

# AgileSingapore

## CONFERENCE 2016

6 to 7 October 2016, Hotel Fort Canning

## Sponsorship Information



# About the conference



## Agile Singapore 2016

Build on the success in 2013 and 2014, the third Agile Singapore Conference will take place on the **6 to 7 October 2016** at **Hotel Fort Canning, Singapore**.

Organised by passionate volunteers from the Agile community, this two day conference will bring together over 300 attendees and many international and local experts covering topics like Lean, Security, Technical practices, Big data, UX, DevOps, Management, Product discovery and more.

Agile Singapore aims to be the best software development and organisation agility conference in Singapore and the region.

## Expected attendees

300 to 400 ([see attendee profile](#))

## Exhibition Hall Opening Hours

- During morning, lunch and afternoon breaks
- Thursday Chill-Out conference reception





# Attendees Profile

2014 Conference

**93%**

were first timers

**19**

countries were represented  
(77% from Singapore)

**729**

subscribers accumulated

**22**

industries from  
Technology, Business Services, Banking/Finance,  
Government, Telecommunication, Security,  
Gaming, Education, Logistics, Media, Consulting,  
Recruitment and more

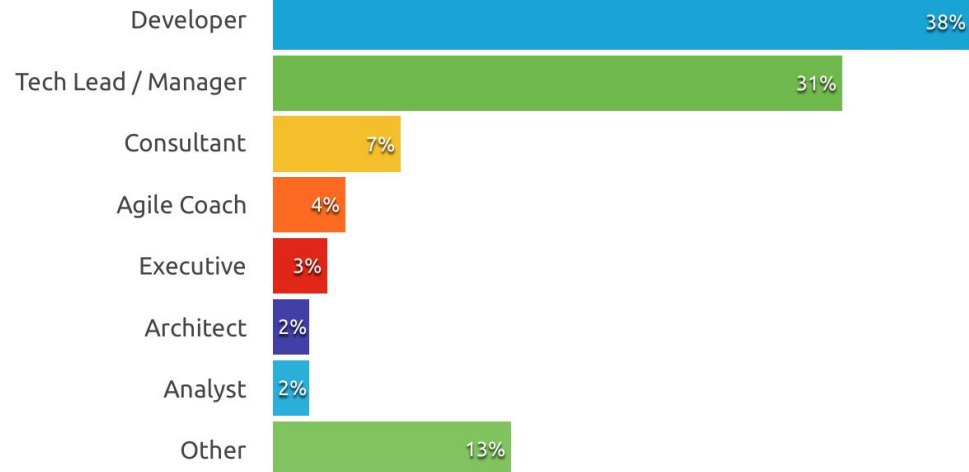


**418 attendees**



75%

25%



# Featured Speakers

More to come..



**Arlo Belshee**

Industrial Logic

Creator of Promiscuous Pairing and Naked Planning



**Fred George**

Fred George Consulting

Early Advocate of MicroServices and Managerless Teams



**Gerard Meszaros**

FeedXL

Author of xUnit Test Patterns



**Gojko Adzic**

Neuri Consulting LLP

Author of Specification by Example, Impact Mapping and more



**Jeff Gothelf**

Gothelf Corp

Author of Lean UX & Sense And Respond



**Joshua Kerievsky**

Industrial Logic

Author of Refactoring to Patterns and creator of Modern Agile



**Justin Searls**

Test Double

Author of jasmine-rails and jasmine-maven-plugin



**Jutta Eckstein**

Jutta Eckstein

Author of Agile Software Development with Distributed Teams et.al.



**Mary and Tom Poppendieck**

Poppendieck.LLC

Author of Lean Mindset and the Lean Software Development series



**Michael Feathers**

R7K Research & Conveyance

Author of Working Effectively with Legacy Code



**Nicole Forsgren**

Chef

Lead investigator State of DevOps Reports, DevOps researcher and expert



**Pramod Sadalage**

ThoughtWorks

Author of Refactoring Databases

**Agile**Singapore

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# Sponsorship Opportunities

The Agile Singapore Conference is an excellent platform to:



Increase your brand exposure to an enthusiastic development community



Position your company as an employer of choice in this competitive market



Support your staff to gain knowledge to overcome development challenges

## Some of our past sponsors includes:

Agile Alliance	Inspearit	Odd-e	Software Education
Bank of America Merrill Lynch	Institute of Systems Science	Palo IT	ThoughtWorks
CA Technologies	J.P. Morgan	Rally Software	Titansoft
Hewlett Packard	Microsoft	Resolvo	Valtech
Infocomm Development Authority of Singapore	NCS	Scrum Alliance	WDS
InfoQ	Neo	Singapore Infocomm Technology Federation	

