Sponsorship

(Opportunities for participation)

Connect with Asia's largest
Agile and Lean Software Conference delegates.

Naresh Jain,
Vice Chairman and Sponsor liaison
sponsors@agile2012.in

Presented by

ASCI
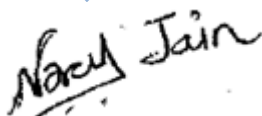Agile Software Community of India

Welcome to Agile India 2012

Over the last 7 years, the Agile Software Community of India (ASCI) has organized 35+ conferences in various cities of India. In 2012 we are planning our biggest event ever, with 125 Sessions over 3 days. We plan to bring together thought leaders from all over the globe beyond the borders of India. India has been a hotbed of software development for some time and has embraced the Agile movement with passion. We have created an exceptional opportunity for developers, managers, executives, and those who care about the software industry to come together to have the conversations necessary to push the movement forward.

Join us! ASCI expects to host up to 700 passionate attendees in Bengaluru, India, on February 17 – 19, 2012.

Special events are planned to showcase this grand, international conference on Agile Software Development. Your presence with us will help create an international event.

Agile India 2012 seeks to examine the latest theory, practical applications, and implications of agile. Industrial Revolution models seemed to work in the 60's, distributed teams were built in the 90's, and Agile methods transformed relationships in the new millennium. Agile approaches focus on delivering business value early in the project lifetime the ability to incorporate emergent requirements. The conference is not about a single methodology or approach, but rather provides a forum for the exchange of information regarding all Agile development technologies.

I invite you to participate and tell your story at this international gathering. This is an opportunity to stand out on an international stage.

Naresh Jain
Founder, Vice Chairman & Conference Chair
Agile Software Community of India
http://agileindia.org

Plan for the conference:

- Structure
  - 3-Day Conference
  - ==7 Parallel Tracks== based on the concept of Stages
  - *Total 125 sessions (Talks, Tutorials, Workshops, Demos, Panel, etc.)*
  - A total of <u>160 Hours of content</u> will be presented at this conference.
- Target Audience
  - Size: 700 Delegates
  - ==125 Speakers from 18 Countries==

Audience Profile of Registered Participants

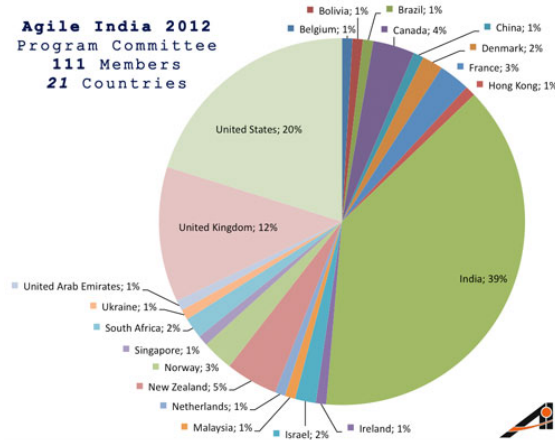### Companies

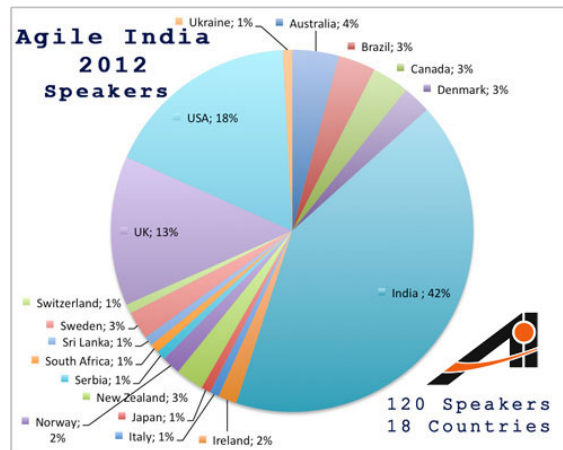|		
3i-Infotech	Goldman Sachs, Inc.	Red Hat
Accept Software Corporation	HCL Technologies Limited	Robert Bosch India Limited
ADP	HP	Rotary International
Agilni Associate	i-flex solutions limited	Sabre Travel Technologies
Allscripts India Pvt. Ltd.	IBM	SAP Labs India Pvt. Ltd
BEA	Infosys Technologies	Sapient
BNP Paribas India Solutions	Invision Inc.	Siemens Communication
BSkyB	Invoscape Technologies	Software
CA Technologies	L&T InfoTech	SolutionsIQ
Citrix Online	Legislative Assembly of Ontario	Symantec Corporation
Corporation Services Company	Matrix Energy Solutions	Symphony Services
CoStrategix Technologies	McKinsey & Company	Synerzip
CTS	Microsoft	Tata Consultancy Services
Dell	Misys Software	Tata Elxsi
EDS	Nokia Siemens Networks	Techmahindra
EMC	Northern Star Consulting	Thomson Reuters
Evoke Technologies	NXP Semiconductors India	Unisys Global services
Exelplus Services	Ostrya Labs	Value Source Pvt Ltd
Fareportal	Pragati Software Pvt. Ltd.	Verisign Services India
Fidelity Investments	Project Place India	Wipro Technologies
GE Energy	Prologic	Yahoo!
GE Healthcare		YAssume

