

# Sponsorship

(Opportunities for participation)

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

**Naresh Jain,**  
Chairman and Sponsor liaison  
[sponsors@agile2013.in](mailto:sponsors@agile2013.in)

Presented by





## Welcome to Agile India 2013

Following the grand success of [Agile India 2012 Conference](#), the Agile Software Community of India (ASCI) is planning a much bigger event, with **more than 100 Sessions over 4 days**. We plan to bring together thought leaders from all over the globe to India. So far we've Craig Larman, Mary Poppendieck, Rebecca Parsons, David Hussman, Fred George, Jeff Patton, Jez Humble, Linda Rising, Neal Ford, Venkat Subramaniam and many other Agile Thought Leaders confirmed. Check the full list: <http://2013.agileindia.org/program/confirmed-speakers>

The Indian software development community is a hotbed for Agile and Lean movement. Number of organizations embracing Agile is growing exponentially over the last 5 years. As these organizations are implementing Agile, they are faced with many questions and challenges. This conference creates an exceptional opportunity for developers, testers, 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 **1400 passionate attendees** in Bengaluru, India, on February 27 – March 2, 2013.

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

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>

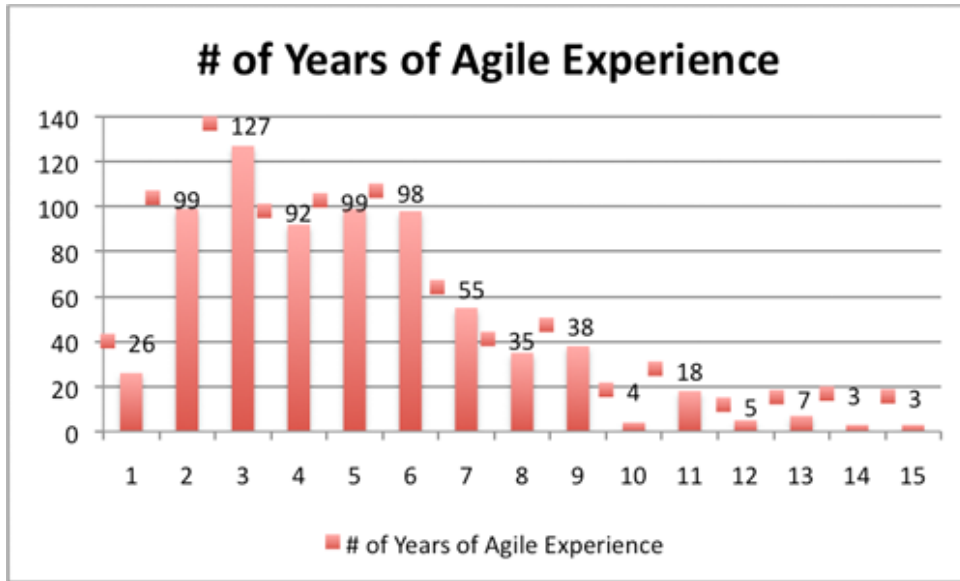
**Plan for the conference:**

- Structure
  - 4-Day Conference
  - **5 Parallel Tracks**
  - *Over 100 sessions (Talks, Tutorials, Workshops, Demos, Panel, etc.)*
  - A total of 160 Hours of content will be presented at this conference.
- Target Audience
  - Size: 1400 Delegates

The conference will be hosted at the brand new [Sheraton Hotel](#).



