Presented By

Copyright 2013 Agile2013™ and AgileAlliance ®

Welcome to Agile2013!

With true Nashville style, this year's conference will converge energy and passion at The Gaylord Opryland, which is the official hotel of the Agile2013 Conference. The world-class Gaylord Opryland Hotel and Convention Center is located on the banks of the Cumberland River, in the heart of Nashville, Tenessee, a.k.a. Music City USA.

Agile2013 seeks to push Agile further into the vigor of business value; exploring ever more sophisticated ways to plumb value and efficiency. We are dedicated to making the software industry more productive, humane, and sustainable.

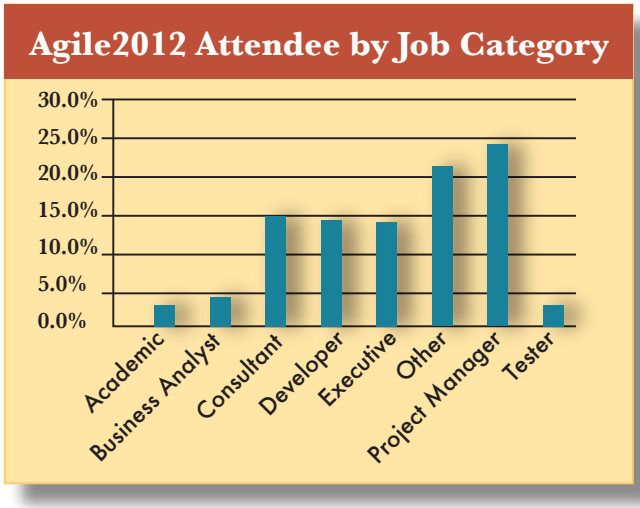
The conference doesn't concern itself with one methodology, but the ever-growing toolbox that makes the Agile arsenal so strong.

We plan to build on last year's highly successful event that hosted more than 1600 attendees. We saw growth in the number of active decision-makers and Agile evangelists in attendance, and plan to further that growth by holding the third annual Agile Executive Forum coincident with Agile2013. This may be the best opportunity yet to provide a compelling Agile education for all attendees!

I hope you will join me in welcoming this vibrant community to Nashville this upcoming August! I thank you in advance for your support.

Managing Director
Agile Alliance
PH: 503.554-8230
FAX: 503.554-6622
"Share the passion to deliver software better every day."

Agile Background



Agile2013 will be the 11th annual Agile Event organized by members of Agile Alliance. The conference brings together a truly international group of enthusiastic Agilists. With over 30 countries represented last year, this is the world's largest Agile software conference. Agile2013 provides access to the latest developments in the Agile space.

Executives, Product Managers, Developers, Consultants, and Academics (and more) will present information and insights on developments that have meaning for you. Most sessions feature speakers selected by Agile Alliance's rigorous peer-reviewed process while a segment is by invitation. This approach ensures that the program is adapted to the experiences and needs of today.

Agile2013 will be held at the same time as the third Agile Executive Forum. This further enhances the mix of thought leadership that is represented. This is an unparalleled opportunity to put your message or product on the radar of these influential individuals.

If you sponsored Agile2012 we will hold a spot at the same level as last year until January 31, 2013. After that date we will release opportunities to other sponsors.

Agile2012 brought together Agile enthusiasts from around the globe. Delegates attended from Austria, Australia, Belgium, Brazil, Canada, Chile, China, Costa, Rica, The Czech Republic, Germany, Denmark, Egypt, Spain, Finland, France, Great Britain, Ireland, India, Italy, Japan, North Korea, South Korea, Netherlands, Norway, New Zealand, Peru, The Philippines, Poland, Russian Federation, Singapore, South Africa, Sweden Ukraine, and The United States.

TITLE EXHIBITION OPPORTUNITIES

TITLE $40,000 limited to 2

- 10' x 20' Exhibit Booth Space in premier location
- Premier advertisement in Conference Program Guide
- Logo(s) shared on Conference Badge holder (or 50%)
- Conference Bag will display your company logo (one side)
- 8 Complimentary Conference Registrations

  (This is the total number of included registrations. Booth workers must be registered at the conference and are encouraged to participate on all levels.)
- 2 bag inserts (Literature or SWAG) (Insertions require pre-approval)
- 200 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected on site materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-shirt will display logo
- Additional registrations available at a highly discounted rate of $1400 per person.

  must be purchased by special arrangement only
- Logo with Hot link from the Agile2013 website
- 1 e-mail message sent to attendees on your behalf (attendees may opt out)
- Lead Retrieval System Available for an additional cost

PLATINUM EXHIBITION OPPORTUNITIES

Platinum $25,000

- 10' x 15' Exhibit Booth Space
- Deluxe advertisement in Conference Program Guide
- 6 Complimentary Conference Registrations. (This is the total number of included registrations Booth workers must be registered at the conference and are encouraged to participate on all levels.)
- 2 bag inserts (Literature or SWAG) (Insertions require pre-approval)
- 200 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected on site materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-shirt will display logo
- Additional registrations available at a highly discounted rate of $1400 per person.
  must be purchased by special arrangement only
- Logo with Hot link from the Agile2013 website
- 1 e-mail message sent to attendees on your behalf (attendees may opt out)
- Lead Retrieval System Available for an additional cost

