



## Agile Midwest Conference 2020 Sponsorship Portfolio

***Welcome to Agile Midwest Conference 2020!***

**August 18-20, 2020**

**St. Charles Convention Center**

**1 Convention Center Plaza**

**St. Charles, MO 63303**

The Agile Midwest Conference 2020 Sponsorship Portfolio provides you all the information you will need to engage in this year's event. If you have additional questions, please feel free to email us at [sponsors@agilemidwest.org](mailto:sponsors@agilemidwest.org)

**Please join us for Agile Midwest 2020!**

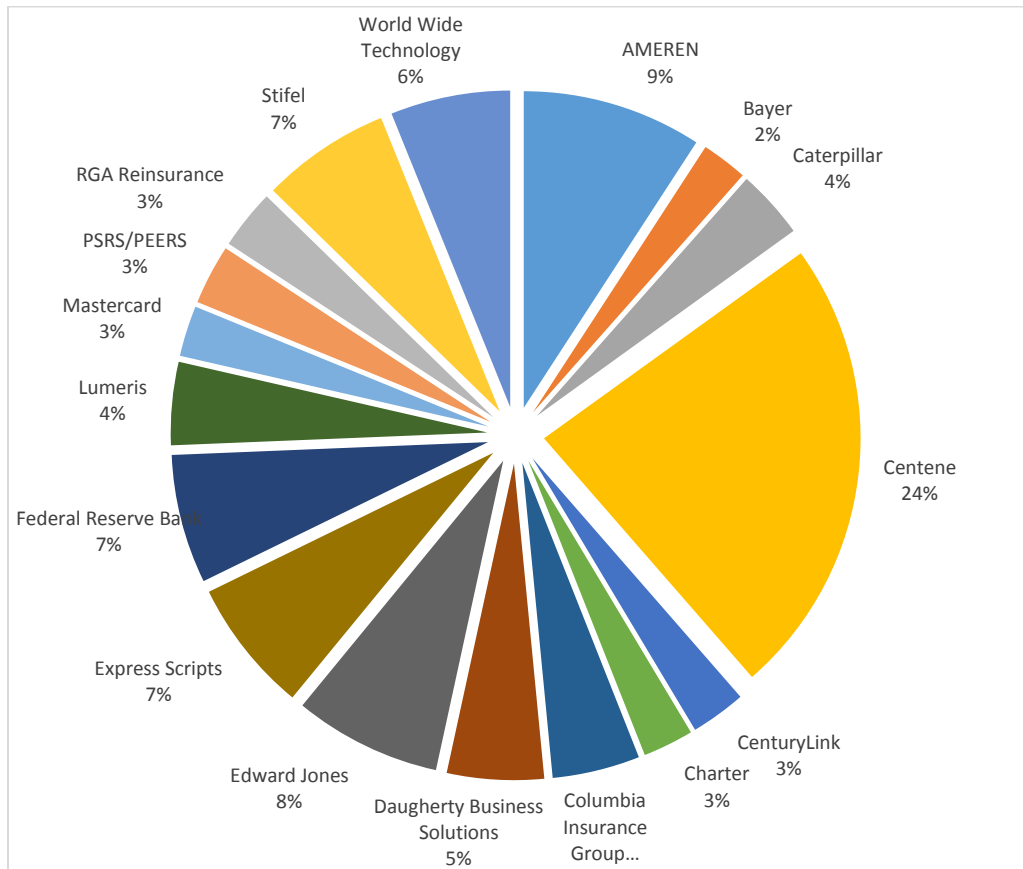
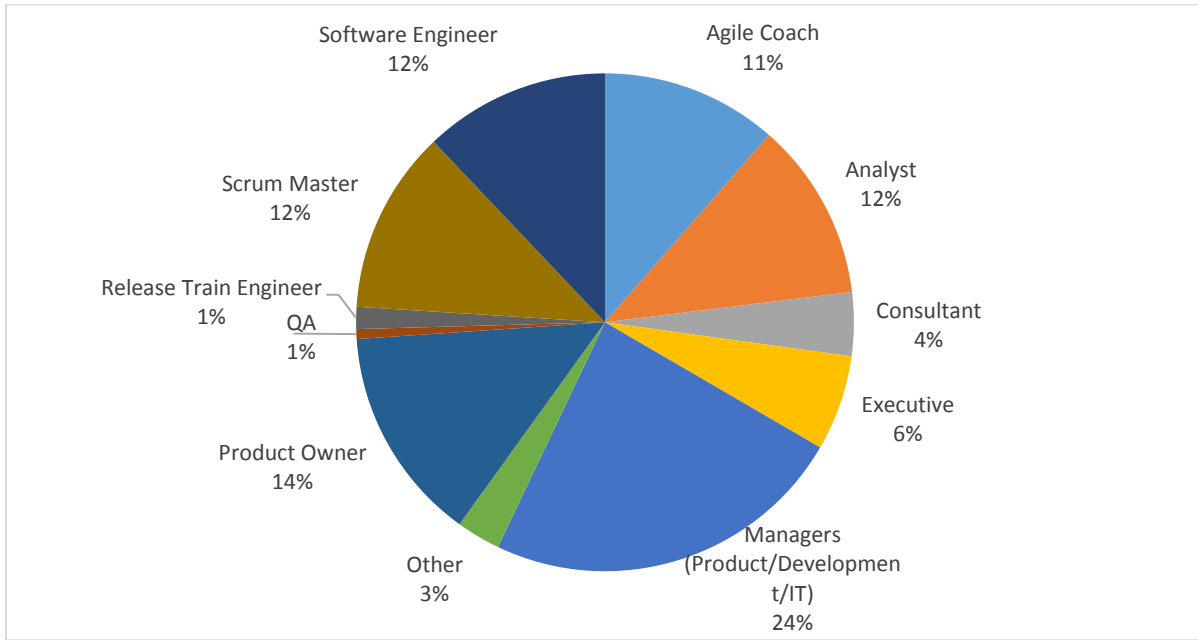
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## Conference Background

