

AgileSingapore

CONFERENCE 2016

6 to 7 October 2016, Hotel Fort Canning

Sponsorship Information



Challenges, Concerns & Questions - Facilitation

- ensuring everyone contribute
- how to make it interactive
- maintain focus/engagement
- do we have the expertise?
- dealing with shy / trust issues
- drive towards outcome / action
- time management
- consensus / decisions

Facilitation

Facilitating interactions
• bring out the best in
• drive towards
• engagement

(Drawing of a person with arms raised)

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

300 to 400 (see attendee profile)

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

Agile development

Why Agile?

Today, with the advancement of technology and rapid changes in the business environment, many companies are turning to Agile practices for ideas to innovate, reduce the cost of change and increase customers and development teams engagement. It is more commonly known nowadays that companies deliver incremental and iterative changes on an ongoing basis, in contrast to months or years in between releases. This is one of the abilities you can gain a competitive advantage by competing on change.



<http://agilemanifesto.org>

What is Agile?

Agile is a manifesto containing four values and twelve principles describing software development approaches that are based on trust and respect each other, promote quicker feedback and technical excellence.

17 software development visionaries authored the Agile Manifesto in 2001 at Snowbird, Utah. Representatives from lightweight practices like eXtreme Programming, Scrum, DSDM, etc. convened this meeting to find common grounds among their methods. Being thought leaders of that time, and some of them continued to be highly influential. These leaders include Kent Beck, Martin Fowler, Dave Thomas, Robert C. Martin and Ken Schwaber.

For more information, refer to [the manifesto](#) and [Agile practices guide](#).

Attendees Profile

2014 Conference

93%

were first timers

19

countries were represented
(77% from Singapore)

729

subscribers accumulated

22

industries from

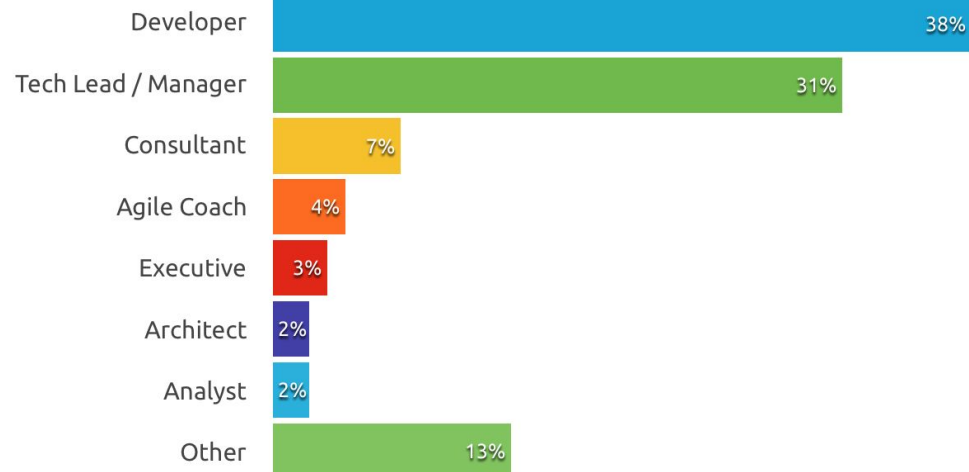
Technology, Business Services, Banking/Finance,
Government, Telecommunication, Security,
Gaming, Education, Logistics, Media, Consulting,
Recruitment and more

418 attendees



75%

25%



Featured Speakers

And more...

**Aaron Sanders**

Aaron Sanders
Helping teams build valuable,
usable & feasible products

**Arlo Belshee**

Industrial Logic
Creator of Promiscuous
Pairing and Naked Planning

**Amy Jo Kim**

Shufflebrain
Social game designer,
community architect and
startup coach

**Bas Vodde**

Odd-e
Creator of Large Scale Scrum
(LeSS)

**Becky Winant**

Transformational Imaging
Helping people uncover new
options that meet their
needs

**Danielle Jabin**

Spotify
Spotify engineer turned Agile
Coach

**Dave Thomas**

Kx Systems
Founding Director of Agile
Alliance, founder of YOW!
Conferences & more

**Fred George**

Fred George Consulting
Early Advocate of
MicroServices and
Managerless Teams

**Gerard Meszaros**

FeedXL
Author of xUnit Test
Patterns: Refactoring Test
Code

**Gojko Adzic**

Neuri Consulting LLP
Author of Specification by
Example, Impact Mapping
and more

**Jon Chan**

Stack Overflow
Marketing Engineering &
Evangelism at Stack
Overflow, Founder of Bento

**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.

**Maria Matarelli**

Formula Ink
Certified Scrum Trainer and
co-founder of the Agile
Marketing Academy

**Martin Fowler**

ThoughtWorks
Author, speaker and
consultant

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	Silver
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
Company featured in email announcements	Logo	Logo	-	-
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 in email announcements
- 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 \$1,600 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

