

# AgileByExample 2016

**Warsaw, October 10-12, 2016**

**10th best Agile conference in the world  
–Top 50 Agile conferences ranking**

**Sponsorship Packages**

# The Conference

AgileByExample is an international event for developers, testers and managers who apply Agile and Lean practices in their everyday work.

We focus on the practical side of adopting Agile methodologies like Scrum or Kanban and ensuring the highest quality of delivered software.

AgileByExample is the biggest Agile conference in Poland. It is an ideal opportunity to present your company, products, and proficiency to hundreds of agilers.



# The Conference



In 2015 we had **500 attendees**.  
We are expecting a similar turnout this year.

Last year ABE was the biggest  
project management event in Poland.

Previous editions were keynoted  
by first class speakers like:  
Gojko Adzic, Jurgen Appelo, Jim Benson,  
Bjarte Bogsnes, Jutta Eckstein, Tom Gilb,  
Boris Gloger, Marc Löffler, Sandro Mancuso,  
Bob Marshall, Roy Osherove,  
Mary Poppendieck, Jeff Sutherland

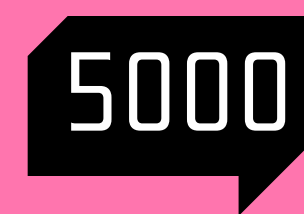
as well as many top Polish  
speakers, including:  
Andrzej Blikle, Paweł Brodziński,  
Marcin Floryan, Monika Konieczny,  
Piotr Żołnierek and others.

# Our Reach



Through our media partners we reach an estimated total of more than **50,000 people**.

Many announcements are shared and re-tweeted by speakers and participants (some with more than **10,000 followers**).



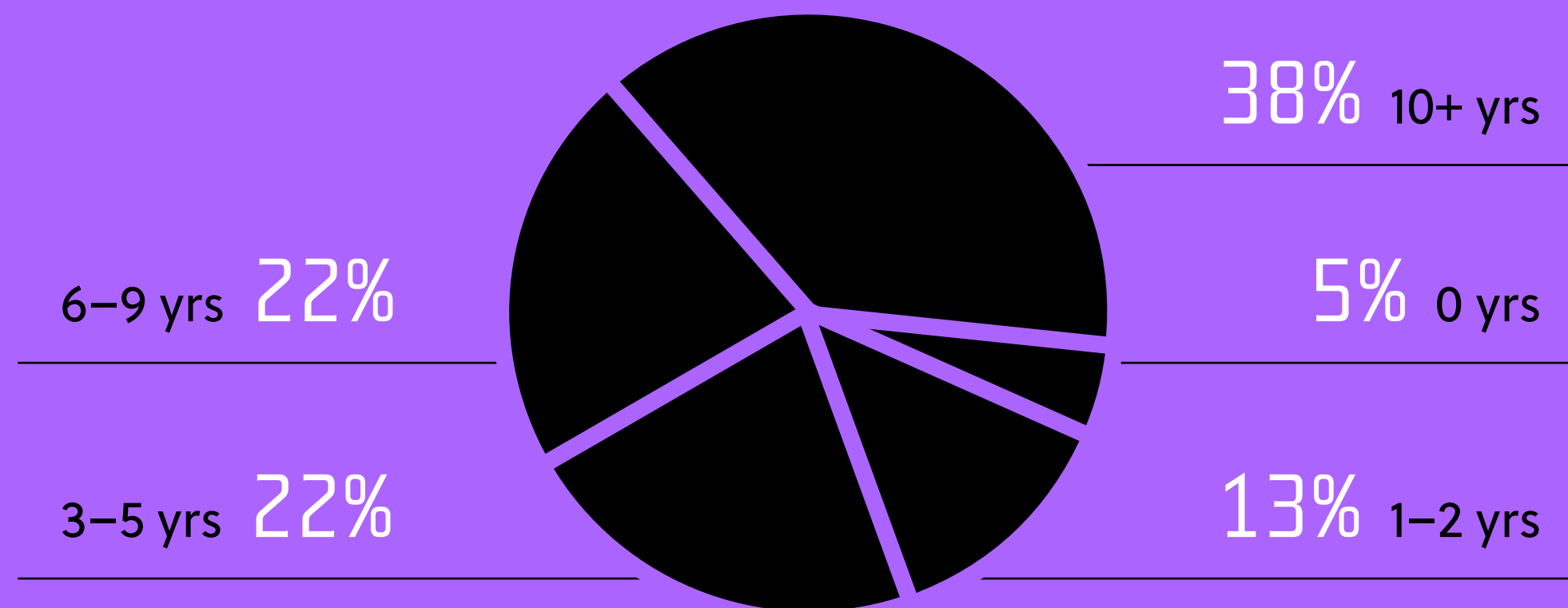
All our announcements are published across all the **Agile communities in Poland** (estimated at 5000 unique members) and major Agile communities in Europe.