Profile

Agile Coach and Trainer	Head of Development Center Head of R&D	Senior Director
Agile COE lead		Senior Engineering Manager
Agilist	India Country Manager	Senior Manager
Architect	IT Analyst	Senior Product Owner
Associate	Lead Program Integrator	Senior Project Leader
Associate Consultant	Manager Development	Senior Project Manager
Business Analyst	Operations Manager	Senior Software Engineer
CEO	PMO	Senior System Specialist
Chief Architect	Principal Agile Coach	Senior Systems Analyst
Consultant	Principal Architect	Software Engineer
Corporate Communications	Principal Program Manager	Systems Analyst
Executive	Principal Software Engineer	Team Lead
CTO	Product Owner	Tech Lead
Delivery Manager	Project Lead	Technical Analyst
Developer	Project Manager	Technology Analyst
Director Development	QA Engineer	Technology Manager
Engineer	Quality Manager	Test Lead
Engineering Manager	Quality Officer	UX Designer
Enterprise Architect	Scrum Master	VP Production Control
Founder, CEO	Senior Application Architect	

The conference program features 12 Stages, 120 Sessions, 125 Speakers from 18 Countries and is available at http://agile2012.in/program
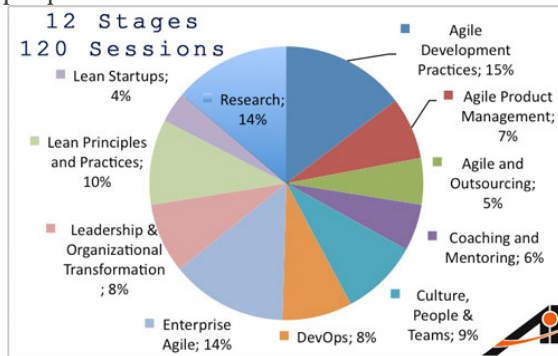
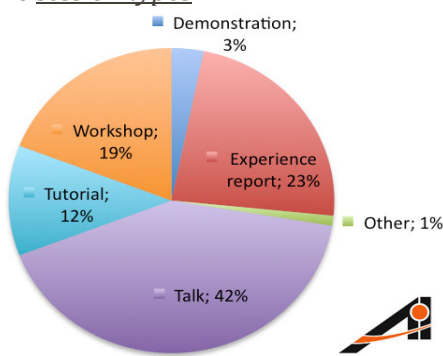Our *Program Committee* consists of experts from the following countries:

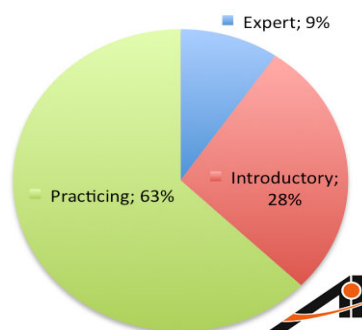Speakers from 18 Countries:

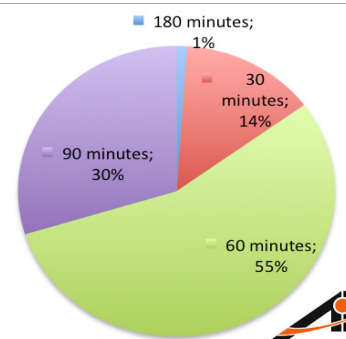Following is the *stage wise breakup* of the proposals:

Following is the breakup according to the *session types*:

Following is the breakup according to the *levels*

Lastly, the *duration* wise breakup of the sessions:

Based on the response we've got so far from session proposals, we think we have a great conference in making. **You support will only make it better!**

Premier Exhibition Opportunities:

Title ₹10,00,000 INR* Limited to two! – SOLD OUT!

