agiles
Jornadas latinoamericanas

4th Latin American Conference
on Agile Software Development

Buenos Aires, Argentina
October 11 to 13, 2011

Introduction

Agiles 2011 is a latest edition of our annual gathering of Software Development professional of the whole Latin American region. Personal interaction and knowledge sharing are the keys.
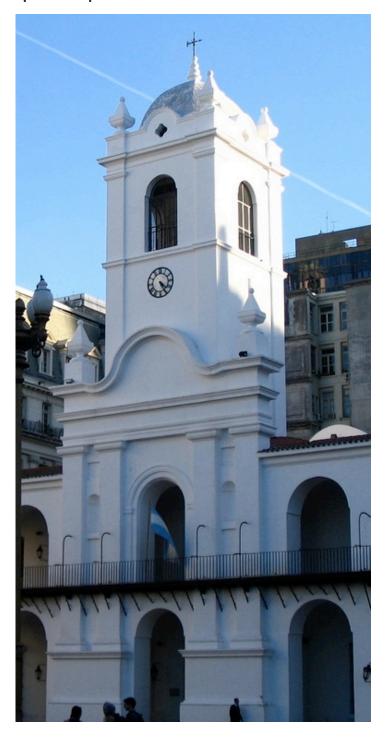
After its successful editions in 2008, 2009 and 2010 (three years, three countries), the conference comes back to Buenos Aires.

Ágiles 2011, the fourth edition of the Latin American Conference on Agile Software Development, maintains the goal of gathering professionals in the Information Technology sector from all around the region. They come together to share their experience, debate and learn about mentoring people and teams, foster autonomy and collaboration, building inter-disciplinary groups, coping with motivation and other areas, not to mention engineering practices, quality assurance, project management and business strategies.

From October 11th to 13th in Buenos Aires, the conference will gather professionals from many Latin American countries and visitors coming from North America and Europe.

Ágiles 2011 is a non-profit event organized by members of the local community dedicated to building a space where everyone can talk about these methodologies and their particular impact on our economies and culture.

Event Format

3 days of content and activities

- Keynotes

- Break-out Sessions

- Workshops

- Open spaces

- Lots of networking

Audience

The conference gathers every year about 500~600 attendees from Latin America.

Renowned guests come from North America and Europe to provide additional sessions and workshops.

Audience composition

- Software Developer and Testers

- Scrum Masters and Product Owners

- Training and Mentors

- Project and Technical Leaders

- Chief Technology Officers

- Human Resources Managers

Venue

University of Palermo
Engineering and Design Faculty

Becoming a Sponsor

By sponsoring Agiles 2011 your organization can:

- Show its leadership on continuous improvement around Software Development and the surrounding ecosystem
- Get in contact with the people in the regional IT sector who are more interested in re-evaluating and improving their work, products and services
- Establish synergies and present products and services
- Connect with potential candidates on your search for talent

Sponsorship Levels

Sponsors logos will appear on the web site, email communications, conference program, event banners and signage. The event web site has a Sponsors page where the logo appears together with a description of the organization and its products or activities.

A common benefit **to all levels** is the contact information of all the attendees after the event closure.

Platinum Sponsors

Your organization logo will appear on the biggest size (XL) on every communication starting from enrollment.

You can have a booth with up to five people connecting with attendees during the three days of the event, and you will have a session slot available on the program to present products or services related to the event topics. Flyers and other marketing materials can be provided to every attendee during accreditation.

Platinum Sponsors in previous editions of the conference included Intel, Sabre Holdings, Verizon Business, ThoughtWorks, Industrial Logic and IBM.

Gold Sponsors

Your organization logo will appear on a big size (L) on every communication starting from enrollment.

You will have one session slot available on the program to present products or services related to the event topics. Flyers and other marketing materials can be provided to every attendee during accreditation.

Gold Sponsors in previous editions of the conference included Version One, Three Melons, Microsoft, Globo.com, Blue Hole Press and Agilar.

Silver Sponsors

Your organization logo will appear on medium size (M) on every communication starting from enrollment. Flyers and other marketing materials can be provided to every attendee during accreditation.

Silver Sponsors in previous editions of the conference included Baufest, Hexacta, Liveware, Epidata, Snoop, Tecnosoftware, Agilar, and Adaptworks.

StartUp Sponsors

This level was introduced last year to provide exposure for small organizations to the regional community, improving the effect of your network activities during the events. Your logo will appear on small size (S) on every communication starting from enrollment.

StartUp Sponsors in the last edition of the conference included Kleer, 10 Pines, Open Edge and Grupo Esfera.

Institutional Sponsors

This sponsorship level is designed for governmental or non-profit organizations supporting the event by various means, and their logo will appear on every communication.

Institutional Sponsors in previous editions of the conference included SADIO, IEEE, Polo Tecnológico Rosario, Cordoba Technology cluster, Cessi Argentina, Bairexport, Pop IT Buenos Aires, Polo Informatico Tandil, Gobierno de la Ciudad de Buenos Aires, Sun Java Community, Acate, Cámara de Comercio de Lima, and Relais.

Media Sponsors

This sponsorship level is designed for media organizations explicitly committed to covering the event in the press (before, during and after the conference), and their logo will appear on every communication. As part of their coverage, Agiles 2011 will grant rights to distribute part of the content produced over mass media, hold interviews, and more.

Media Sponsors in previous editions of the conference included Visão Agil, InfoQ, and GlobalCode.

Sponsorship Levels in Short

The following table lists the fees and benefits for every sponsorship level in a quick format.

Important: Sponsorship fees must be **paid in full before September 1st, 2011** to grant the sponsor all the benefits during the course of the event. Logos in all communications will be included as soon as possible after the sponsorship agreement. Sponsors **paying in full before June 1st, 2011** have a preferred fee as show on the table (a 20% saving for early enrollment).

Sponsor Level	Fee (USD) ~ June 1st	Fee (USD) ~ Sept. 1st	Logo Size	Event Booth	Session Slot	Flyers & Perks	Attendees contacts
Platinum	4,800	6,000	XL	✔	✔	✔	✔
Gold	2,400	3,000	L		✔	✔	✔
Silver	1,200	1,500	M			✔	✔
StartUp	400	500	S				✔
Institutional		-	XS				
Media		-	XS				

Contact information

(English, Spanish or Portuguese)

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Sponsors on our website

http://agiles2011.agiles.org/en/sponsors/

World-wide experts attending past editions

Mary Poppendieck

Book author: Lean Software Development: An Agile Toolkit

Book author: Implementing Lean Software Development: From Concept to Cash

Diana Larsen

Agile Alliance Board Member

Book author: Agile Retrospectives: Making Good Teams Great!

Joshua Kerievsky

Book Author: Refactoring to Patterns

Industrial Logic founder and acclaimed mentor on XP practices

Brian Marick

Book Author: The Craft of Software Testing

Book Author: Everyday Scripting with Ruby

Book Author: Programming Cocoa with Ruby

Lee Devin

Book Author: Artful Making

Consultant for the Cutter Consortium Innovation Practice

2011

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