



2nd Latin American Conference
on Agile Software Development

Sponsorship Opportunities

October 6-9, 2009 – Florianópolis, Brazil
www.agiles2009.org

Institutional Sponsors:



Ágiles 2009 Overview



Brian Marick
Keynote Speaker



Diana Larsen
Keynote Speaker

Ágiles 2009 aims to be the main Latin-American meeting point for IT professionals interested in sharing their experiences, discussing and learning on software development-related topics using Agile methodologies.

Brian Marick will be presenting a Keynote session at the conference opening. Brian Marick is one of the 17 visionaries that authored the ***Manifesto for Agile Software Development*** in 2001. He is a recognized agile consultant and is a past chair of the board of the Agile Alliance. Brian Marick is the author of ***"The Craft of Software Testing"***, which promotes test design techniques, how testers support the team, and unscripted exploratory manual testing.

Diana Larsen will be facilitating a conference retrospective to close Ágiles 2009. She has co-authored the book ***"Agile Retrospectives: Making Good Teams Great!"*** and co-founded the Agile Open Northwest conference and the international Retrospective Facilitators Gathering. Current chair of the Agile Alliance Board of Directors, she is recognized as one of the world's leaders in retrospective facilitation.

Among other international thought-leaders of the agile community, we will have the participation of **Matt Gelbwaks, Naresh Jain, Dave Nicolette, Joshua Kerievsky** and **David Hussman** as special guests.

Ágiles 2009, to be held in beautiful **Florianópolis, Brazil**, is a nonprofit event, organized by topic enthusiasts, united by the goal of creating a comprehensive discussion forum of agile methodologies and their adoption in Latin America.

We are a group of volunteers, agile enthusiasts and professionals in the area that seek to incorporate more efficient ways of developing software in the industry. Our teams encourage direct collaboration with customers and focus on quality as main principles, achieving great results in added business value.

We would be honored to count on your participation in helping to build this environment for discussion and collaborative growth.



Target Audience

CIOs, Managers, Systems Analysts, Business Analysts, Developers, Testers and IT Students.

Attendees

500-600 attendees from Latin America, US and Europe

The first Ágiles: 2008

Held in **Buenos Aires, Argentina**, the first Ágiles event was a remarkable success. During five days, more than 400 people walked through the halls of the Bauen Hotel, taking part in courses, lectures and workshops.

Completely surpassing our expectations, we received more than **900** registration applications for Ágiles 2008, showing the strength of the Latin American community and the need for information and sharing experiences.

Among the international experts who participated in Ágiles 2008 are **Mary and Tom Poppendieck, Matt Gelbwaks, Tobias Mayer, Dave Nicolette, Micah Martin and Alan Cyment.**

Ágiles 2008 in numbers

Number of people who submitted their application:	922
Accepted applications:	624
Number of participants who registered at the event:	400

Participating countries: 12

Brazil, Argentina, Chile, Uruguay, Bolivia, Peru, Colombia, Venezuela, Costa Rica, Honduras, United States and Belgium.

Access to the Website:

During the month in which the event was held, Ágiles 2008's website received **2608** visitors from **41** different countries, most of them coming from Latin American countries. In the same month, the website reached the mark of **24,738** page hits.

Why become a sponsor of Ágiles 2009?

Agile methodologies are currently in expansion in the IT World and this conference will attract a varied audience of professionals, academics and students of the sector. Your company can focus the attention to some or all of the audience to achieve the desired objectives, such as:



- Associate your company's image with the use of current and cutting-edge methodological practices, which offer a modern work, and a forum for professionals interested in linking to them.
- Use Ágiles 2009 Conference to approach to IT professionals in the Latin American market that identify themselves with the agile mindset.
- Create synergies and bring solutions (either consulting or software) to the audience.



Ágiles 2009 Conference Format *-Subject to change-*

Courses

During the two days preceding the main event, training courses will be held to contribute to the expansion of knowledge in agile methods. The courses will have a promotional price for Ágiles 2009, making them particularly attractive to local and regional professionals. The offering will include a wide range of topics and in the level of expertise with agile methods required.

