



APLN Seattle Leadership Summit

"Advancing the Agile Enterprise"

July 17-18, 2008

Thank you for considering supporting this exciting leadership summit that will be held at the Edgewater Hotel in Seattle, Washington. We are excited to present this opportunity to sponsor the event and reach out to up to 200 professionals interested in developing their skills in Agile Management.

We will be Featuring...

- *Key note speeches from*
 - [Lisa Haneberg](#),
Author of several books including "High Impact Middle Management", "Focus Like a Laser Beam" and "Two Weeks to a Breakthrough",
 - [John Yuzdepski](#),
Chief Marketing Officer at TestQuest, former VP & GM at Openwave and prior to that VP & GM of Sprintpcs.com
 - *a CIO panel - featuring leaders from firms around Seattle, participants to be confirmed, currently confirmed: Dale Christian, CIO of Avanade*
 - *Think Tank / Open Space Sessions led by recognized leaders in the agile field, including...*
 - [Luke Hohmann](#) and [Alan Shalloway](#) , *Collaboration Games*
 - [David J. Anderson](#) & [Corey Ladas](#), *Kanban*
 - *Brent Barton & Lance Young (of [Solutions IQ](#)), Scrum*
 - [Mitch Lacey](#) & *Julie Chickering, Getting Started with Agile*
 - [Bruce Eckfeldt](#) & [Jim Benson](#), *Writing Agile Contracts*
 - [Mike Griffiths](#) and [Mike Cottmeyer](#), *Agile Program Management*
 - *Chris Matts & Olav Maassen, Real Option Theory*
 - [Arlen Bankston](#) & [Jeff Patton](#), *Agile User Experience*

Sponsorship Opportunities

About the APLN

The APLN is a not-for-profit organization in its 3rd year that operates nationally in the United States and internationally through a network of affiliated local chapters.

The APLN pursues its mission of "**connecting, developing and supporting great project leaders,**" through 3 main activities: a crowd-sourced alternative to the PMBOK known as the Learning Wiki of Knowledge (LWOK) ; a social media/networking program to provide trustworthy transparent career history and professional status for leaders and managers; and through the regional Leadership Summit program creating small accessible high quality conferences around the country.

The APLN is dedicated to raising the standard of management and leadership in the IT sector and knowledge work industries in general. Its founders and board members want to get new knowledge and experience out in to the community in the most effective and efficient manner possible and to encourage professionals to take a pride in developing their skills for career success. The APLN believes in personal success through delivery of business success. By helping connect thought leaders with practicing professionals in the field, APLN Leadership Summits increase the likelihood of project and organizational success and improve the reputation of leaders and managers in the IT and software development sectors.

About the Summit

The APLN Seattle Leadership Summit brings together world-class experts who have been practicing and developing successful agile development programs since its early beginnings and applied them to the business enterprise. The Agile Leadership Summit is designed to help attendees discover how to lead agile adoption in their organization and scale agile development practices – one of the fastest growing trends in the technology industry. The APLN Seattle Leadership Summit educates attendees with dynamic presenters, panel discussions with agile leaders of fortune 500 companies and by discovery and discussion in think-tank breakout sessions that build on each other as the day progresses.

There will also be plenty of opportunity to network with other executives, leaders and practitioners throughout the day and at the cocktail reception following day one of the summit.

About the APLN Seattle Chapter

The APLN Seattle Chapter is the local affiliate of the APLN. The group meets regularly on the first Monday of each month at the offices of Avanade in Seattle. Sessions run from 5.30pm in the evening and typically include an invited speaker or a focused open space workshop on topics such as agile project planning. Meetings are typically attended by around 30 people from a total pool of around 100 active members. The monthly meetings are sponsored by Dale Christian, CIO of Avanade.

The local chapter committee is: David Socha (Simio); Dragos Dumitriu (Avanade); David Anderson (Modus Co-operandi); Geoffrey Heller (Best Buy); Jim Benson (Modus Co-operandi); and Brian Henderson.

Why Sponsor This Summit?

This summit attracts CxOs, IT senior leadership and directors of IT functions such as software development, testing and program manager, as well as individual contributors such as project managers, and product managers,

developers, business analysts and user experience designers giving you the opportunity to showcase your products and services directly to business leaders.

