

AUSTIN, TEXAS



**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.

<b>EXHIBITOR BENEFITS</b>	<b>Title</b>	<b>Exhibitor</b>
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.



AGILE ALLIANCE™ deliver:Agile 2018 SPONSORSHIP AGREEMENT

The Sponsorship Agreement is entered into effective as of the date set forth on the signature page hereto (the "Effective Date") by and between Agile Alliance, an Illinois not-for-profit corporation ("Agile") and the sponsor set forth on the signature page hereto ("Sponsor"). In consideration of the mutual covenants contained herein and for other good and valuable consideration, Agile and Sponsor (sometimes referred to separately as "Party" and collectively, as "Parties"), hereby agree as follows:

1. Sponsorship Basics. Sponsor agrees to provide the sponsor level of financial and event activities support for the "Event" (defined below) in accordance with the following information:

**PLEASE COMPLETE ALL SECTIONS BELOW:**

EVENT: deliver:Agile 2018\_\_\_\_\_

SPONSOR NAME: \_\_\_\_\_

SPONSOR ADDRESS: \_\_\_\_\_

SPONSOR CONTACT: \_\_\_\_\_

CONTACT TELEPHONE: \_\_\_\_\_ CONTACT EMAIL: \_\_\_\_\_

CONTACT FAX: \_\_\_\_\_

SPONSORSHIP LEVEL: \_\_\_\_\_ FINANCIAL COMMITMENT: \$\_\_\_\_\_

PAYMENT TERMS: One-half of the Sponsor's financial commitment shall be due and payable within 30 days of the date of this Agreement and the balance thereof on or before March 15th.

CANCELLATION REQUIREMENTS: Sponsor may cancel this Agreement and receive a refund of one-half of its financial commitment provided Agile Alliance receives written notice of cancellation from Sponsor on or before March 15, 2018. After the Cancellation Deadline, Sponsor shall forfeit its right to any refund of its financial commitments and remains liable, as liquidated damages for wrong cancellation, the sum of one-half of the total sponsorship amount.

EVENT ACTIVITIES: In addition to its financial commitment, Sponsor agrees to provide and/or participate in the following ways related to its Event Sponsorship hereunder:

INSERT APPLICABLE EVENT ACTIVITIES AND/OR DELIVERABLES: See Exhibit A, if applicable.

Sponsor Initials\_\_\_\_



2. Intellectual Property Rights. The Parties grant to one another the non-exclusive right to use each other's trade name, trademarks, and logos, if any (the "Marks") as part of press releases, marketing, advertising, and promotional materials solely in connection with the Event. All such use shall be subject to the Marks' owner's prior review and written consent. The Marks' owners reserve all rights not otherwise expressly granted herein; this limited license to use the Marks accordingly will have no effect on ownership and/or title thereto.

3. Confidentiality. Each of the Parties (the "Receiving Party") shall maintain the confidentiality of this Agreement and all confidential information of the other Party (the "Disclosing Party") and shall not release, disclose or divulge any such confidential information without the prior written consent of the other Party. The Receiving Party may only use and copy such confidential information as is necessary to carry out its activities contemplated by this Agreement (but subject to the provisions thereof) and for no other purpose. The Receiving Party may disclose confidential information to its employees, personnel, subcontractors and representatives on a "need to know basis", provided that it shall first instruct such employees and personnel to maintain the confidentiality thereof. A Disclosing Party's confidential information shall not include information that: (a) is or becomes a part of the public domain through no act or omission of the Receiving Party; (b) was in the Receiving Party's lawful possession prior to the disclosure and had not been obtained by the Receiving Party either directly or indirectly from the Disclosing Party; (c) is lawfully disclosed to the Receiving Party by a third party without restriction on disclosure; (d) is independently developed by the Receiving Party; or (e) is required by applicable law to be disclosed.

