



# SPONSORSHIP OPPORTUNITIES

9 — 10 July 2020, Falmouth, Cornwall, UK  
[www.agileonthebeach.com](http://www.agileonthebeach.com)



AGILE ON  
THE BEACH

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# Agile on the Beach is an award winning conference with a global reach.

**Every year our community gathers on the beautiful Cornish coast; the perfect environment for learning, connecting and sharing Agile practices and experiences.**

For the last five years the conference has sold out; welcoming over 450 delegates to join us on the beautiful Falmouth University campus for two full days of sessions from over 50 speakers. We explore the key themes for each track: product design, product management, team working, Agile practices, Agility in business and software delivery and of course there are the unique Agile on the Beach social events.



# Why Sponsor Agile on the Beach?

## → Engage with the Agile community

Promote your brand at the conference and gain regional, national and international coverage through a range of active media channels.

## → Increase your reach

Network with customers, partners and educators in the Agile marketplace and forge collaborations, identify new business and opportunities for growth.

## → Promote an Agile culture

Demonstrate your commitment to new and evolving approaches to business, software development and technologies.

## → Support continuous learning and development

Contribute to the development of the tech community and its access to industry knowledge, experience and skills.

## → Make your mark

Tell the world what you are doing and why by being at one of the leading Agile conferences in the world.



# Sponsorship Opportunities

## The exhibitors package benefits include:

- standard exhibition space at the conference,
- credits on our website and PR,
- two exhibitors passes.

These benefits can then be upgraded by combining any of the options over the following pages. We will tailor a sponsorship package that best suits your objectives.

(Note, some options have limited availability.)



**Exhibitor Upgrade:** You have the choice of a standard exhibition space, a large exhibition space or for extra impact a bespoke requirement.





(MAXIMUM 1 AVAILABLE)

## Video and Streaming Sponsor

Most of the AOTB sessions are recorded and made available via YouTube. Alongside this, we run a live stream throughout the conference. As the sponsor of the video and streaming, your company would be credited on both the live stream and the subsequent videos published on our YouTube channel.



(MAXIMUM OF 12 OR 6 AVAILABLE)

# Speaker or Track Sponsorship

A sponsored speaker slot is 30 minutes and is included in the conference programme.

For even greater exposure sponsor the whole track. In addition to the speaker slot, track sponsors will be mentioned where ever the track is named, eg 'Agility in Business Track brought to you by XXX'.

Track sponsors also have the option to display their branding and POS material in the room that hosts their track for the duration of the conference.



SOFTWARE DELIVERY



AGILE TEAMS



AGILE PRACTICES



AGILE BUSINESS



PRODUCT DESIGN



PRODUCT MANAGEMENT



BONUS TRACK





(MAXIMUM 3 SPONSORSHIP OPTIONS)

## Social Events

What makes Agile on the Beach unique is its relaxed community feel; what really fosters this community is our unique AOTB social events.

Social event sponsors will have the title sponsorship, eg “The XXX Beach Party”, be given exclusive opportunity to display their branding and banners at the social event and also the opportunity to give a short toast during the evening.

WHAT EVENT DO YOU  
WANT TO SPONSOR?







## Beach Party

On the second night is the Beach Party at the glorious Gyllyngvase Beach. With delicious BBQ food, deckchairs, firepits and toasted marshmallows, the beach party is the central point of the conference.



## Pasty & Pint Night

Agile on the Beach starts with the Pasty and Pint Night on the rooftop terrace of the conference venue. We serve locally made Cornish pasties and the first drink is on us.



## Boat Trip

The conference then draws to a close with a Sunset Boat Trip on the Friday night, the perfect way to relax and reflect on the busy few days at the conference.



# Delegate Gifts

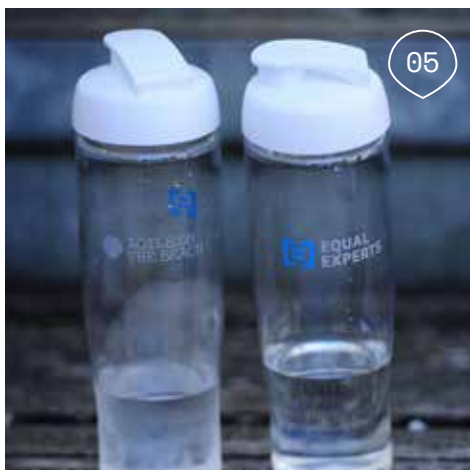
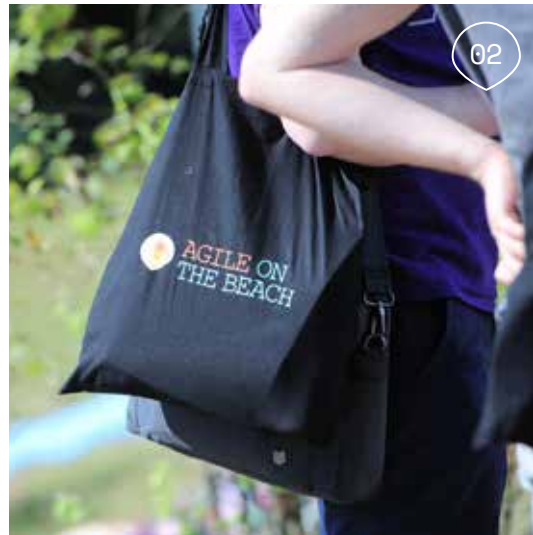
At registration all of our delegates receive a goody bag containing items they will find useful for the conference.

**These are high quality items that are produced with sustainability in mind.** Not only do they have a high visibility throughout the conference, but they often become prominent fixtures on the desks of our attendees. We've even had companies buy more of them as gifts to take back for the rest of their team!



**Sponsoring a delegate gift ensures that your company logo is highly prominent.**





## Key gifts that can be sponsored are:

01. Lanyards
02. Bags
03. Coffee Cups
04. Notebooks
05. Water Bottles
06. 10<sup>th</sup> Birthday Cake

**Other gifts:** pens, toiletries or anything else you would like to give to our delegates can be sponsored and added to the goody bag. Speak to us; we are happy to talk about any ideas for gifts that you may have.

We can create a tailored sponsorship package to meet your individual requirements please contact us at:  
**Email: [sponsorship@aotb.org](mailto:sponsorship@aotb.org)**



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