Courses already confirmed:

- **Certified Scrum Master** with Alan Cyment – 2 days
- **Certified Scrum Product Owner** with Alexandre Magno – 2 days
- **Leading Retrospectives for Agile Projects: Who, When, How**, with Diana Larsen – 2 days
- **Test Driven Development (TDD) and Refactoring**, with Naresh Jain – 2 days

Conference Program

The conference program will include different type of sessions including lectures, tutorials, workshops and open-spaces. The program will include sessions targeted for different levels of expertise in agile methods, from beginners to consummated veterans.

The conference will be opened with a keynote session presented by **Brian Marick** and will be closed by a retrospective facilitated by **Diana Larsen**.

This year we will have the participation of **Matt Gelbwaks**, **Naresh Jain**, **Dave Nicolette**, **Joshua Kerievsky** and **David Hussman** as special guests.

Keynote Speaker: Brian Marick

Brian Marick graduated in 1981 with one degree in Mathematics and Computer Science and another one in English Literature. He was a programmer, tester, and team lead in the 80's, a testing consultant in the 90's, and is an Agile consultant this decade.

He was one of the authors of the ***Manifesto for Agile Software Development*** and is a past chair of the board of the Agile Alliance.



He's the author of three books, "*The Craft of Software Testing*" (1994) "*Everyday Scripting with Ruby*" (2007) and "*Programming Cocoa with Ruby*" (2009).

He is a frequent invited speaker at conferences, including at Better Software 2004; Agile 2005; Pacific Northwest Software Quality Conference 2005; and Software Process Advancement, XP Day Toronto, and OOPSLA (all in 2007).

Keynote Speaker: Diana Larsen

Diana Larsen consults with leaders and teams to create work processes where innovation, inspiration, and imagination flourish. With more than fifteen years of experience working with technical professionals, Diana brings focus to the human side of organizations, teams and projects. She activates and strengthens her clients' proficiency in shaping an environment for productive teams and thriving in times of change.

Diana co-authored "*Agile Retrospectives: Making Good Teams Great!*" She publishes articles and writes occasional blog posts at Partnerships and Possibilities. Current chair of the Agile Alliance Board of Directors, she co-founded the Agile Open Northwest conference and the international Retrospective Facilitators Gathering.

Diana is a frequent speaker at software conferences and has penned articles for Software Development, At Work, Cutter IT Journal, and Cutter's Executive Update and e-Advisor series.

Diana is recognized as one of the world's leaders in retrospective facilitation. She discovers solutions and possibilities where others find only barriers and obstacles.

Sessions

- **Tutorials:** For people who are just beginning or looking for a foothold in Agile methods.
- **Talks:** Presentations aimed at those people who are looking for a topic introduction and / or to increase their knowledge about the Agile methodologies and the best practices used by the Agile community.
- **Experience Reports:** Presentations reporting on a real agile project, summarizing what happened on the project and the key learning points. These reports allow practitioners to share their practical advice and guidance with other teams.
- **Workshops:** Sessions highly interactive and participative, allowing the attendees to develop knowledge in a practical way. This track will include topics related with innovation, conflict resolution, leadership, etc.



- **Sponsors' presentations:** Presentations giving the attendees the opportunity to know what are doing in terms of agile adoption some of the more influential organizations of the industry. These sessions will allow the sponsors to present to the audience their offering in terms of tools and/or services. It might include experience reports and/or demonstration of tools.

Full program details will be available soon at www.agiles2009.org

Registration Fees

- **Students:** USD 35
- **Members*:** USD 60
- **Professionals / Non-Members:** USD 70

* Current members of Scrum Alliance, Agile Alliance, ACATE and/or SUCESU

Ágiles 2009 Sponsorship Categories

The event has the following sponsorship categories to select the level of commitment and the corresponding benefits:

