



# Sponsorship Prospectus 2018

It is a beautiful time of year and also time to start planning for Agile and Beyond 2018! The A&B Conference will be held at the beautiful and spacious Eagle Crest Resort and Conference Center in Ypsilanti, MI May 16-18, 2018.

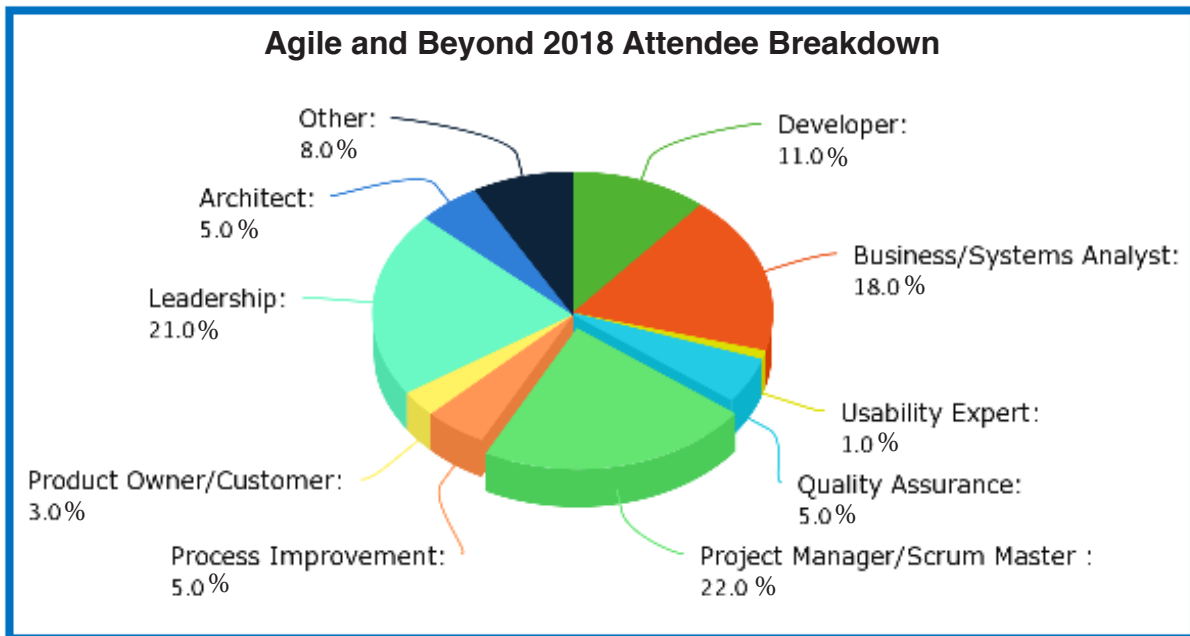
Now in its eighth year, this annual conference attracts over 800 agile enthusiasts and consistently sells out every year by drawing premier speakers and the highest caliber technologists in the industry. The conference is a two day, multi-track event that covers all aspects of high performance technology solution delivery. It is a great conference for anyone from agile novice to expert.

Is your organization on an agile transformation track? Are you looking to hire agility professionals? 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:

800 Technologists from all over the world.

80 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 Ilker  
James Grenning  
Doc Norton  
Andy Hunt

## 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: \$9,750 (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 \$2,232 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: \$6,250 (6 Available)

#### Benefits:

- High-visibility location for a large booth in the primary sponsor area
- 4 complimentary registrations for the conference (a \$1,116 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: \$3,525 (3 Available)

#### Benefits:

- A standard-size booth area in the primary sponsor area
- 2 complimentary registrations for the conference (a \$558 value)
- Your company logo displayed on the conference web site
- Marketing materials you provide included in bags given to every attendee

## Other Sponsorships

### Bronze: \$1,500 (1 Available)

#### Benefits:

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- A small cocktail table in the convention center
- 1 complimentary registration for the conference (a \$279 value)
- Your company logo displayed on the conference web site
- 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 \$558 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.