**We expect to see a very similar audience profile as Agile India 2012**



**Companies**

3i Infotech Limited	ACS ( Xerox GTOD)	ADP Pvt Ltd
APMG	APMG India	APMG International
Accelrys	Accenture India	Accept Software Corporation
Aconex	Aegisoft	Agical
Agile Alliance	Agile Coaching DK	Agile Developer, Inc.
AgileFAQs	Agilni Associate	Alcatel Lucent
Allscripts India Pvt. Ltd.	Amazon	American Express India Pvt Ltd
Atlas Systems Pvt. Ltd.	Atlassian	Axiaware
Azri Solutions Pvt Ltd	BBC	BEA
BMC Software	BNP Paribas	BSkyB
Bankwest	Beumer Technologies	C42 Engineering
C4Media/InfoQ.com	CA Technologies	CDC Software India Pvt Ltd
CDC Software Pvt. Ltd.	CSC	Canopus Consulting
Catalign Innovation Consulting	Ceezone	Cerner HealthCare
Ciber	Cisco Systems	Citrisys Solutions
Citrix Online	CoStrategix Technologies	Cognizant Technology Solutions
CollabNet	Collabera Solutions	Conscires Agile Practices
Corporation Services Company	Crafitti Consulting Private Limited	Crisplant A/S
Culturewise	DSS	Deinersoft, Inc.
Dell International Services India Pvt Ltd	Digiata	Digite Inc
EDS	EMC Corporation	Echidna Software India Pvt.Ltd
Emerson Process Management	Ennova	Equal Experts
Evoke Technologies	Exelplus Services	Exilesoft (Pvt) Ltd.
FICO	FIL India Business Services	Ford Technology Services India
Fareportal	Fidelity Business Services	Fred George Consulting
Free Lancing	Freeset Bags & Apparel	GE Energy

GE Healthcare	GE India Industrial Pvt. Ltd.	Gama-Tech
General Electric	Geodesic Ltd	Goa University
Goldman Sachs, Inc.	Growth Matrix Pvt Ltd	HCL Technologies
HP	Harman International	Hewlett Packard
Host Analytics Software Pvt Ltd	Huawei Technologies India Pvt. Ltd.	IBM India
IBM Rational	ITC Infotech	Impetus Infotech (I) Pvt. Ltd.
InMobi	Indecomm Global Services	Independent
Infosys Ltd	InsideView	Intel Corporation
Investopresto	Invision Inc.	Invoscape Technologies Pvt. Ltd.
John Deere Technology Center	July Systems	Jyske Bank
KPIT Cummins India Ltd	Keio University	L&T InfoTech
Le directeur général des élections du Québec	Lean A-to-Z	Legislative Assembly of Ontario
MP Consulting	Maas360(By Fiberlink)	Matrix Energy Solutions
Mazata Ltd	McKinsey & Co.	Microsoft Corporation
Miles AS	MindTree Ltd.	Misys Software
Mobisy Technologies	Monsanto IT	Moolya
Motorola Solutions	Mphasis Ltd.	Multunus Software Pvt. Ltd.
Mutual Mobile	NDS Services Pay TV	NIIT Technologies
NXP Semiconductors India Pvt Ltd	Napa Software Services India Pvt Ltd	National Instruments
Navteq India Pvt. Ltd.	Ness Technologies	Nokia India Pvt Ltd
Nokia Siemens Networks	Nokia L&C	Nomura
Northern Star Consulting	Novell	Ostrya Labs
PMI	PTC Software (India) Pvt Ltd, Pune	Pegasystems
People10	Persistent Systems Ltd	Philips
Pitney Bowes	Pitney Bowes Software India	Practice Agile
Pragati Software Pvt. Ltd.	Projectplace	Prologic
Proworx Software Solutions Pvt. Ltd	QAI INDIA LTD.	Rally Software
Red Hat	Robert Bosch India Limited	Robert Gordon University
Rotary International Infotech Pvt.Ltd.	S.i. IT Consultancy Services Pvt. Ltd.	SAP Labs India Pvt. Ltd
SCRUMguides	SITA	SM Netserv
Sabre Travel Technologies Pvt Ltd	Sapient	Sasken Communications Tech
Schneider-Electric India Pvt Ltd	Siemens Information Systems Ltd.	Silver Stripe Software
Simpthings	SlideShare Inc	Societe Generale
Société Internationale de Télécommunications Aéronautique	SolutionsIQ	SpiderLogic India Pvt Ltd
Stixis Technologies	Surpetition	Symantec Corporation
Symbol - A Motorola Solutions Company	Symphony Services	Synergy Technology Services
Synerzip	Tata Consultancy Services	Tata Elxsi
Taucraft Limited	Techmahindra	Telerik AD
Tesco Hindustan Service Center	The Open University	The University of Auckland
Thomson Reuters	ThoughtObjectz	ThoughtWorks Technologies
Trigyn Technologies Ltd	Tyto Software Pvt. Ltd.	Unisys Global services
University Of Delhi, India	University of Economics, Prague	University of Southampton
Valtech	Verisign Services India	Victoria University of Wellington
Vistaar Technologies	Westboro Systems	Wipro Technologies
Xebia IT Architects India Pvt Ltd.	Xicora Consultants	YAssume Software Tech Pvt. Ltd.

