

## Agile Roots brings practitioners together to share their Agile triumphs and concerns.

The Agile Roots conference brings together industry thought leaders, senior business executives, top technical talent and entrepreneurs to pursue opportunities for improving software project efficacy and revenue creation by applying Agile software development principles. Agile software development methods, with their focus on customer involvement, speed of delivery, visibility and quality, have enjoyed great success and increasingly wide adoption. The Agile Roots conference provides a combination of education, discussion, and networking to support teams and organizations joining this major trend in modern software development.

### Why sponsor this conference?

You'll reach an influential audience of business executives and decision makers leading the forefront of the Agile software development trend. You'll associate your company with some of the best thinkers and practitioners in the software development community. You'll demonstrate your support for the industry initiative for Agile, business-value focused software development. You'll gain goodwill of some of the most influential drivers of innovation in software technology by supporting a low-cost, high-content community building event.

### Audience Profile:

Agile Developers, Testers, Product Owners, Managers and Executives sharing experiences from companies of all sizes. Efficiency minded CXOs looking for ways to vitalize their software process. People interested in Agile methods and want to see what the hype is all about.

**Expected Attendance:** 250 - 300

### Program Format:

The program will primarily consist of experienced Agile practitioners presenting on the real-world experiences. Presentations will be categorized by the principles behind the Agile Manifesto, highlighting technical best practices, planning processes and business considerations. Some blocks of the conference will be dedicated to self organizing Open Space style conversations.

## Featured Speakers:



**Luke Hohmann** is the founder and CEO of Enthiosys, Inc., the leading provider of Agile Product Management consulting services. Luke has been involved in the Agile community for more than a decade. He has written three books and numerous articles on software product management, including *Innovation Games: Creating Breakthrough Products Through Collaborative Play*. Mr. Hohmann is a regularly invited speaker at major industry conferences on topics ranging from software development processes to strategic product management.

**Jeff Patton** specializes in the application of user centered design techniques to improve Agile requirements, planning, and products. Jeff discovered his agile roots in 2000 on his first XP project. They've been growing aggressively since then. Jeff founded and moderates the agile-usability Yahoo discussion group, writes columns for StickyMinds.com and IEEE Software, speaks and consults around the world, and received the Agile Alliance's Gordon Pask Award for contributions to Agile Development. He is the author of the blog [www.AgileProductDesign.com](http://www.AgileProductDesign.com).



**Dr. Alistair Cockburn** is a world-renowned expert in Agile development, having co-founded the Agile movement and co-authored the Agile Manifesto. Dr. Cockburn is the author of the Jolt award-winning books *Writing Effective Use Cases* and *Agile Software Development*. He has more than 30 years of experience leading projects around the world, in hardware and software, research and industry, in companies of all sizes and specialties.

## PREMIUM SPONSOR: \$5,000.00

- Booth at the Agile Roots Conference
- Copy of the conference attendee list
- Primary signage at the Agile Roots Conference
- Logo, name, link, company description on agileroots.com
- Included in press releases, email announcements, and conference collateral materials
- Verbal and visual recognition at the conference
- 4 conference flex passes

## SELECT SPONSOR: \$2,000.00

- Secondary signage at the Agile Roots Conference
- Logo, name, link, company description on agileroots.com
- Included in press releases, email announcements, and conference collateral materials
- 2 conference flex passes
- Verbal and visual recognition at the conference

## ATTENDEE BREAKDOWN:

**12%** Manager | Director | Executive

**24%** Team Lead | Project Manager

**56%** Developer | Engineer

**8%** Other