Title benefits include:
- **Exhibit Booth Space in premier location**
- Logo(s) shared on Conference Lanyard (or 50%)
- Registration badges will display your company logo
- Premier advertisement in Conference Program Guide
- Conference Bag will display your company logo
- 5 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference.)
- Bag insert (6 Pages - 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 onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Logo Hot link from the Agile India 2012 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)

Platinum   ₹5,00,000 INR*

Platinum benefits include:
- **Exhibit Booth Space**
- Premier advertisement in Conference Program Guide
- 5 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference.)
- Bag insert (4 Pages - 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 onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Logo Hot link from the Agile India 2012 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)

Gold   ₹3,50,000 INR*

Gold benefits include:
- Exhibit Booth Space
- Standard 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.)
- Bag insert (3 Pages - 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)
- Conference T-Shirt will display your company logo
- Logo Hot link from the Agile India 2012 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)

Sponsorship Opportunities

Silver   ₹2,25,000 INR*

Silver benefits include:
- Standard advertisement in Conference Program Guide
- 3 Complimentary Conference Registrations.
- 1 bag insert (2 Pages - 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 conference banners
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Logo Hot link from the Agile India 2012 website to your company home page

Conference Bag   ₹3,00,000 INR* Sold Out!

Conference Bag benefits include:
- Exclusive placement of your company logo on one side of the Conference Bag [Agile India 2012 Title Sponsors, Conference logo & ASCI logo on reverse]
- 1 Complimentary Conference Registration
- 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 conference banners
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Logo Hot link from the Agile India 2012 website to your company home page

Lunch/Meal   ₹1,50,000 INR* Sold Out!

Lunch/Meal benefits include:
- Your company logo printed on large poster and food labels prominently displayed during lunch breaks
- 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
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)

Stage ₹1,00,000 INR* Exclusive!

Stage benefits include:
- Your company logo printed on large poster and prominently displayed in sponsored stage room
- Standard advertisement in Conference Program Guide
- 50 Word Description on website and in conference program guide
- 1 bag insert (2 Page - Literature or SWAG) (Insertions require pre-approval)

A La Carte

Opportunities include:

2 Page Bag Insert	₹50,000 INR*	Full page Ad in Program Guide	₹75,000 INR*
Logo on T-shirt	₹35,000 INR*	1/2 page Ad in Program Guide	₹50,000 INR*
Logo on Website	₹50,000 INR*	1/4 page Ad in Program Guide	₹25,000 INR*

* 10.3% service tax applicable on these amounts.

Have we missed something? Have something else in mind? Let sponsors@agile2012.in know!

SPONSOR PLEDGE FORM

We hereby pledge support in the amount of:
Sponsorship Level Description   **Amount**

_____   _____

Instructions: Complete all sections. Sign and email a scanned copy to sponsors@agile2012.in. Read and initial the Policies & Regulations page. Please make a copy for your files. Upon acceptance, we 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 Agile India 2012 Conference, and for the privileges provided by the 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 January 1, 2012. Agreements received after January 1, 2012 must include full payment.

All requests for sponsorship cancellation must be received in writing. If Agile Software Community of India receives a written request for cancellation on or before January 1, 2012, the sponsor will be liable for 50% of the total sponsorship pledge. For cancellations received after January 1, 2012, 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 Indian Rupees.

METHOD OF PAYMENT:

__ Cheque

__ Demand Draft

__ Online Transfer (Domestic)

__ International Wire

ASCI has appointed AgileFAQs as the event managers for this conference.

All cheque/DD must be drawn in favor of **Agile FAQs Technology Private Limited** payable at Bangalore.

Please note that there will be a 10.3% service tax applicable on all sponsorship payments.

Return Forms to:

Naresh Jain,
Vice Chairman,
Agile Software Community of India

SCAN or PDF to: **sponsors@agile2012.in**

Cheques/DD can be mailed to:

Naresh Jain
Agile FAQs Technology Pvt. Ltd.
No.82, 3rd Floor Jumma Masjid Road
Avenue Road Cross,
Bengaluru - 560002
Email: naresh@agilefaqs.com (preferred)
Ph No. +91 99309 33302 (emergency)

Agile India 2012 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 Software Community of India and its organizing committee, hereinafter referred to as ASCI, for the Agile India 2012 Conference being held at the Le Meridien Hotel in Bangalore on February 17 – 19, 2012.

ASCI 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. ASCI 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 Jan. 1, 2012. All agreements received after January 1, 2012 must include full payment. Your company logos will be uploaded on the conference website, only after the initial payments are received. 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 ASCI receives a written request for cancellation of sponsorship on or before January 1, 2012, the sponsor will be liable for 50% of the total sponsorship canceled. For cancellations received after January 1, 2012, 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 to follow all contract Rules and Regulations.

INDEMNIFICATION
Sponsor agrees that it will indemnify and hold and save ASCI whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against ASCI 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 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 ASCI 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 lawyer's fees and court costs, incurred by or imposed upon ASCI by virtue of any such litigation.

The Exhibitor assumes all responsibility for their exhibit booth including theft, accidents and injuries.

WAIVER

ASCI 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 ASCI organizing committee member. No delay or omission by ASCI 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.

LAWYER'S FEES

Should ASCI or the Sponsor find it necessary to employee a lawyer 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 lawyer's fees.

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 ASCI.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of ASCI. ASCI 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:_____