Agile Midwest Inc., partnering with local organizations and focus groups, brings *Agile Week in St. Louis*. We will provide opportunities for collaborative learning of agile techniques and strategies through the Women in Agile (Tues) and Open-Space (W). The Agile Midwest Conference wraps up the week as the main event on Thursday (08/20) by bringing together agilists in the Midwest region for informal networking, educational experience and sharing of innovative ideas through personal stories. Attendees will hear from industry leaders, participate in workshops and join in agile games.

### 2019 Attendee Demographics (Count = 650)



## Sponsorship Benefits

Sponsorships are designed to help grow your business through face to face engagement. Not only do sponsorships include opportunities to build awareness and network with quality, regionally targeted attendees during the event, but before and after as well – enhancing your ROI.

The on-site environments are created to drive attendees directly to sponsors and expose you to optimized networking through presentations, sessions and receptions. On top of all that, sponsorships give you opportunities to foster relationships with your existing customers and make connections with other businesses, industry analysts and thought-leaders.

Level	Sponsorship	Diamond (1)	Platinum (4)	Gold (12)	Silver (4)	Bag (1)	Room (10)
Package cost		\$25000	\$7500	\$5000	\$2500	\$2000	\$600
Free passes to Conference		20	10	6	3	2	1
Name & linked logo on website		√	√	√	√	√	√
Logo and website link included in promotional emails		√	√	√		√	
Announcements of sponsorship via social media		√	√	√	√	√	√
Organization logo on Sponsor slides		√	√	√	√	√	
Attendee contact info for all 'opt-on' attendees		√	√	√	√		
Standard booth in Vendor Area				√			
Premium booth in Vendor Area		√	√				
Sponsor logo on ALL room signs		√					
Sponsor logo on registration signs		√					
Sponsor logo on lanyards		√					
Sponsor Banner		√					
Sponsor table signs in Ballroom		√					
Opening for Key Note speaker		√					
Speaker session slot		2					
Banner and marketing material on tables at Celebration Party		√					
Sponsor logo displayed on one room sign							√
Bag Inserts		√	√	√	√	√	√
Provide Raffle Items		√	√	√	√	√	√

## Frequently Asked Questions

### **Q: Who is Agile Midwest, Inc. and where are the funds applied?**

A: Agile Midwest, Inc. is a non-profit 501(c)(3) organization that promotes the awareness and education of the agile methodology. Proceeds from Agile Midwest go to support the community. Last year funds were donated to the “St. Louis Post-Dispatch 100 Neediest Cases” and “The Salvation Army”.

### **Q: Can I commit to sponsorship now but pay closer to the event?**

A: Your payment is your commitment. Your benefits will be activated when we receive payment.

### **Q: How will my logo be placed?**

A: Whenever all sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the DIAMOND, PLATINUM, GOLD and SILVER groups in order the date that payment was received (earliest first).

### **Q: I've got a great idea for a sponsorship opportunity that you haven't listed. What can I do?**

A: The organizers of the conference love new ideas. Contact us at [sponsors@agilemidwest.org](mailto:sponsors@agilemidwest.org) and we'll explain other a la carte sponsorship opportunities (i.e. registration, lanyards). We will work with you to make it happen where possible.