Title Sponsor USD 12,000 Limited to one

- Name of the event associated to the name of your company
- Registration badges will display your company logo
- Right to present an opening session, under content supervision from the organizing committee
- Right to install a booth during the event
- Corporate logo in brochures and in all media and printed marketing materials – [Large Size, Privileged position](#)
- Corporate logo in onsite static signage (banners, signs and other event placement) – [Large Size, Privileged position](#)
- Corporate logo in the event Web Site with direct link to your company home page – [Large Size, Privileged position](#)
- Advertising space in Conference Program Guide – [Large Size](#)
- 200 Word Description on website
- Recognition in all event mailing
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Right to distribute company brochures during the event
- Right to add brochure or merchandizing on the conference bag
- 1 email message sent to attendees on your behalf (attendees may opt out)
- 10 Complimentary Conference Registrations

Platinum Sponsor USD 6,000 Limited to three

- Right to install a booth during the event
- Two 45 minutes Sponsor Presentation sessions included the program, under content supervision from the organizing committee
- Corporate logo in brochures and in all media and printed marketing materials – [Large Size](#)
- Corporate logo in onsite static signage (banners, signs and other event placement) – [Large Size](#)
- Corporate logo in the event Web Site with direct link to your company home page – [Large Size](#)
- Advertising space in Conference Program Guide – [Small Size](#)
- 200 Word Description on website
- Recognition in all event mailing
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Right to distribute company brochures during the event



- Right to add brochure or merchandizing on the conference bag
- 1 email message sent to attendees on your behalf (attendees may opt out)
- 10 Complimentary Conference Registrations

Gold Sponsor USD 3,000

- One 45 minutes Sponsor Presentation sessions included the program, under content supervision from the organizing committee
- Corporate logo in brochures and in all media and printed marketing materials – [Medium Size](#)
- Corporate logo in onsite static signage (banners, signs and other event placement) – [Medium Size](#)
- Corporate logo in the event Web Site with direct link to your company home page – [Medium Size](#)
- 100 Word Description on website
- Recognition in all event mailing
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Right to add brochure or merchandizing on the conference bag
- 1 email message sent to attendees on your behalf (attendees may opt out)
- 5 Complimentary Conference Registrations

Silver Sponsor USD 1,500

- Corporate logo in brochures and in all media and printed marketing materials – [Small Size](#)
- Corporate logo in onsite static signage (banners, signs and other event placement) – [Small Size](#)
- Corporate logo in the event Web Site with direct link to your company home page – [Small Size](#)
- 100 Word Description on website
- Recognition in all event mailing
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Right to add brochure or merchandizing on the conference bag
- 1 email message sent to attendees on your behalf (attendees may opt out)
- 2 Complimentary Conference Registrations

Summary of Sponsorship Opportunities

Sponsorship Benefits	Title USD 12,000	Platinum USD 6,000	Gold USD 3,000	Silver USD 1,500
Limit in number	1	3	Unlimited	Unlimited
Name of the event associated to sponsor	Yes	-	-	-
Logo in registration badges	Yes	-	-	-
Exhibit Booth Space	Yes (premier location)	Yes	-	-
Sponsor Presentations	Opening session	Two 45 min. sessions	One 45 min. session	-
Logo in brochures and marketing materials	Large size (privileged position)	Large size	Medium size	Small size
Logo in onsite static signage	Large size (privileged position)	Large size	Medium size	Small size
Logo and link in web site	Large size (privileged position)	Large size	Medium size	Small size
Advertising space in Conference Program Guide	Large size	Small size	-	-
Company description in web site	200 words	200 words	100 words	100 words
Recognition in event mailing	Yes	Yes	Yes	Yes
Verbal Recognition during conference	Yes	Yes	Yes	Yes
Right to distribute company brochures during the event	Yes	Yes	-	-
Brochure or merchandizing in conference bag	Yes	Yes	Yes	Yes
One email to attendees on your behalf	Yes	Yes	Yes	Yes
Complimentary Registrations	10	10	5	2

To book your Sponsor Package contact:

Brazil: Daniel Wildt (dwildt@gmail.com);

Argentina: Ricardo Colusso (ricardo.colusso@agiles.org);

Rest of the world: Juan Garbadini (jgabardini@agiles.org) or leave us your contact information at www.agiles2009.org/en/contact_us.php