Previous summits have attracted 70 to 120 attendees in Denver, Minneapolis, Richmond Va, and Dallas. With better organization and marketing, coupled to the density of the IT sector in the Seattle metropolitan area the Seattle Summit expects to attract 120 – 180 participants.

Brand Association

This is your chance to associate your brand and your business with the agile software movement and with the worthy cause that is the mission of the APLN. If you value better leadership and management in your business then you value the mission of the APLN. Sponsoring the conference will also establish your company image in the Seattle area as an **agile friendly** company. Advertise that you are a great place to be and to work. Show that you are prepared to lead and support the development of great leaders and managers in our industry.

Recruitment

This is your chance to put your brand in front of almost 200 of the most desirable hires in the local IT sector. Attendees are people who take a personal interest in developing their careers and in being thorough professionals who believe in delivering results. The sponsorship fee pays for itself if you close one hire directly from the audience or from their immediate social network.

Sales Leads

With almost 200 influencers and decision makers this is your chance to promote your consulting business or product offerings to some of the most influential folks in the local IT and software industry. This is a \$3,000 to \$6,000 value when compared to buying qualified leads from a commercial vendor. When combined with the visibility and intimacy at this focused local conference, Platinum and Gold sponsorships represent a unique opportunity. Don't miss out.

Demographic Information

The following table breaks out the demographics (by job title or role) for previous APLN summits. Note that each metropolitan area differs and previous attendance breakdown is no guarantee of attendance at the Seattle event. The Seattle local chapter is attended by a wide variety of people with senior, middle, line management and individual contributor roles. Other chapters such as the Dallas chapter is heavily biased towards project managers only.

<i>Job Function</i>	<i>Percentage of Attendees</i>
<i>Analysts and Engineers</i>	<i>6</i>
<i>Senior Analysts and Engineers</i>	<i>10</i>
<i>Consultants and Coaches</i>	<i>14</i>
<i>Project and Program Managers</i>	<i>17</i>
<i>Managers</i>	<i>21</i>
<i>Senior Managers</i>	<i>17</i>
<i>Vice Presidents</i>	<i>3</i>
<i>CxO Level</i>	<i>10</i>

Data collected from 4 APLN Summits. Full spreadsheet with details available on request.

Action

Gold and Platinum sponsors will receive copies of the attendee lists, complete with mailing and email information. Don't miss out on our limited sponsorship opportunities. Become a Sponsor today! Fill out the form at the end of this document and mail it to summits@apl.org.

Sponsorship Packages

Platinum Sponsors \$7,500 (2 only)

Sponsor benefits include:

- Recognition in event promotion, printed and electronic marketing materials, including Facebook and LinkedIn promotions
- 20 minutes to speak at beginning of one day of Summit (one platinum day 1, the other day 2)
- Bag drop
- Three delegate passes
- Company banner displayed on main stage
- Premium placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Reception Sponsor \$5,000 (1 only)

Sponsor benefits include:

- Recognition in event promotion, printed and electronic marketing materials, including Facebook and LinkedIn promotions
- Specific recognition as sponsor of the cocktail reception on the evening of July 17th
- 5 minute opportunity to welcome guests to the cocktail reception
- Bag drop
- Three delegate passes
- Company banner displayed on main stage
- Premium placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Gold \$3,000 (5 only)

Sponsor benefits include:

- Recognition in event promotion, printed and electronic marketing materials, including Facebook and LinkedIn promotions
- Two delegate passes
- Company logo displayed on signage at the conference
- Placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Bag drop
- Copy of attendee list

Silver \$500

Sponsor benefits include:

- Associate your brand with the mission of the APLN and with the agile software development movement
- Recognition in event promotion, printed and electronic marketing materials
- Placement for logo, description and link on conference website
- Company literature distribution with all delegate packs

Promotional Material

Approval is required for company literature/promotional items to be distributed with delegate packs. We suggest a one page flyer that summarizes your company's offerings.

Deadline for promotional materials to arrive in Seattle is June 20th, 2008.

Please send all material to:

Mikiko Fujisaki

Modus Cooperandi

1818 Westlake Ave N Suite 308

Seattle, WA 98109

For details or questions, contact the APLN

Seattle Leadership Summit team,

email: mikiko@moduscooperandi.com

phone 425.231.9434.