Yahoo Inc.	Yodlee Infotech Pvt Ltd.	ZS Associates India Pvt. Ltd.
aponi Limited	eBay	eGain Communications Pvt. Ltd.
ePlan Services	factor10	i-flex solutions limited
iDIA Computing, LLC	iPass Inc	isense

## Role/Profile

.NET Editor	ACEO	AGM
APMG Employee	APMG India	AVP
Advanced Software Engineer	Advisor to President	Advisory Software Engineer
Agile COE Lead	Agile Coach	Agile Coach & Principal Process Consultant
Agile Coach / Trainer	Agile Coach and Consultant	Agile Coach and Trainer
Agile Consultant	Agile Consulting Coach	Agile Practitioner
Agile Product Guy	Agile Product Owner	Agile Program Director
Agile Program Office	Agile Software QA	Agilist
Agility Lead SYNGO US	Application Developer	Architect
Area Product Owner	Assistant Manager	Assistant Professor
Associate	Associate Architect	Associate Consultant
Associate Director	Associate Director- Web Technology	Associate Lead
Associate Lead Software	Associate Manager	Associate Manager - Quality
Associate Manager - Quality Assurance	Associate Manager, Software Development	Associate Professor
Associate Project Manager	Associate Vice President - Technology	Asst. Vice President
Branch Manager	Build Engineer	Business Analyst
Business Development Coordinator	Business Development Executive	Business Development Manager
Business Intelligence Architect & Deve Manager	Business Solutions	Business analyst
CEO	CEO and MD	CEO and Principal Consultant
CEO, Agile coach	CIO	COO
COO & Co-founder	CRM Architect	CTO
CTO/VP	Chair	Chief Architect
Chief Methodologist for IT	Chief Project Officer	Chief Solution Architect
Chief Technologist	Chief Technology Officer	Chief project manager
Co-founder and solutions architect	Communications Manager	Consultant
Consultant / BA	Consultant Architect	Consultant Senior
Corporate Communications Executive	Country Manager	Dash
Delivery Manager	Delivery Manager - Development Process & Tools	Delivery Manager - Technical Offshoring & Outsourcing
Delivriery Manager	Developer	Developer / Consultant
Development Head	Development Manager	Director
Director - Business Development	Director - Engineering	Director - PMO
Director - Products	Director - R&D	Director Development
Director Of Engineering	Director and Consultant	Director of Engineering
Director of IT Development	Director, Product Development	Director, Program Management
Director, Software Development	Director-Engineering	Domain Manager - PlantSolution Software
Employee	Engagement Leader	Engineer
Engineer - Research & Development	Engineering Manager	Enterprise Architect
Executive - Engineering	Expert Business Analyst	Founder
Founder / Agile Project Manager	Founder Director, Co-Crafter	Founding Partner

