deliver:Agile 2018
SPONSORSHIP PORTFOLIO

WELCOME TO deliver:Agile!

I am pleased to announce Agile Alliance's third annual technical conference, renamed "deliver:Agile." The event will be held at the J.W. Marriott Hotel in Austin, Texas, April 30 through May 2, 2018. We expect to host 500 attendees for 3 days.

deliver:Agile focuses on exploring the emerging and growing set of Agile Engineering practices. Initially very developer-focused, it has grown into a multi-disciplinary conference that includes:

- New and updated core development practices
- Integration of user experience principles
- Advances in testing practices and automation
- Evolution of tools and techniques that bridge development, deployment, and operations
- Growing importance of Big Data across the entire spectrum of activities

New challenges and new directions need new tools and techniques, new patterns, and new practices. deliver:Agile 2018 will provide a space for practitioners in all involved fields to gather, present, and discuss advances, learn from experts, and practice the craft together.

While cultural changes are important, we'll leave those discussions for our larger conference, Agile2018. Here we focus on the doing, the building, and the creating.

Join us at deliver:Agile 2018. Immerse yourself in a deeply engaging experience which unites engineering and architectural ideas under the umbrella of Agile thinking. This is an opportunity for you to put your company in front of this vital audience. Their success is the success of the enterprises they represent.

deliver:Agile attendees are influencers and decision-makers on the leading edge of business value. Share your products and services with this important group. Please contact me for information and to secure your place at this great event.

Warm regards-

Phil Brock
Managing Director
Agile Alliance
Ph: (971) 220-2111
"Share the passion to deliver software better every day."

EXHIBITOR BENEFITS

All Title and Exhibitor sponsors enjoy a booth in our jam packed Exhibition Area. We offer (10) hours of exhibit hours with direct traffic flow into the exhibit area during all conference lunches and (2) evening receptions.

EXHIBITOR BENEFITS	Title	Exhibitor
Exhibit Booth Space	10′ x 20′	10′ x 10′
Logo featured on Conference Namebadge holders	✓	
Logo printed on Conference Bag	✓	
Verbal Recognition During Conference	✓	✓
Complimentary Registrations	4	2
Addition Discounted Registrations @ $995	4	2
Bag Insert(s)	2	1
Company Description on web	200 words	100 words
Recognition in electronic marketing materials	✓	✓
Recognition in onsite materials and signage	✓	✓
Logo Hotlink from AATC2017 sponsor webpage	✓	✓
1 Email Message sent to Attendees	✓	✓
Lead Retrieval System available for additional fee	✓	✓

Title Sponsorship is $10,000.00. Exhibitor Sponsorship is $5,000.00. Be sure to check out our A La Carte sponsorship opportunities on page three.

A LA CARTE SPONSOR OPPORTUNITIES

Strengthen name recognition, increase brand awareness and enhance your company's visibility through AATC2017 A la carte sponsorship opportunities.

Hotel Key Cards - $1,500*
Put your company's brand right into the hands of AATC2017 attendees staying at the host hotel. This is an exclusive opportunity for (1) sponsor.

Conference Bag Insert - $500*
The conference bag is provided to every AATC2017 attendee and is your opportunity to make a lasting impression. Think outside the box and provide something attendees will keep and use for a long time!

Hotel Room Drop - $500*
Room drop items are delivered directly to each attendee's hotel room at the official meeting hotel. Sponsor is responsible for hotel marketing fees and cost of room drop item.

**Sponsor will be responsible for the production and cost of additional items required for fulfilling the sponsorship package. Associated additional costs to be confirmed.*

Water Stations - $1,000
Get your logo in front of everyone at AATC2017! Sponsorship includes your logo displayed at each water station throughout the conference [1 per meeting room and various foyer space]. Option to include a reusable water bottle [at each station or inside of the conference bag] comes at no additional sponsorship cost. Sponsoring company responsible for providing water bottles.

Coffee Break Stations - $500/day
Fuel for every conference attendee! Sponsorship includes your logo displayed at each coffee station throughout the conference during morning & afternoon break.Option to include a coffee mug [at each station or inside of the conference bag] comes at no additional sponsorship cost. Sponsoring company responsible for providing mugs.

Logo Hotlink & Description on AATC2017 Sponsor webpage - $250
Market to conference attendees' months before the conference begins with a banner ad/live link on the AATC2017 Conference & Expo webpage.