To sign up today, use the attached form to fax or mail in your sponsorship confirmation.

Thank you,

APLN Seattle Leadership Summit Team

APLN Seattle Leadership Summit 2008

Sponsor Confirmation Form

We wish to take the following sponsorship option: Amount

\$ _____

Please sign and return this form by post to the address below or by email to summits@apl.org and CC mikiko@moduscooperandi.com. The summit organizers will contact you to confirm receipt.

Company Name _____

Contact _____

Address _____

City _____

Postcode/ZIP _____

Phone _____ Fax _____

Email _____

Payment Policy:

A minimum of 25% non-refundable deposit is due within 21 days of signing this confirmation. The balance will be due by June 18th, 2008. All agreements received after June 18th, 2008 must include full payment. All sponsors will receive an invoice for the deposit amount when sponsorship is confirmed. Make all checks payable to APLN.

Please return this form to:

Mikiko Fujisaki

Modus Cooperandi

1818 Westlake Ave N Suite 308

Seattle, WA 98109

Tel: 425.231.9434.

mikiko@moduscooperandi.com

APLN SEATTLE LEADERSHIP SUMMIT

SPONSORSHIP AGREEMENT / POLICIES AND REGULATIONS

This form indicates the policies and regulations set forth as part of the contract for Sponsorship with the Agile Project Leadership Network and its organizing committee, hereinafter referred to as APLN, for the APLN Seattle Leadership Summit being held at the Edgewater Hotel in Seattle, WA July 17 - 18, 2008. The APLN reserves the sole right to render all interpretations, amend and enforce these policies and regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the Summit. The APLN reserves the right to decline, prohibit, deny any sponsorship which in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

SPONSOR PAYMENT

A minimum of 25% must be paid within 21 days of signing. The balance will be due by June 18th, 2008. All agreements received after June 18th, 2008 must include full payment. Any deviations from this provision, including but not limited to acceptance of late payments specified herein, shall not be construed as a waiver of rights to cancel a sponsor's contract for such non-compliance. Delays in payment may result in missed marketing deadlines and sponsor exclusion from marketing campaigns and advertising opportunities.

CANCELLATION AND REFUNDS

All cancellations of sponsorship must be received in writing. If APLN receives a written request for cancellation of sponsorship on or before June 18th, 2008, the sponsor will be liable for 25% of the total sponsorship canceled. For cancellations received after June 18th, 2008, sponsors are liable for 50% of the total sponsorship pledge.

AUTHORIZED REPRESENTATIVE

The sponsoring organization assumes responsibility for its authorized representative to follow all contract Rules and Regulations.

INDEMNIFICATION

Sponsor agrees that it will indemnify and hold and save APLN whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against APLN on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Sponsor or any of its agents, servants, employees, contractors, patrons, guest, licensees or invitees or of any other person entering upon the premises leased hereunder with the express or implied invitation or permission of Sponsor, or when any such injury or damage is the result, proximate or remote, of the violation by Sponsor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any result from the sole negligence, gross negligence or willful misconduct of APLN. Sponsor covenants and agrees that in case APLN shall be made a part to any litigation commenced by or against Sponsor in relation to this Summit then Sponsor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon APLN by virtue of any such litigation.

WAIVER

APLN shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by an authorized APLN organizing committee member. No delay or omission by APLN in exercising any of its right shall operate as a waiver of such rights and waiver of rights in writing on one occasion shall not be construed as a consent to, or a waiver of any right or remedy on any future occasion.

ATTORNEYS' FEES

Should APLN find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, APLN, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

AMERICANS WITH DISABILITIES ACT, CIVIL RIGHTS, EEO

APLN holds the right to terminate all relations with a Sponsor, if that Sponsor blatantly disregards and/or demonstrates a position contrary to the federal laws affecting Americans with Disabilities, Civil Rights, and Equal Employment Opportunities. APLN will reimburse the Sponsor 50% of any paid amount, if the Sponsorship is canceled for these reasons. Sponsors shall also indemnify and hold harmless APLN and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Sponsor's failure to comply with these federal laws.

SOCIAL FUNCTIONS / SPECIAL EVENTS

Any social function or special event planned by a sponsoring organization, to take place during the Summit, must be approved by APLN.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of APLN. APLN shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsors. Each sponsor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.