



Sponsorship Prospectus 2017

It is time to start planning for Agile and Beyond 2017 conference! Agile and Beyond will be held at the beautiful and spacious Eagle Crest Resort and Conference Center in Ypsilanti, MI May 5-6, 2017.

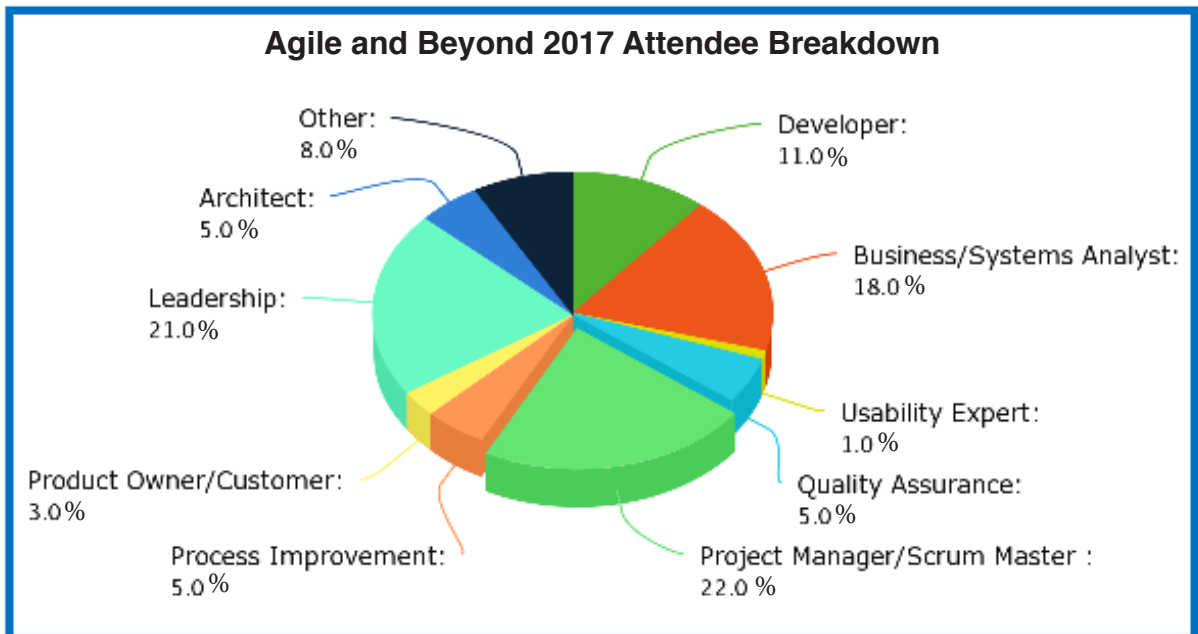
Now in its seventh year, this annual conference attracts over 700 agile enthusiasts and consistently sells out every year by drawing premier speakers and the highest caliber technologists in the industry. The conference is a two day, multi-track event that covers all aspects of high performance technology solution delivery.

Are you looking to hire professionals versed in agile? Do you have a product to sell that helps teams improve their ability to deliver? Please review the enclosed sponsorship prospectus to discover the benefits of partnering with us for this event. Sponsorship opportunities are limited, and this year we have enhanced the sponsorship packages with blocks of tickets you can use to reward your highest profile customers or employees.

Expected attendees:

750 Technologists from all over the world.

75 Local, national and international speakers with over 150 years of experience.



Agile and Beyond attendees come from many great companies:



University of Michigan
Medical School



Past keynotes:

Ron Jeffries
Chet Hendrickson
Mary & Tom Poppendieck
David Hussman
Steven Denning
David Anderson
Jim Benson
Joshua Kerievsky
Alistair Cockburn
Esther Derby
Jeffery Liker
James Grenning

Sponsorship Levels

This year, there is only one Platinum Sponsorship opportunity available which includes setup in the atrium entrance and introduction of the keynote speaker. We have added optional sponsorship banner opportunities in the reception area to give your company maximum visibility when every attendee signs in.

Platinum Sponsor: \$8,750 (1 Available)

Benefits:

- Only 1 sponsor will be accepted at this level (first come, first served)
- A 2-minute announcement during our keynote gathering
- Premium location and large booth space in the atrium entry area
- A speaking session on any topic that fits within our content areas
- Prominent placement of your company's banner in the conference main hall
- 8 complimentary registrations for the conference (a \$1,992 value)
- Receive contact information for all conference attendees
- Top placement of your company logo on the conference web site
- Marketing materials you provide included in bags given to every attendee

Gold Level: \$5,625 (6 Available)

Benefits:

- High-visibility location for a large booth in the primary sponsor area
- 4 complimentary registrations for the conference (a \$996 value)
- Receive contact information for all conference attendees
- Your company logo displayed prominently on the conference web site
- Marketing materials you provide included in bags given to every attendee

Silver level: \$3,125 (3 Available)

Benefits:

- A standard-size booth area in the primary sponsor area
- 2 complimentary registrations for the conference (a \$498 value)
- Your company logo displayed on the conference web site
- Marketing materials you provide included in bags given to every attendee

Other Sponsorships

Water: \$4,375 (1 Available)

Benefits:

Water is a BIG deal at a conference. People are passionate about it's availability. Being associated with providing great water service is a great promotional vehicle. This sponsorship offsets the cost of water provided in the conference center.

- 2 complimentary registrations for the conference (a \$498 value)
- Company logo displayed on the conference web site and signs by all water stations
- Marketing materials you provide included in bags given to every attendee

WiFi: \$2100 (2 Available)

Benefits:

- Company logo placed on signage throughout the conference facility.
- 2 complimentary registrations for the conference (a \$498 value)
- Company logo displayed on the conference web site
- Marketing materials you provide included in bags given to every attendee

Swag Bag Stuffer: \$1000 (Unlimited)

Benefits:

Don't have a booth? Just want to get your information out to our fantastic attendees? Then this is the price point for you. This support level offers you the opportunity to provide our customers a flier or promotional piece that will be placed in each bag that is given out.

- Company logo displayed on the conference web site
- Marketing materials you provide included in bags given to every attendee

Conference Celebration: \$5000 (**customized to fit your brand**) (2 Available)

Benefits:

The Conference Celebration is a great way to wrap up the conference with your brand the last thing people remember! With this package you have the ability to throw the best party you can dream up: open bar, food, whatever you like. If you have questions on how to customize this package, please contact us.