AgileNCR
2011

The Biggest Community Driven Agile Event in India
25/26 Feb 2011

Proposal for Sponsorship

Overview of AgileNCR Platform

- Started in 2007

- An annual community driven event for all the Agile practitioners and enthusiasts, held in New Delhi National Capital Region (NCR)

- A single platform where various companies & individuals come together to share their knowledge and experiences related to Agile software development methodology

- Attracts a mix of Project Managers, Software Architects and QA professionals engaged in software development

- This is a highly talked event in the Agile community with a very elaborate media coverage

- For more information about the event visit http://agilencr.org/

History

- Growing year by year, it has already become the biggest Agile event in India with over 300 attendees in 2010.

Agile NCR 2010	Agile NCR 2009	Agile NCR 2008
300+ Participants	90+ Participants	120+ Participants
2 Day Event Keynote Session by Serge Beaumont	1 Day Event 1 Keynote Session by Anurag Shrivastava	1 Day Event Keynote Session by Pete Deemer

AgileNCR on Web & Media

- http://shakti1985.wordpress.com/2010/07/28/agile-ncr-2010/
- http://blog.xebia.com/2008/03/09/impression-of-agile-ncr-conference-march-8th-gurgaon-india/
- http://nasscom-emerge.groupsite.com/post/biggest-community-driven-event-agilencr-2010-july-17-18
- http://picasaweb.google.com/105367986194745592229/AgileNCR2010#
- http://theroad2agile-agilencr2010.blogspot.com/
- http://janeve.wordpress.com/2010/07/21/agilencr-2010/
- http://www.wikyblog.com/AmanKing/Home
- http://www.bijubhaskar.net/2010/07/speaking-at-agile-ncr-2010.html
- http://ravichandranjv.blogspot.com/2009/07/agile-ncr-conference-2009.html
- http://altw.telegraphindia.com/external/display.jsp?mode=details&id=24899
- http://www.indiainfoline.com/Research/LeaderSpeak/Anurag-Shrivastava-Managing-Director-Xebia-India/19069204
- http://twitter.com/agilencr
- http://xebee.xebia.in/2010/07/20/to-all-agile-ncr-2010-participants/
- http://cyrilgupta.com/?p=464

Participants from

- Ericsson
- Alcatel Lucent
- Cincom
- CSI
- Direct-i
- FastBooking
- Genpact
- GlobalLogic
- HCL technologies
- JK Technosoft
- Keane
- KPMG
- TCS

- McAfee, Inc.
- McKinsey
- NCR Corporation
- NIIT Technologies Ltd.
- Objective Systems Integrators
- Open Solutions
- Philips
- Pitney Bowes
- Royal Bank of Scotland
- Sun Life Financials
- Symphony SV
- ThoughtWorks
- Xchanging

Past Sponsors

AgileNCR 2011

- We expect as many as 500 attendees from around the country to participate in AgileNCR 2011 in New Delhi.

- Speakers from international fame, book writers, Agile Gurus and a well known thought leaders in the software world from wide range of organizations.

- AgileNCR 2011 will provide access to the latest thinking in the Agile domain, helping to enrich your collective body of knowledge, influencing the line of thoughts, encouraging debate, and fostering innovative ideas.

- It will bring together executives, managers, software development practitioners with researchers and academicians.

- It will be a two day conference with 3 parallel sessions each day.

Keynote Speakers AgileNCR 2011

- **Pete Deemer** - Pete Deemer is a founder of the Scrum Training Institute, which is headed by Dr. Jeff Sutherland, the co-creator of Scrum and he is the co-author of The Scrum Primer.

- **Sanjiv Augustine** - Sanjiv Augustine is the President of LitheSpeed and an industry-leading agile & lean expert. He is a co-founder and board member of the Agile Project Leadership Network (APLN).

- **Jesse Fewell** - Jesse Fewell, PMP, CST is the managing director for offshore agile projects at RippleRock India and founder of the PMI Agile Community of Practice.

Keynote Speakers AgileNCR 2011contd.

- **Olav Maassen -** Olav is an active participant in the agile community and speaks at many conferences around the world. He was one of the founders of AgileHolland, a foundation for promoting the use of agile methods in the Netherlands.

- **Vibhu Srinivasan –** Vibhu Srinivasan is a Managing Director of SolutionsIQ India, he is an expert technologist, Certified Scrum Practitioner and a well known Agile coach.

- **Nilay Oza** - Dr. Nilay Oza is a senior R&D professional and a consultant. At VTT - Technical research centre of Finland, he conducts research, advises multinational companies, spearheads novel R&D initiatives.

Sponsorship Benefits

- **Focused Audience:** the conference is highly targeted to Agile Software Community, as an attendees profile. This ensures your audience is precise and your effort can be accurate and cost-effective.

- **Maximum Market Reach:** by sponsoring and exhibiting at the AgileNCR, your brand and your product will be seen by many more of your focused target group over two days than if you were to invest in many months of alternative routes.

- **Business Relations:** business executives and technology stalwarts come to the AgileNCR to build strong rapport of their company's brand equity and establish a relationships within the community.

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Each Sponsor will get

Outstanding Visibility

- Logo at the Backdrop & Standees
- Logo will be printed on the conference welcome kit, Notepad, Badges, Agenda, Feedback form etc.
- You may provide up to 2 brochures or flyers to be included in the welcome kit
- You may bring your own standees

Online Branding

- Logo on all promotional & event material such as EDM & event website
- Cross Link from AgileNCR.org website
- Name in a Press Release in India

Great Networking Opportunity

- 10 free registration seats & 2 exhibitor pass
- An interaction desk for company specific enquiries

Sponsorship Details

It has always been a community event, and we ensure that it remains a platform to exchange knowledge and share ideas rather than being reduced to an advertisement or marketing campaign by any company.

Fee: 2,00,000 INR or 4500 US$ per sponsor (plus taxes)

We also ensure that there is no such thing as "Platinum Sponsor" or "Gold Sponsor". All the sponsors will be treated equal.

Last Date

- ## The last date for sponsoring AgileNCR 2011 is 15 Jan, 2010

    Please note that no presentation slots are awarded to / reserved for any sponsoring companies. All presentations are selected merit based – The abstracts for which need to be submitted as per the prescribed guidelines for abstract submission.

Who Should Sponsor?

AgileNCR is a rare opportunity for the companies considering, or who have already embarked on, the Agile journey to come together. Sponsoring and thereby exhibiting at AgileNCR 2011 will provide you with an exceptional format to showcase your products and services.

- R&D Centers
- Independent Software Vendors
- Software Services Companies
- Product development vendors
- System Integrators
- Agile Training & Consultancy companies

AgileNCR 2011 aims to provide great business value to the sponsors!

Interested?

- For the said purpose, we invite you to get involved in this biggest community driven Agile event and come forward to sponsor it.

- If you are interested to sponsor then please send an email to sponsoragilencr@xebia.com or

  contact :

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