

# Sponsorship guide

conferencia  
**Agile-Spain2011**  
Castellón 20|21 octubre

Agilidad, un paso por delante

Universitat Jaume I, Castellón

## About the conference

The annual **Agile Spain Conference** (CAS2011) is the meeting point for practitioners and researchers in Agile methodologies. It is oriented to the IT industry, software and consulting companies and it is the place to share and exchange experiences, discovering new trends and ideas and networking with other professionals.

The conference's web page is: <http://conferencia2011.agile-spain.org/>

## Date and place



**October 20<sup>th</sup> and 21<sup>st</sup>, 2011**

### **Universitat Jaume I**

Avenida Vicente Sos Baynat, s/n

12004 Castellón de la Plana

Spain

+34 964 728 000

<http://www.uji.es>

## Attendees' background

The conference is limited to 150 people although this number is increased up to 250 with speakers, people of the organization, guests, etc.

Among the attendees, it will be found:

- Project managers
- IT, R&D... directors
- Developers and testers
- Software architects
- Consultants and coaches

## Opportunities for sponsorship

- Companies which develop web applications and provide related services
- Firms that offer high technical level products and services
- Companies that wish to meet experienced people with an advance technical profile for potential hirings
- Firms that want to become and be recognized as a reference in the agile software development area
- Companies and institutions that are willing to promote Castellón as a tourist destination

## The Conference

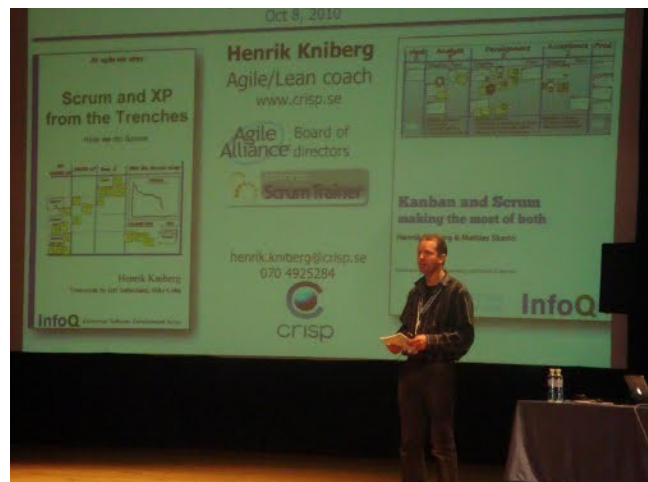
CAS2011 will make possible that professionals and researches of agile methodologies and software development meet and interact.

One of the objectives of the conference is evaluate the status of the adoption of the agile methodologies in the industry by sharing successful cases or problems encountered. Moreover, the state of the art and new trends will be accessible through research studies, articles and presentations.

The conference's motto this year is **Agile, a step ahead (Agilidad, un paso por delante)**

We want to be able to offer and emphasize this vision of innovation. Thus, there will be a whole track about new ideas and innovation which challenge the current *status quo* and well established models.

In addition, other topics related to Agile will have a place in the conference to ensure that anyone with any level of knowledge in the area is able to take new learnings and ideas. Therefore, sessions with different levels and about different topics are guaranteed.



## Keynotes

### *Xavier Quesada*

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Xavier Quesada Allue is an instructor, consultant, speaker and author specialized in the areas of Agile Software Development and Lean Thinking applied to service oriented companies and product development.

His reputation as one of the best Lean / Agile / Scrum experts in Belgium, Spain and Latin America is covered by many organizations where he has successfully introduced agile methodologies and lean thinking.

### *J.B. Rainsberger*

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Consultant, coach, mentor and author. His main duty is to help development teams learning high productivity techniques for software development and software deployment. He is in charge of teaching those teams and his work focuses in getting the work done efficiently and quickly, always adding the values, principles and practices of agile software development.

## Tracks

CAS2011 will contain the following tracks:

- **Innovation.** New trends, ideas and techniques on the agile software development
- **Experiences.** Successful case studies and experiences in general
- **Practices.** Good practices and techniques applied in an agile software development environment


Consequently, we are seeking topics related to:

- Adoption and spreading of agile methodologies
- Real cases of study and experiences about agile methodologies
- Techniques and tools for agile software development (requirements, design, programming, validation, estimations, automation, continuous integration, etc.)
- Agile Management
- Theoretical and practical research studies
- Agile in organizations and teams

## Conference impact






### *Impact of the last conference (2010)*

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<b>+2.400</b> References	<b>+17.500</b> Web accesses	<b>+1800</b> Comments

### *Expected impact in 2011*

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<b>+3.500</b> References	<b>+23.000</b> Web accesses	<b>+2.400</b> Comments	<b>+9.000</b> Watched videos	<b>+9.000</b> Watched slides

## Types of sponsorships

### **Stand**

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Companies that offer products and services or that want to be recognized as a reference in agile software development.