GOLD EXHIBITION OPPORTUNITIES

Gold $15,000

- 10' x 15' Exhibit Booth Space
- Featured advertisement in Conference Program Guide
- 4 Complimentary Conference Registrations

  (This is the total number of included registrations - booth workers must be registered at the conference and are encouraged to participate on all levels.)
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected on site materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-shirt will display logo
- Additional registrations available at a highly discounted rate of $1400 per person.

  must be purchased by special arrangement only
- Logo with Hot link from the Agile2013 website
- 1 e-mail message sent to attendees on your behalf (attendees may opt out)
- Lead Retrieval System Available for an additional cost

SILVER EXHIBITION OPPORTUNITIES

SILVER $10,000

- 10' x 10' Exhibit Booth Space
- Standard advertisement in Conference Program Guide
- 3 Complimentary Conference Registrations (This is the total number of included registrations booth workers must be registered at the conference and are encouraged to participate on all levels.)
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Additional registrations available at a highly discounted rate of $1400 per person.

  must be purchased by special arrangement only
- Logo with Hot link from the Agile2013 website
- 1 email message sent to attendees on your behalf (attendees may opt out)
- Lead Retrieval System Available for an additional cost

CONFERENCE BAG SPONSORSHIP OPPORTUNITIES

Conference Bag $15,000

- Exclusive placement of your company logo on the Conference Attendee Bag Agile2013 Title Sponsors, Conference logo & Agile Alliance logo on reverse
- 1 Complimentary Conference Registration
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected on site materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Logo with Hot link from the Agile2013 website

TRACK SPONSORSHIP OPPORTUNITIES

Track $3,500

- Your company logo printed on two floor decals outside Track room
- Conference T-Shirt will display logo
- 50 Word Description on website and in conference program guide
- Logo with Hot link from the Agile2013 website
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)

BREAKFAST/MEAL SPONSORSHIP OPPORTUNITIES

Breakfast/Meal $5,000

- Your company logo printed on large poster and food labels prominently displayed during the breakfast or break of your choice
- 1 bag insert (Literature or SWAG) (Insertions require pre-approval)
- 50 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected on site materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)

A LA CARTE SPONSORSHIP OPPORTUNITIES

Varies, Please Ask!

- Keycard logo placement
- Water station sponsor
- Flyer inserted into bookstore bags
- Online/Mobile device schedule ads
- Photo booth
- Aerial banners
- Carpet Decals
- Full Page Ad
- 1/2 Page Ad
- ¼ Page Ad
- Logo on T-shirt
- Logo on Website
- Bag insert
- Your special ideas?

A La Carte opportunities vary by conference location. Please call to discuss your marketing goals, and unique ways to connect with the Agile2013 conference audience.

EXHIBITOR BENEFITS	Title	Platinum	Gold	Silver
EXHIBIT BOOTH SPACE	10 x 20	10 x 15	10 x 15	10 x 10
ADVERTISEMENT in Conference Program Guide	Premiere	Deluxe	Featured	Standard
LOGO on Conference Badge Holder	•			
Conference Bag With Logo	•			
Complimentary Registrations	8	6	4	3
Bag Inserts	2	2	1	1
Company Description on web & conf. program	200 Word	200 Word	100 Word	100 Word
Recognition in all Media & Print	•	•	•	•
Recognition in all Electronic Marketing	•	•	•	•
Recognition in select onsite materials	•	•	•	•
Verbal Recognition During Conference	•	•	•	•
Conference T-shirt will display logo	•	•	•	
Additional discounted registrations	•	•	•	•
LOGO HOTLINK from AGILE2013 website	•	•	•	•
1 E-mail Message sent to Attendees	•	•	•	•
Lead Retrieval System available for additional fee	•	•	•	•

AGILE2013 SPONSORSHIP AGREEMENT

We hereby pledge support in the amount of: _____
Sponsorship Level Description (Silver, Platinum, etc.)

_____

Instructions: Complete all sections. Sign and return to the address listed below. Read and initial the Policies & Regulations page. Please make a copy for your files. Upon acceptance, Elastic Communications will e-mail a sponsorship confirmation / instruction packet to you.

Please Complete:

Date_____

Company Name_____

Contact_____ Title_____

Street Address _____

City_____ State_____ Zip_____

Country_____ Email_____

Phone_____Fax_____

**Exclusive Point of Contact for fulfillment:

email/phone_____

PAYMENT & CANCELLATION POLICY:

In regards to the opportunity of sponsoring the Agile2013 Conference, and for the privileges provided by the Agile Alliance related to Sponsorship Level _____, and according to the policies governing sponsorships as printed in the attached Policies & Regulations, and which are part of this agreement, we promise to pay at least 50% of the total Sponsorship Amount ($_____) within 30 days of signing with the remainder due by June 1, 2013. Agreements received after June 1, 2013 must include full payment.