4. Indemnification; Insurance; Limitation on Liability.

(a) Sponsor will indemnify, defend and hold harmless Agile, its affiliates, officers, directors, agents and employees from and against any and all costs, expenses, lawsuits (including reasonable attorneys' fees), damages, fines, penalties, or other liabilities ("Losses") which may arise from any act, error or omission of Sponsor or any of Sponsor's employees or subcontractors in connection with this Agreement and/or Sponsor's participation in the Event, including, without limitation, personal injury and/or property damage, infringement or violation of third party intellectual property rights.

(b) Sponsor shall provide to Agile and/or the Event venue management, if required, proof of insurance under a comprehensive general liability policy providing for a minimum of \$2,000,000 per occurrence and \$5,000,000 in the aggregate coverage and, if required by the Event venue management, specific off-site exhibition coverage in similar amounts.

(c) TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, EACH PARTY DISCLAIMS, AND IN NO EVENT SHALL THEY BE LIABLE TO ONE ANOTHER FOR ANY SPECIAL, INCIDENTAL, INDIRECT, AND CONSEQUENTIAL OR PUNITIVE DAMAGES WHATSOEVER, INCLUDING, BUT NOT LIMITED TO, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, OR LOSS OF DATA OR OTHER INFORMATION ARISING OUT OF THIS AGREEMENT.

Sponsor Initials\_\_\_\_



5. General Provisions.

(a) Notice. Any notice, request, demand, consent, or other communication required or permitted under this Agreement shall be in writing and given by courier delivery, or sent by first class US mail, postage prepaid, or transmitted by facsimile or electronic mail (email) to the Parties at the addresses set out on the signature page hereto and shall be deemed to have been received on the date on which it was delivered or transmitted by facsimile or electronic mail, or on the third business day following the date of such mailing.

(b) Force Majeure. Neither Party shall be liable for any delay or failure to perform its obligations hereunder due to strikes, labor disputes, riots, storms, floods, explosions, accidents, acts of God, acts or orders of government, war terrorism, the failure of vendors or other sponsors to perform, media event cancellations or any other cause or causes which are beyond its reasonable control.

(c) Non-Waiver. The failure by either Party to exercise any right, power or option given hereunder, or to insist upon the strict compliance with the terms and conditions of this Agreement will constitute a waiver of any terms or conditions of this Agreement with respect to any other or subsequent breach thereof, nor a waiver by such Party of its right at any time thereafter to require strict compliance with all of this Agreement's terms and conditions.

(d) Attorney Fees. If Agile Alliance finds it necessary to engage an attorney to enforce any of its rights under this Agreement, whether or not litigation is initiated, and Sponsor is either adjudicated to be liable to Agile hereunder or settles any dispute with Agile that involves the payment by the Sponsor, then Sponsor shall also pay Agile's reasonable attorney fees arising from such litigation and/or settlement.

(e) Governing Law; Jurisdiction and Venue. This Agreement shall be governed by the laws of the State of Illinois, as applied to agreements made, entered into and performed entirely in Illinois by Illinois residents and the Parties agree to submit to the jurisdiction of the Illinois State Courts and Cook County, Illinois for purposes of adjudicating any matter arising from this Agreement and, further agree, to accept service of process in such litigation by certified US mail.

(f) Entire Agreement. This Agreement, including any exhibits hereto, contains the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior negotiations, representations, and proposals, written or oral, relating to such subject matter. No supplement, modification or other change in the terms hereof shall be effective unless in writing and signed by both Parties by their duly authorized representatives.

*[Signature Page to Follow]*

Sponsor Initials\_\_\_\_\_



IN WITNESS WHEREOF, the Parties have signed this Agreement by their duly authorized representatives intending to be legally bound hereunder.

AGILE ALLIANCE

[SPONSOR]

By:	By:
Print Name:	Print Name:
Title:	Title:
Date:	Date:
Notice Address: Agile Alliance 6525 Idumea Rd. Corryton, TN 37721 USA	Notice Address:
Tel: 971.220-2111	Tel:
	Fax:
Email: operations@agilealliance.org	Email:

deliver:Agile 2018



EXHIBIT A

SPONSOR EVENT ACTIVITIES AND/OR DELIVERABLES

Leave blank if no special arrangements are being made.

deliver:Agile 2018

Sponsor Initials\_\_