

Agile Singapore Conference 2014

Sponsorship Portfolio

Marina Bay Sands
12-14 November, 2014

Conference Background

- 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

- 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)

- 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)

- 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)

- 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)

- 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

Event Summary	12 Nov, Day 1	13 Nov, Day 2	14 Nov, Day 3
Venue	L4 Simpor and Roselle Ballroom Marina Bay Sands Convention Centre		
Sessions Timing	9:00am - 6:00pm		
Registration	8:00am - 9:00am	-	-
Exhibition Timing	12:00pm - 6:00pm	12:00pm - 7:30pm (for evening drinks)	10:30am - 1:30pm
Earliest time to access ballroom for exhibit setup	7.00am	-	-

Conference layout

Subjected to change

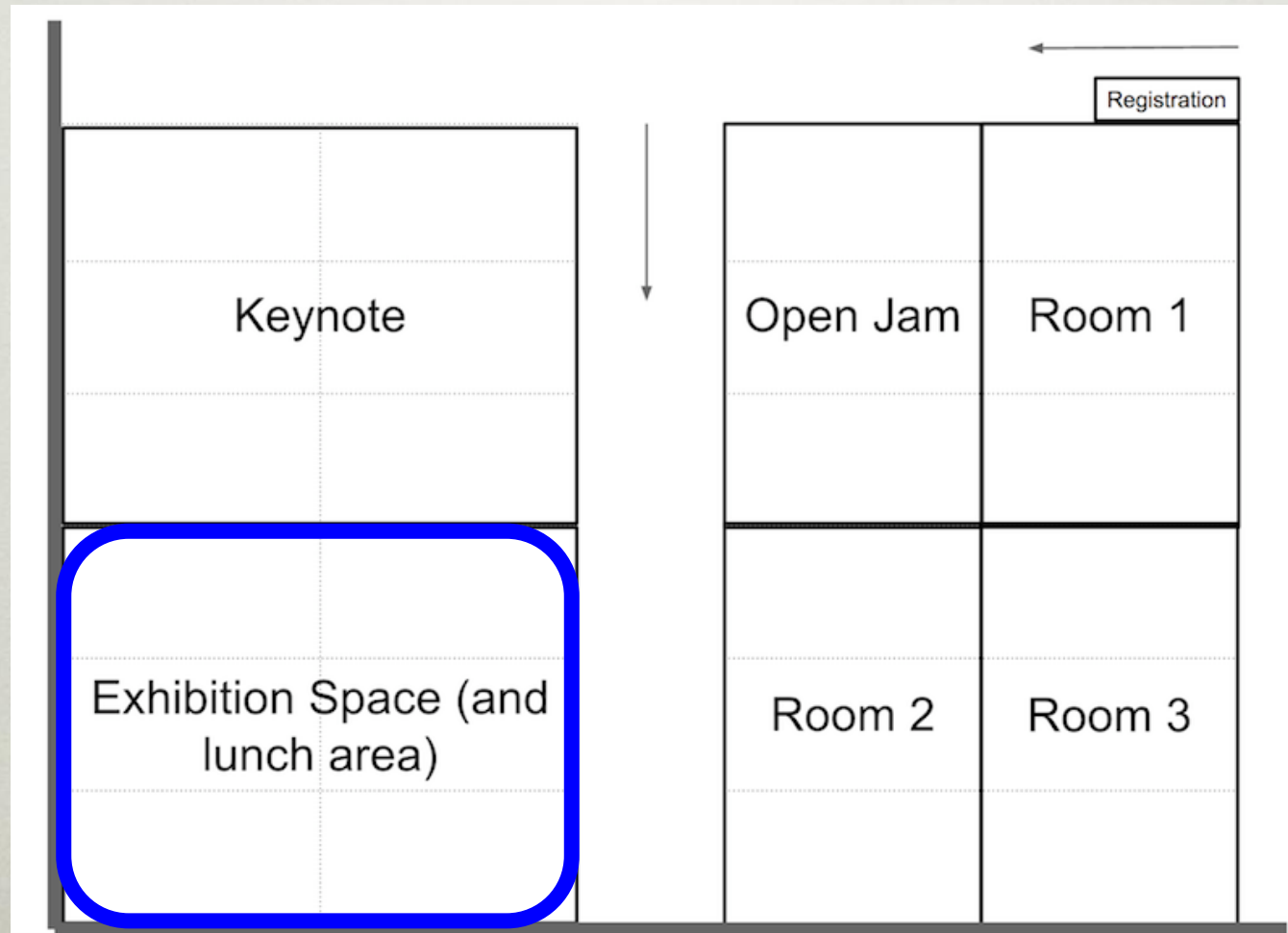
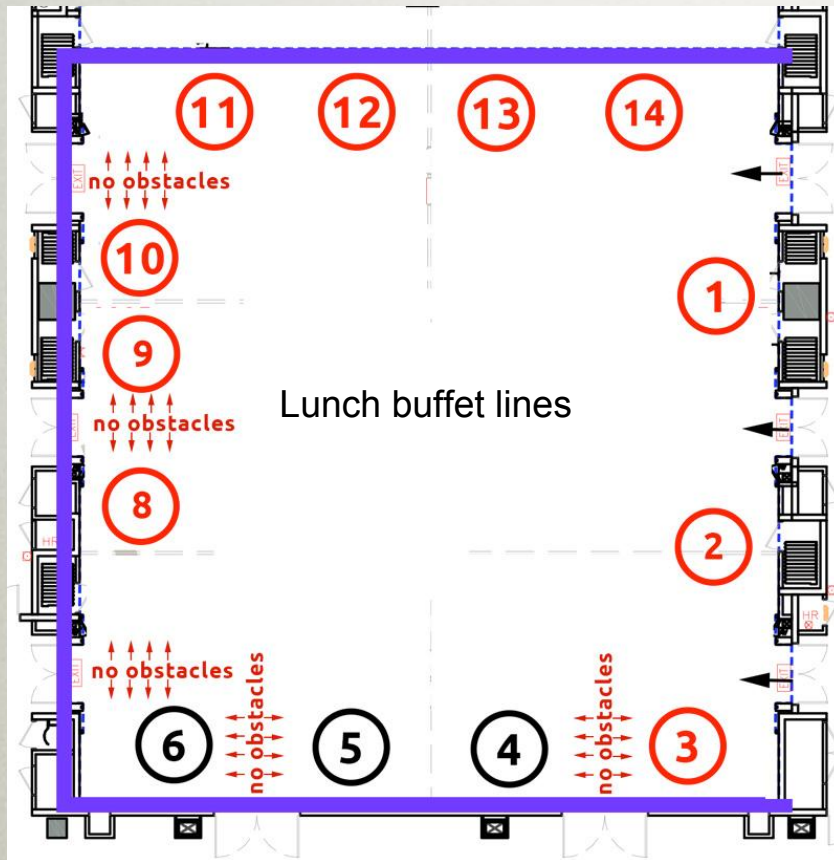


Exhibit floor plan



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

- 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

- 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.

Rental of A/V and Furniture from MBS

For rental of A/V equipment or furniture from MBS, use the following forms and contact.

A/V Equipment

http://2014.agilesingapore.org/docs/mbs_exhibitor_forms.zip

Furniture list

http://2014.agilesingapore.org/docs/mbs_furniture.pdf

Contact

MBS MICE SERVICE CENTRE

P: +65 6688-3888

F: +65 6688-3889

E: secc@marinabaysands.com

Things we need from you

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 for approval by MBS.	First week of Oct
What is your booth location preference?	Second week of Oct
Goodie bag item (approved by Edward) delivery. Please download and use http://2014.agilesingapore.org/docs/goodie_bag_item_delivery_docket.docx	Package should reach MBS between 6 to 10 Nov.

Delivery of Materials

- Any delivery of goods to the hotel by van or lorry will need to complete a Goods Vehicle Temporary Entry Permit (http://2014.agilesingapore.org/docs/Goods_Vehicle_Permit.pdf) before the vehicle can access the hotel.
- Let us know if you need to do this and we'll work with you though.

Contact

stanly@agilesingapore.org