- Agile Warsaw: **1380** members
- ALE Kraków: **1120** members
- Agile3M (Trójmiasto): **990** members
- PAUG (Poznań): **755** members
- Agile Silesia: **745** members
- Agile Wrocław: **635** members
- Zwinna Łódź: **650** members

# Our Audience in 2015

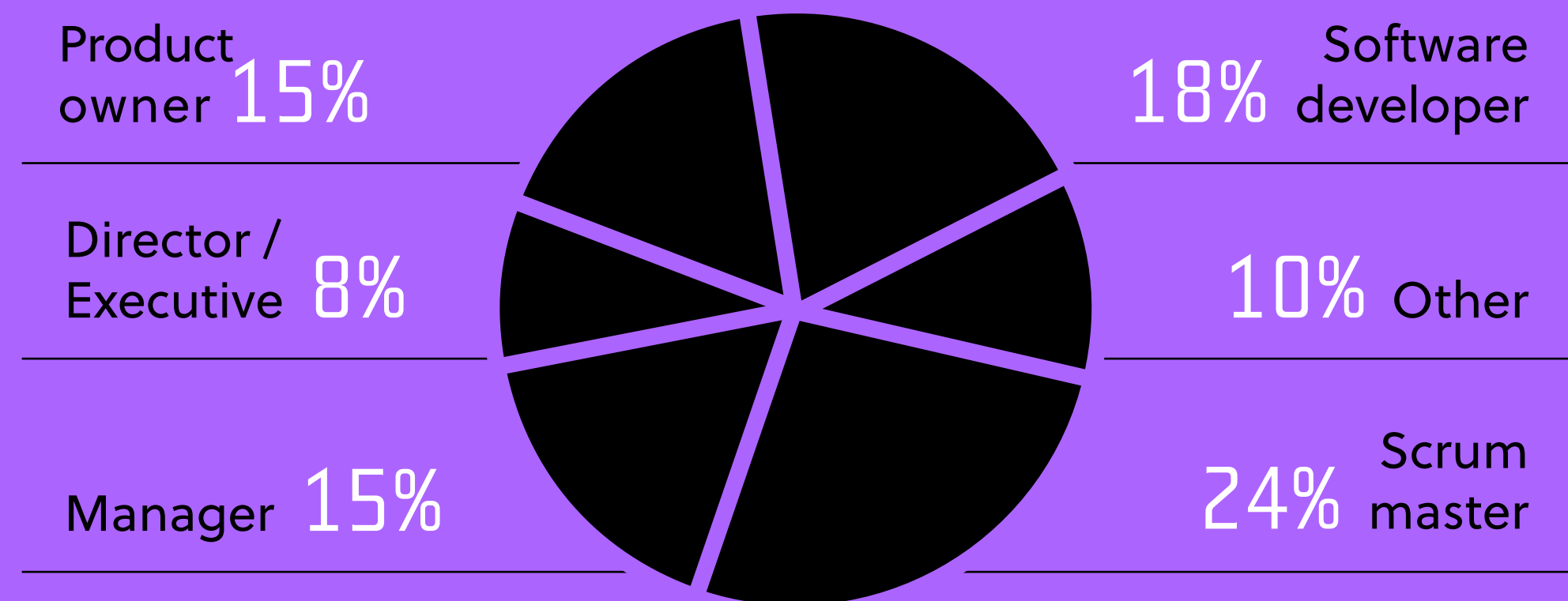
out of a total  
of 500 attendees

## by experience



If you are looking for experienced lead developers, scrum masters, product owners or managers, ABE is perfect for you.

