore.org](mailto:stanly@agilesingapore.org)

## SANDS EXPO AND CONVENTION CENTRE

### GOODS VEHICLE TEMPORARY ENTRY PERMIT

**1. Application Details (Vendors, Contractors and Delivery Agents's to fill-up) Date :     /     /     (dd/mm/yy)**

Requested by :	Company :	
	Person in Charge :	
	Contact Number :	
	Event Name :	

S/N	Entry Date dd/mm/yy	Estimated Time of Arrival (Please Tick)			Vehicle Details (Please Tick)				Driver's Contact Details
		08:00hrs to 12:00hrs	12:00hrs to 18:00hrs	Others (Please Specify)	Vehicle No.	Crane Lorry / Lorry / Van	Trailer / Container	Others (Please Specify)	
1.		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>		
2.		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>		
3.		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>		
4.		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>		
5.		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>		

**2. Rules and Regulations**

- No Passenger vehicle is allowed access into the Centre's Loading Docks / Halls.
- This Entry Permit is entitled to a single Goods Vehicle entry only.
- For consignments requiring mechanical aids, MICE Logistics Team needs to be informed in-advance.
- The Goods Vehicle must be removed from the Centre's Loading Docks / Halls immediately upon loading / unloading operations. No parking in the Centre's Loading Docks / Halls is allowed.
- MICE Logistics team will not be responsible for any missing or damaged goods, or whatsoever, whilst storage or handling of the goods in the property by the delivery agents.
- All debris and waste materials must be removed by the respective delivery agents.
- Strictly no dumping is allowed in the Centre's premise.
- The Centre's Loading Docks operating hours are from 0800 – 1800hrs, from Mondays to Sundays.
- Cash card Gantry system is in operational, when accessing the Centre's Loading Dock / Halls Charges (1) First 45mins no charges
- (2) Next 15mins S\$8.00 (3) Per half hour block thereafter S\$10.00 (4) Maximum per 24hrs S\$26.00

**Note:**

- This Entry Permit should be submitted to MICE Logistics Team, at least a day prior to the required date. The cut off time is 1500 hrs.
- **Please email the completed Entry Permit to [MICE\\_LOGISTICS@Marinabaysands.com](mailto:MICE_LOGISTICS@Marinabaysands.com)**
- **For assistance, please contact 8138 9867 MICE MSO**
- The Entry Permit will be emailed back to the delivery agents.
- The endorsed Entry Permit must be prominently displayed at the vehicle windshield prior to entry

### 3. For Official use only

Reviewed By :  <hr/> MICE Logistics Team  Approved by : _____  Date : _____	Approved for Entry into Expo Hall / Loading Dock:  <input type="checkbox"/> Level 1-Expo Hall A – Height Limit at <b>4.20metres</b>  <input type="checkbox"/> Basement 2-Expo Hall D – Height Limit at <b>4.40metres</b>  <input type="checkbox"/> Basement 4- MICE Loading Dock – Height Limit at <b>4.25metres</b>  <input type="checkbox"/> Others _____
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Attn: Stanly Lau (h/p: 90078200)

Note: Please call Stanly 1 hour in advance before deliver.

Odd-e Pte Ltd

18 Roberts Lane

#05-01 Goodland Building

Singapore 218297