All requests for sponsorship cancellation must be received in writing. If The Agile Alliance receives written request for cancellation on or before June 1, 2013 the sponsor will be liable for 50% of the total sponsorship pledge. For cancellations received after June 1, 2013, sponsors are liable for 50% of the total sponsorship pledge plus 100% of cost of exhibitor space that was reserved.

All payments must be made in US Dollars.

METHOD OF PAYMENT:

___Check (Make checks payable to The Agile Alliance)

___MasterCard ___Visa ___AMEX

Card # _____ Exp._____

Printed Name_____

Signature_____

Copyright 2013 Agile2013™ and AgileAlliance ®

Return the completed Forms to:
Phil Brock, Agile Alliance Managing Director
SCAN or PDF to: sponsors@agilealliance.org
FAX: 503.554-6622
Checks should be mailed to:
Agile Alliance
6525 Idumea Rd.
Corryton, TN 37721 USA

AGILE2013 CONFERENCE
SPONSORSHIP AGREEMENT / POLICIES AND REGULATIONS
This form indicates the policies and regulations set forth as part of the contract for Sponsorship with the Agile Alliance and its organizing committee, hereinafter referred to as the Alliance, for the Agile2013 Conference being held at the Gaylord Opryland Hotel on August 5 - 9, 2013. The Agile Alliance reserves the sole right to render all interpretations, amend and enforce these policies and regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the conference. The Alliance reserves the right to decline, prohibit, deny any sponsorship which in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

SPONSOR PAYMENT
A minimum of 50% must be paid within 30 days of signing. The balance will be due by June 1, 2013. All agreements received after June 1, 2013 must include full payment. Any deviations from this provision, including but not limited to acceptance of late payments specified herein, shall not be construed as a waiver of rights to cancel a sponsor's contract for such non-compliance. Delays in payment may result in missed marketing deadlines and sponsor exclusion from marketing campaigns and advertising opportunities.

CANCELLATION AND REFUNDS
All cancellations of sponsorship must be received in writing. If The Alliance receives a written request for cancellation of sponsorship on or before June 1, 2013, the sponsor will be liable for 50% of the total sponsorship canceled. For cancellations received after June 1, 2013, sponsors are liable for 50% of the total sponsorship pledge plus 100% of cost of exhibitor space that was reserved.

EXHIBIT SPACE AND COMPLIMENTARY REGISTRATIONS
A sponsor who chooses exhibit space as a sponsor privilege or through payment will be required to sign an Exhibitor Application and abide by the General Rules and Regulations for exhibiting.

AUTHORIZED REPRESENTATIVE
The sponsoring organization assumes responsibility for its authorized representative(s) to follow all contract Rules and Regulations.

INDEMNIFICATION Initials:_____ Date:_____
Sponsor agrees that it will indemnify and hold and save the Alliance whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against the Alliance on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused by an act, omission, negligence or misconduct on the part of Sponsor or any of its employees, or when any such injury

Copyright 2013 Agile2013™ and AgileAlliance ®

or damage is the result of the violation by Sponsor or any of its employees of any law, ordinance or governmental order. Sponsor covenants and agrees that in case the Alliance shall be made a part to any litigation commenced by or against Sponsor in relation to the aforementioned indemnification/ hold harmless then Sponsor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon the Alliance by virtue of any such litigation.

The Exhibitor assumes all responsibility for their exhibit booth including theft, accidents and injuries. A current/valid Certificate of Insurance outlining Liability coverage must be submitted to the on-site organization/company holding the function (in this case Agile) and this documentation must be available to the hotel (if required) during the course of the event. The minimum coverage required is two million dollars, however five million would be preferred. If the exhibiting company/organization does not have standard liability insurance, event insurance specifically for this show must be purchased for the same minimum liability coverage.

WAIVER

The Alliance shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by an authorized Alliance organizing committee member. No delay or omission by the Alliance is in exercising any of its right shall operate as a waiver of such rights and waiver of rights in writing on one occasion shall not be construed as consent to, or a waiver of any right or remedy on any future occasion.

ATTORNEYS' FEES

Should The Alliance or the Sponsor find it necessary to employee an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, the prevailing party shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

AMERICANS WITH DISABILITIES ACT, CIVIL RIGHTS, EEO

The Alliance holds the right to terminate all relations with a Sponsor, if that Sponsor blatantly disregards and/or demonstrates a position contrary to the federal laws affecting Americans with Disabilities, Civil Rights, and Equal Employment Opportunities. The alliance will reimburse the Sponsor 50% of any paid amount, if the Sponsorship is canceled for these reasons. Sponsors shall also indemnify and hold harmless The Alliance and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Sponsor's failure to comply with these federal laws.

SOCIAL FUNCTIONS / SPECIAL EVENTS

Any social function or special event planned by a sponsoring organization, to take place during the Conference, must be approved by The Alliance.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of The Alliance. The Alliance shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsors. Each sponsor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Agreed to by:_____ Date:_____

Copyright 2013 Agile2013™ and AgileAlliance ®