GM	General Manager	General Manager - IT Services
Global Operations Director	Group Leader, Product Management	Group Manager - Consulting
Group Quality Manager	HR	HR Assistant
Head - Define Team	Head - IT, Defense , Aerospace	Head - India Consulting
Head - Microsoft & Agile Transformation Services	Head - Quality Function	Head - Sales
Head - Technical	Head Delivery	Head Engineering Grocery Home Shopping
Head of Customer Care Department	Head of Development Center	Head of Engineering
Head of Project Management	Head of R&D	Head of Technology
Head, PMO	IT Analyst	IT Project Manager
IT Senior Project Manager	India Country Manager	Knowledge Architect
Lead	Lead -Testing and Lean	Lead Architect
Lead Business Analyst	Lead Consultant	Lead Engineer
Lead Program Integrator	Lead Project Manager	Lead Software Engineer
Lead System Designer	Lead Technologist	Lead software developer
Lead-QA	Lean-Agile Coach/Consultant	Lecturer
Lecturer of Software Engineering	Liaison Officer	Management Consultant
Manager	Manager - Credential	Manager - Quality Assurance and Process
Manager - Software Development	Manager Development	Manager Engineering
Manager, Quality Engineering	Managing Director	Marketing
Member Technical Staff	Member Technical Staff(MTS)	NDS Services Pay TV Technology Pvt. Ltd
Operations Leader	Operations Manager	Owner
PM	PMO	PMO (HR) - Deputy Manager
Partner	PhD Research Student	Practice Manager
President	Principal	Principal Agile Coach
Principal Architect	Principal Consultant	Principal Consultant and Agile Coach
Principal Engineer	Principal Engineer, Product Management	Principal Program Manager
Principal Project Manager	Principal Research Scientist	Principal Software Engineer
Principle Software Engineer	Process Manager	Product Manager
Product Operations Manager	Product Owner	Product Owner/Program Manager
Program Director	Program Integrator	Program Manager
Program Manager Grocery Home Shopping	Project Associate	Project Engineer
Project Lead	Project Leader	Project Management Lead
Project Manager	Project Manager - Operations	Project Manager / Scrum Master
Project lead	Punk Programmer	QA Engineer I
QA Manager	QE Lead	Quality Assurance Manager
Quality Manager	Quality Officer	R&D Lead Program Manager
R&D Senior Software Engineer	R&D Senior Test Engineer	R&D Software Engineer
R&D Test Engineer	Recruitment	Research Scholar
SVP Products & CPOACCEPT	Scrum Coach	Scrum Master
Scrum master	Scrum of Scrums Master	Senior Advisory Software Engineer
Senior Analyst	Senior Application Architect	Senior Consultant
Senior Consultant - Devops	Senior Consultant Developer	Senior Delivery Manager
Senior Developer / Consultant	Senior Director Quality Engineering	Senior Director, Business Operations
Senior Director, Software Engineering	Senior Engineer	Senior Engineer - Testing
Senior Engineer I	Senior Engineering Manager	Senior Lead
Senior Manager	Senior Manager - Conltancy	Senior Manager - Delivery

Senior Manager - Projects	Senior Manager - Quality	Senior PO/Agile leader
Senior Product Owner	Senior Program Manager	Senior Project Engineer
Senior Project Leader	Senior Project Manager	Senior QA Consultant
Senior Quality Engineer	Senior Quality Manager	Senior Research Associate
Senior Researcher	Senior Software Architect	Senior Software Developer
Senior Software Engineer	Senior Software Group Manager	Senior Software Manager
Senior Staff Software Engineer	Senior System Analyst	Senior System Specialist
Senior Systems Analyst	Senior Systems Specialist	Senior Team Lead
Senior Technical Architect	Senior Technical Consultant	Senior Technical Leader
Senior Technical Manager	Senior Technical Specialist	Senior Test Consultant
Senior VP - Product	Senior Vice President	Senior consultant
Senior software engineer	Services India Leader	Software Architect
Software Developer	Software Engineer	Software Engineering Lead - Applications
Software Group Manager	Software Manager	Software Technical Leader
Software project manager	Solution Architect	Solutions Architect
Student	Supervisor Software Development	Supervisor Software QA Engineering
Systems Analyst	Systems Architect	Systems Engineer
Team Lead	Team Leader	Team Manager
Tech Fellow, Product Management	Tech Lead	Tech Manager
Tech Support Manager	Tech lead Quality engineering	Technical Analyst
Technical Architect	Technical Consultant	Technical Director
Technical Lead	Technical Manager	Technical Project Leader
Technical Project Manager	Technology Analyst	Technology Consultant
Technology Manager	Technology Specialist	Test Lead
Test Management Consultant	VP Production Control	Vice President
Vice President - Global Agile Strategies	Vice President - Human Resources	Vice President - Value Engineering

Total Number of Participating Countries = 21

Country	Count	Country	Count	Country	Count
Australia	9	France	1	Norway	2
Belarus	1	India	606	South Africa	2
Belgium	2	Indonesia	1	Sri Lanka	4
Brazil	3	Ireland	1	Sweden	2
Canada	8	Italy	2	Ukraine	2
Czech Republic	1	Japan	1	United Kingdom	15
Denmark	2	New Zealand	2	United States	40



## Premier Exhibition Opportunities:

**Title ₹13,00,000 INR\* Limited to two!**

**Title benefits include:**

- **3x2 Meters 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
- Opportunity to run a special contest during the conference
- 5 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference.)
- Bag insert (6 A4-Pages [12 sides] - 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
- Conference videos will show your company logo
- Logo Hot link from the Agile India 2013 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)