# Sponsorship Packages

	Title	Platinum	Gold	Exhibit
Investment (SGD)	\$15k SGD	\$10k SGD	\$7.5k SGD	\$5k SGD
Maximum no. of sponsors	2	4	Limited by available space at the venue	
Advert. in program guide	Full page	Half page	-	-
Company logo featured on meetup.com during event period	✓	✓	-	-
Company logo featured on front page of website	✓	-	-	-
Company desc. on website and in program guide (100 words)	✓	✓	✓	Logo only
Verbal recog. during conference	✓	✓	✓	✓
Exhibit display space	4m x 3m	3m x 3m	3m x 3m	3m x 2m
1 bag insert (literature or swag) - requires preapproval	✓	✓	✓	✓
Prominent area to advertise on jobs board	✓	✓	✓	-
Number of Twitter / Facebook messages	3	2	1	-
One pre/post event campaign email send to attendees	✓	✓	✓	-
Logo printed on banners	✓	✓	✓	-
Complimentary conference tickets	6	4	2	-
Complimentary exhibitor tickets	2	2	2	2
Additional discounted registrations (30% off regular ticket price)	✓	✓	✓	✓
Optional sponsor talk time during lunch (see add-ons)	At most 20mins	At most 20mins	At most 15mins	At most 15mins

# Sponsorship Packages (Add-ons)

Available for all sponsorship packages

## Sponsor talk during lunch

**\$5,000 SGD - 20 mins**

**\$4,000 SGD - 15 mins**

**\$3,000 SGD - 10 mins**

Spots limited by availability

## Logo on lanyard

**\$2,500 SGD**

1 Spot Available

**EXCLUSIVE**

## Logo on name badge

**\$2,000 SGD**

2 Spots Available

## One pre/post event campaign email send to attendees

**\$1,000 SGD**

5 Spots Available

## Advertisement in Program Guide

**\$1,000 SGD - Half Page**

**\$1,500 SGD - Full Page**

**\$2,500 SGD - 2 x Full Pages**

10 Spots Available

# Sponsorship Packages (Add-ons)

Available for all sponsorship packages

## Branded Coffee Cart

(sticker/stamp for cups to be provided by sponsor)

**\$6,000 SGD**

**1 Spot Available**

**EXCLUSIVE**

Reward and create an impact by serving speciality coffee to the attendees! Place the coffee beside your exhibit to attract people to your venue!



(An illustration of a coffee cart beside an exhibit.  
Actuals will be different.)



(An illustration of the cups with die-cut sticker or blue/black stamp. Actuals will be different.)



# A'la Carte Sponsorship

## Logo on conference shirts

(logo size and specification apply)

**\$5,000 SGD**

**EXCLUSIVE**

**SOLD OUT**

## Logo on attendee bag

**\$3,000 SGD**

**2 Spots Available**

## Lunch Sponsor

**\$1,500 SGD**

**2 Spots Available**

Lunch on Day 1 and/or Day 2. Your company logo is featured in signage (on buffet line table). Plus, we'll allow your company to provide a looping video or slides presentation during the lunch, highlighting your company.

## Tea Break Sponsor

**\$1,500 SGD**

**4 Spots Available**

AM and PM breaks on Day 1 and/or Day 2. Your company logo is featured in signage (on buffet line table). Plus, we'll allow your company to provide a looping video or slides presentation during the break, highlighting your company.

### As an A'la Carte Sponsor, your sponsorship includes:

- 1 bag insert (literature or swag) - requires pre-approval
- Your company logo featured in website, Program Guide and banners

# A'la Carte Sponsorship (con't)

## Thursday Chill-Out Sponsor

**\$9,000 SGD**

**1 Spots Available**

**EXCLUSIVE**

The Thursday Chill Out is a two-hour conference reception where most attendees, sponsors and speakers will be spending their Thursday evening. The past chill outs have been so well received that it has become a regular event.

Showcase your company in this exclusive evening to promote and market the conference crowd. Here is what you can expect from being the Chill-Out Sponsor:

- 4 minutes podium time
- An exclusive invitation email send to all attendees
- Your company logo featured on drink tickets
- Your company logo featured on meetup.com/Agile-Singapore (more than 2k members)
- Project your company with looping video/slides presentation during the event
- 2 complimentary conference tickets (at least \$1,560 value)
- Additional discounted registrations (30% off regular ticket price)

### As an A'la Carte Sponsor, your sponsorship includes:

- 1 bag insert (literature or swag) - requires pre-approval
- Your company logo featured in website, Program Guide and banners

# Become a Sponsor today

## Secure your spot!

We can assist in tailoring a package for your needs.

Contact us at [sponsors@agilesingapore.org](mailto:sponsors@agilesingapore.org)

