



Sponsorships

Agile New England is hosting the 7th annual Agile Games Conference April 28-30, 2016. This is the world's premier event devoted to promoting Agile transformations through games that foster innovation and teamwork.

Conference sponsors will have the opportunity to connect face-to-face with an unusually sophisticated audience. Last year's conference drew over 130 enthusiastic attendees, from the Netherlands to New England to New Zealand. A large portion of participants are experienced Agile practitioners. Sponsors will also have their name promoted to over 1,900 Agile enthusiasts on the Agile New England mailing list.

Conference Overview

Games and simulations are becoming a central technique within the field of Agile Software Development. A vibrant community of practitioners is focused on harnessing serious play to help people learn, develop and work more effectively. Based on experience from four successful years, the *Agile Games* Conference provides participants with highly interactive learning experience, an internationally recognized group of presenters and facilitators, and opportunities to try out their own games.



Day 1 & 2: Keynotes, Deep Dives, Workshops and Sessions

Games are not just play. Conducting successful game sessions requires careful design, planning, facilitation, and debrief. The 2016 conference program will consist of workshops and games selected from an open submission process. Participants will share the creative process and techniques of Agile Games, present experience reports and case studies, and discuss how adoption of Agile games helped a company or organization improve.

Day 3: Open Space Sessions

Open Space sessions will be the main focus of the second day, which will provide additional opportunities and flexibility to showcase new ideas of Agile Games community members, allowing participants to self-organize and build upon their learning at the conference.



Sponsorship Options

Evening Reception Sponsorship

Cost: \$2,500

- Opportunity to offer a brief intro & welcome at the reception
- List of attendee email addresses.
- Two complimentary admissions.
- Recognition in each day's opening and closing remarks.
- Inclusion of eight pages of collateral in the registration packet.
- Inclusion of logo in email, web and print promotions and the splash page of videos
- Separate promo pages & links on Agile Games website.
- Signage at breakfast, lunch, snacks, and the evening reception.

Gold Sponsorship

Cost: \$2,500

- Table-top booth with preferred location in the sponsor exhibit area.
- List of attendee email addresses.
- Two complimentary admissions.
- Recognition in each day's opening and closing remarks.
- Inclusion of eight pages of collateral in registration packet.
- Inclusion of logo in email, web and print promotions and the splash page of videos
- Separate promo pages & links on Agile Games website.
- Signage at breakfast, lunch, and snacks.

Silver Sponsorship

Cost: \$1,500

- Table-top booth in the sponsor exhibit area.
- List of attendee email addresses.
- One complimentary admission.
- Recognition in each day's opening and closing remarks.
- Inclusion of six pages of collateral in registration packet.
- Inclusion of logo in email, web and print promotions and the splash page of videos
- Separate promo pages & links on Agile Games website.
- Signage at breakfast, lunch, and snacks.



Agile Company Sponsorship

Cost: \$1,000

- Recognition in each day's opening and closing remarks.
- One complimentary admission.
- Inclusion of logo in email, web and print promotions and the splash page of videos
- Inclusion of four pages of company information in the registration packet.
- Separate promo pages & links on Agile Games website.



Benefits/Features Comparison

AG2016 Sponsorship Benefits/Features	Evening Reception	Gold	Silver	Agile Company
	\$2,500	\$2,500	\$1,500	\$1,000
Inclusion of logo in email, web and print promotions.	✓	✓	✓	✓
Inclusion of logo in the splash page for all posted videos.	✓	✓	✓	✓
Option to provide lanyards, notebooks, bags w/sponsor's logo	✓	✓	✓	✓
Separate promo pages & links on Mob Programming website	✓	✓	✓	✓
Number of pages of collateral included in the registration packet	8	8	6	4
Number of Complimentary admissions.	2	2	1	1
List of attendee email addresses.	✓	✓	✓	
Signage at breakfast, lunch, and snacks.	✓	✓	✓	
Table-top booth in the sponsor exhibit area. (Gold gets preferred location)		✓	✓	
Recognition in each day's opening and closing remarks.	✓	✓		
Signage at the evening reception.	✓			
Opportunity to offer a brief intro & welcome to the reception.	✓			



Promotional Items

What's in your marketing supply closet with your logo: lanyards, notebooks, pens, bags or other items? We'll distribute them at the registration desk, or arrange for new ones to be printed for the event. Contact us to discuss ideas.

We Work with You

Sponsors will have a dedicated contact person to answer any questions and serve as a liaison to ensure a smooth event. This is an opportunity for you to show your support for the Agile Games 2016 conference, the Agile community, and to associate yourself with New England's premier Agile association.

Contacts

For more information or to sign up for one of the available sponsorships, please contact:

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Agile New England: <http://AgileNewEngland.org>

Agile Games 2016: <http://AgileGamesNewEngland.org>

