



**SPEED**



**FLEXIBILITY**



**VALUE**



**QUALITY**



**PRODUCTIVITY**

23-24 February 2017, New York

Inaugural Business Agility Conference

## **SPONSORSHIP INVITATION**

The first conference dedicated to business agility

Authentic stories and great storytellers on business agility; anything from agile outside IT, organisational design and product innovation to next-gen leadership.

Contact us at [evan@theagiledirector.com](mailto:evan@theagiledirector.com)

# INAUGURAL **BUSINESS** AGILITY 2017

## ABOUT **BUSINESS** AGILITY 2017

Business Agility 2017 is an intense 2-day conference focusing on agile outside IT, including its applications in organisational design, product innovation, and next-gen leadership. We are bringing together some of the greatest speakers and practitioners of business agility to share their experiences and the benefits their organisations have gained from exploring new and agile practices. We will host insightful and authentic talks and workshops in one of the premier hotels in New York City.

This is the first time anyone has run a conference of this kind and the demand is clear.

Our goals are to:

- bring the local and international business agility community together in a friendly, educational and fun environment
- increase the density of connections among the community, and
- exchange and explore ideas between professionals.

## WHY BUSINESS AGILITY?

Traditional models of management and corporate governance are failing to keep up with the needs of the modern economy. Change, both technological and cultural, is occurring at faster rates than ever before. In this climate, modern enterprises will live or die on their ability to adapt. As a result, companies are turning to agile for ideas to innovate, reduce the cost of business and remain relevant in a changing market.

This is where business agility comes in. Business agility embraces change; changing how you think, changing how you work and changing the way you interact. The ability to change is important whether you are a software developer or a CEO.



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# INAUGURAL BUSINESS AGILITY 2017



- Coaches and Practitioners
- Business Managers & Executives
- Business Agility Experts



- US
- Canada
- Europe
- Asia
- Australia



- Org Design
- Governance
- PMO, Proj Mgmt
- Leadership
- Innovation
- HR, Finance, Marketing

## QUICK FACTS

**Name:** Business Agility 2017

**City:** New York City, USA

**Date:** 23-24 February, 2017

**Venue:** New York Marriott Marquis

**Conference topics:** Organisational design (org structure), Agile finance and accounting, Agile HR and recruitment, Agile sales and marketing, Agile PMO and #noprosjects management, leadership & empowerment, innovation, business strategy

**Program:** 2 days, 1 track, 8 topics

**Website:** [businessagility2017.com](http://businessagility2017.com)

**Twitter:** @BizAgilityConf

**Venue description & logistics:** The conference will be at a hotel in the center of New York City. It will include one large lecture hall with seating for 200-300 people, several workshop spaces accepting up to 80 people each and an open space dedicated to informal exchanges, relaxation and networking. Lunch and coffee breaks in the morning and afternoon will be catered.

## WHY SPONSOR **BUSINESS** AGILITY 2017?

1. This is the first conference completely dedicated to agility for non-IT departments and business functions
2. Allows your organization to connect with some of the most influential agile practitioners, as well as talented thought leaders who are already applying agility in diverse business operations
3. A unique opportunity to promote your brand through optimal visibility and networking opportunities.

The event offers **4 different sponsorship packages** and several **other sponsorship opportunities**. This gives you the flexibility to showcase your services and demonstrate your commitment to business agility in a way that best fits your corporate needs.

## SPONSORSHIP PACKAGES

	Partner Sponsor	Title Sponsor	Gold Sponsor	Supporting Sponsor
<b>Investment (USD)</b>	<b>\$30k USD</b>	<b>\$15k USD</b>	<b>\$7.5k USD</b>	<b>\$4k USD</b>
Maximum no. of sponsors	1	4	TBC	TBC
Complementary conference tickets	8	4	2	1
Advertisement in program guide	Full page	Half page	-	-
Company logo featured on CFP during event period	✓	✓	-	-
Company logo featured on front page of website	✓	✓	-	-
Company logo featured on all conference giveaways (e.g. t-shirt)	✓	✓	-	-
Company description on website and in program guide (100 words)	✓	✓	✓	Logo only
Company featured in all email announcements	Logo (large)	Logo (small)	-	-
Verbal recognition during conference	✓	✓	✓	✓
Exhibit display space	Custom	3m x 3m	3m x 3m	-
1 bag insert (literature or swag) - requires preapproval	✓	✓	✓	✓
Prominent area to advertise on jobs board	✓	✓	✓	-
Number of Twitter / Facebook messages	5	3	2	-
One pre/post event campaign email send to attendees	✓	✓	-	-
Logo printed on banners	✓	✓	✓	✓
5min presentation slot at end of day (clearly labeled as sponsor talk)	✓	-	-	-
Ticket to speakers dinner	2	1	-	-
Discount for additional registrations	25%	20%	10%	10%
Special registration price for clients or key contacts	25% discount	20% discount	10% discount	10% discount

# INAUGURAL **BUSINESS** AGILITY 2017

## OTHER SPONSORSHIP OPPORTUNITIES \*

Each of these sponsorship opportunities are exclusive and offered on a first come basis.

Branded pre-event aperitifs <b>\$3,000</b>	Branded post-event party <b>\$10,000</b>	Named sponsor for morning & afternoon coffee breaks (Day 1) <b>5,000</b>	Named sponsor for morning & afternoon coffee breaks (Day 2) <b>\$5,000</b>
Named sponsor for lunch (Day 1) <b>\$10,000</b>	Named sponsor for lunch (Day 2) <b>\$10,000</b>	Speakers' dinner <b>\$5,000</b> Includes 4 complementary tickets to the dinner	Opportunity for an optional pre- or post-conference workshop <b>\$1,000 + venue &amp; catering cost</b>
Logo on lanyard <b>\$2,500</b>	Logo on name badge <b>\$2,000</b> 2 Spots Available		

\* all prices are in USD

BECOME A SPONSOR TODAY

SECURE YOUR SPOT!

We can assist in tailoring a package for your needs.

Contact us at [sponsors@businessagility2016.com](mailto:sponsors@businessagility2016.com)



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