**Platinum ₹8,00,000 INR\* Limited to two!**

**Platinum benefits include:**

- 2x2 Meters Exhibit Booth Space in premier location
- Premier advertisement in Conference Program Guide
- Opportunity to run a special contest during the conference
- 5 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference.)
- Bag insert (4 A4-Pages [8 sides] - 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
- Conference videos will show your company logo
- Logo Hot link from the Agile India 2013 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)

**Exhibit booth space will be operational from 9 AM to 9 PM on 28th Feb, 1st & 2nd March.**

## **Gold ₹5,00,000 INR\***

### **Gold benefits include:**

- Standard 2x2 Meters 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 A4-Pages [6 sides] - 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 2013 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)

## **Sponsorship Opportunities**

## **Silver ₹3,00,000 INR\***

### **Silver benefits include:**

- Standard advertisement in Conference Program Guide
- 3 Complimentary Conference Registrations.
- 1 bag insert (2 A4-Pages [4 sides] - 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 2013 website to your company home page

## **Conference Bag ₹5,00,000 INR\* **Limited to two!****

### **Conference Bag benefits include:**

- Exclusive placement of your company logo on one side of the Conference Bag [Agile India 2013 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 2013 website to your company home page

**Reception ₹5,00,000 INR\* *Limited to two!***

**Reception benefits include:**

- Your company logo will be prominently displayed on a large banner during the reception
- Opportunity to address the gathering (30 mins talk) (**strictly no marketing talk.**)
- Exclusive invitation cards will be handed out to all delegates with your company logo
- 1 bag insert (1 A4-Page [2 sides] - 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
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)

**Lunch/Meal ₹3,00,000 INR\***

**Lunch/Meal benefits include:**

- Your company logo will be prominently displayed on a large banner 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)

**Track ₹2,00,000 INR\* *Exclusive!***

Each day, we have 4 parallel tracks. A track will contain topics from different topics. Due to size and session setup constraints we are unable to have all session from one topic in one track/room. Hence track sponsorship is on a per-day, per track basis, not on topic basis.

For Ex. You can sponsor Track 3 on Day 2.

**Track benefits include:**

- Your company logo will be prominently displayed in the sponsored track room
- Standard advertisement in Conference Program Guide
- 50 Word Description on website and in conference program guide
- 1 bag insert (2 A4-Pages [4 sides] - Literature or SWAG) (Insertions require pre-approval)

**A La Carte**

**Opportunities include:**

2 A4-Page Bag Insert	₹75,000 INR*	Full page Ad in Program Guide	₹75,000 INR*
Logo on T-shirt	₹50,000 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*

\* 12.36% service tax applicable on these amounts.

Have we missed something? Have something else in mind?  
 Let sponsors@agile2013.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@agile2013.in](mailto:sponsors@agile2013.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 2013 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 September 1, 2012. Agreements received after September 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 September 1, 2012, the sponsor will be liable for 50% of the total sponsorship pledge. For cancellations received after September 1, 2012, sponsors are liable for 50% of the total sponsorship pledge plus 100% of cost of exhibitor space that was reserved.



**INTERNATIONAL CONFERENCE ON  
AGILE AND LEAN SOFTWARE METHODS**  
27 Feb-2 March 2013, Sheraton, Bengaluru



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 12.36% service tax applicable on all sponsorship payments.

**Return Forms to:**

Naresh Jain,  
Vice Chairman,  
Agile Software Community of India

SCAN or PDF to: [sponsors@agile2013.in](mailto:sponsors@agile2013.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](mailto:naresh@agilefaqs.com) (preferred)  
Ph No. +91 99309 33302 (emergency)

## Agile India 2013 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 2013 Conference being held in Bangalore on February 27 – March 2, 2013.

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 September. 1, 2012. All agreements received after September. 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 September. 1, 2012, the sponsor will be liable for 50% of the total sponsorship canceled. For cancellations received after September. 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



# INTERNATIONAL CONFERENCE ON AGILE AND LEAN SOFTWARE METHODS

27 Feb-2 March 2013, Sheraton, Bengaluru



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 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 employ 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: \_\_\_\_\_