## by role



## by country

90% of our attendees are from Poland

# Sponsorship Packages

gold: 3000 € / 12000 pln +VAT

- Sponsor-provided material in conference bag
- Logo on the printed agenda
- Logo on the conference website
- News entry on the website & social media
- Thank you on conference opening and closing
- Discount on Dojo or Party sponsorship: -30%
- Company booth in the preferred area
- 5 conference tickets (not including Dojo)
- Logo on T-shirt tags
- Highlighted logo on the website
- Highlighted logo on printed materials
- Roll-ups in any suitable position
- Unlimited Agile Job Board offers

silver: 1500 € / 6000 pln +VAT

- Sponsor-provided material in conference bag
- Logo on the printed agenda
- Logo on the conference website
- News entry on the conference page & social media
- Thank you on conference opening and closing
- Discount on Dojo or Party sponsorship: -20%
- Company booth in the conference hall
- 2 conference tickets (not including Dojo)
- Roll-up in the conference room
- Roll-up at the main entrance
- 3 Agile Job Board offers

bronze: 750 € / 3000 pln +VAT

- Sponsor-provided material in conference bag
- Logo on the printed agenda
- Logo on the conference website
- News entry on the conference page & social media
- Thank you on conference opening and closing
- 1 Agile Job Board offer

# Sponsorship Packages

dojo\*: 1500 € / 6000 pln +VAT

- The only sponsor of the Dojo
- Company booth in Dojo venue
- Roll-ups at the Dojo venue
- Targeted at software developers & leaders
- Private meeting room available at the Dojo venue
- Unique possibility for the sponsor to be associated with practical applications of Lean & Agile methods

party: 1000 € / 4000 pln +VAT

- The only sponsor of the party
- Sponsor branded items on the menu
- Roll-ups at the party venue
- If you have any idea how to organize the party in a special way, do not hesitate to contact us

\* The Dojo is an additional event held during first day of the conference with a series of workshops, trainings & coding sessions.

# Sponsorship Packages

platinum: 4500 € / 18000 pln <sup>+VAT</sup>

- Only one Platinum sponsor
- Gold + Dojo + Party
- This translates to a 40% discount for Dojo + Party sponsorship



# Sponsorship Packages

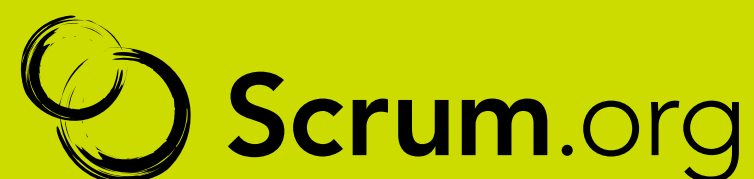
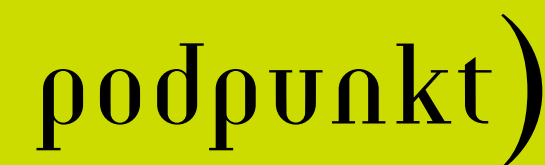
## other ideas?

- Your logo printed on **popcorn packs**
- Your logo printed on **water bottles**
- Private meeting room available at the main venue

Contact us for details and quotes.

If you have other ideas do not hesitate to contact us:  
[info@agilebyexample.com](mailto:info@agilebyexample.com)

# Past Sponsors and Partners



academic partner



AKADEMIA  
LEONA KOŹMIŃSKIEGO

AgileByExample 2016

**Our vision is to be the best Agile event  
in Europe. You can help us get there.**

**Warsaw  
October 10–12, 2016**

**[www.AgileByExample.com](http://www.AgileByExample.com)**

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**Organized by:**

**superskrypt**

**AgileByExample 2016**