It mainly consists in a space for a stand in the area where the breaks will be hosted.

Note that the stand is not provided by the organization, only the space to be set it up by the sponsor. However, if it is the sponsor wish, the organization will provide free of charge a minimum infrastructure for the stand such as tables, chairs and partition screens.



This is a sponsorship with a good exposure to enable the interactions with the assistants.

The price of this sponsorship is **1000 €** and it is **limited to 5 sponsors**.

## Board

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This sponsorship is targeting firms which develop or distribute products or services supporting software development (IDEs, project management, version control, etc.)

The logo of your company will be present in every communication channel together with other panel's sponsors, all of them with the same visibility level. Moreover, there will be logo boards in every single room of the conference venue at the stage behind the speaker so it is visible at all times. In addition, you will be able to add marketing material in the material bag that will be provided to every person in the conference at the registration desk.

This is a sponsorship with a great exposure during the conference and includes two free entrance tickets to the conference.

The price of the sponsorship is **1500 €**

## Session

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It is oriented to companies that sell Agile services or they are Agile minded as well as to companies that want to show their products or contact with experienced or technically mastered people for potential hirings.

This sponsorship will give you a space in a sponsorship track to give a talk, tutorial, workshop, presentation, etc., as you see fit to fulfil your goals.

There are 10 slots of 1 hour each available to be sponsored. One company can sponsor a maximum of two slots.

The price per slot is **500 €**

## Keynote

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Companies that offer high technical level products and services and that want to become a reference on the agile software development.

It includes a board sponsorship as well as a special mention on the videos, opening speech and on the material bag provided to the assistants. Additionally, you will be able to set your own banner or board on the stage during the keynote.

This is the sponsorship with greatest visibility and exposure and includes two free entrance tickets to the conference

The price for the keynote sponsorship for **Xavier Quesada's** keynote is **3500 €**  
The price for the keynote sponsorship for **J.B. Rainsberger's** keynote is **3500 €**

## Events

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This sponsorship is targeting those companies which are willing to be shown as enablers of different events during the conference:

- **Check-in and registration.** Your sponsorship will augment the check-in and registration process with a small catering (some appetizers and drinks)
- **First lunch.** It will cover the lunch of the first day of the conference. The lunch will consist of paella and other short of typical rices from Valencia.
- **Dinner and networking.** It will be hosted during the first night, 20<sup>th</sup> of October. This event will consist of some drinks and music. A bus will be available for the conference participants to go to the dinner place.
- **Retrospective and closure.** Small catering (food and drinks) as a final farewell of the conference. This event will take place in the university gardens.

Please, ask for the prices of the events you might be interested in sponsoring (the price of the sponsorship will depend on the quotes received by the organization)

	Session	Board	Keynote
Logo, links and summary on the conference web	✓	✓	✓
Logo in every official document of the conference		✓	✓
Mention on the official Twitter account	✓	✓	✓
Possibility of adding marketing material and other promotional elements in the participants' welcoming bag	✓	✓	✓
Possibility of setting banners or boards on the main room of the conference	✓ Only on your session		✓ Only on your keynote
Mention on every video	✓ Only of your session	✓	✓
Logo in every room of the conference venue		✓	✓
Special mention and recognition on the opening speech, videos and "welcoming bag"			✓
Free entrance to the conference		✓ 2 tickets	✓ 2 tickets
	<b>500 €</b>	<b>1,500 €</b>	<b>3.500 €</b>

## Organizers

### **Contact**

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Please, do not hesitate to contact us with any doubt or question you may have through the e-mail address [patrocinios@agile-spain.com](mailto:patrocinios@agile-spain.com)

### **About the organizers**

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CAS2011 conference is the result of a collaboration between the **Agile Spain** association and the **Universitat Jaume I** of Castellón.

Names of the organizers:

- Amalia Hernández
- Raquel Laina
- Emma López
- Ricardo Borillo
- Juan Gutiérrez
- Xavi Gost
- Miguel Ángel Fernández