### **Q: What about the event logistics and key fulfillment dates?**

A: After you sign up to sponsor, you will be contacted via e-mail for ongoing communication to help ensure a successful event. Review the [“Additional Details & Notations”](#) section in the Sponsorship Agreement for shipping and inserts info.

### **Q: I don't need all my free passes. Can I give them away?**

A: Certainly! All badges provide access to the conference. You may give them to friends or customers. We will be sending out individual emails for registering the general admission passes upon receipt of payment.

### **Q: Can I leave things at my booth overnight?**

A: The exhibit area is NOT secure. It is mostly private and receives little traffic, but it would be wise to slide things under your table and to remove expensive equipment. The conference does not provide any lockable storage.

### **Q: When can I setup my booth?**

A: You can setup your booth anytime during **Tuesday 08/18** and **Wednesday 08/19**.

### **Q: How many people can I bring to work the booth?**

A: We suggest at least 2. We will be asking for a list of your booth sitters to ensure we have enough food for breakfast and lunch.

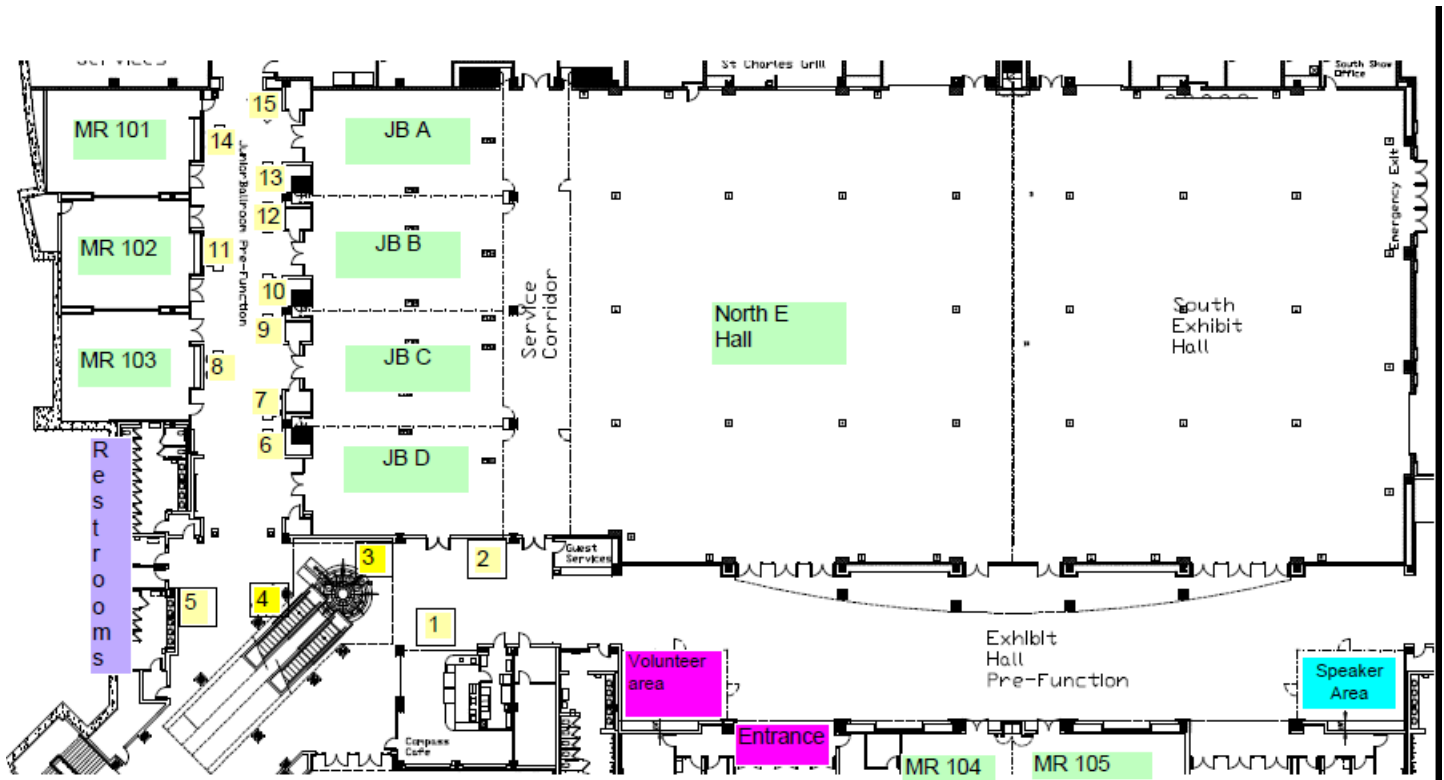
### **Q: Are there any restrictions on booths? What's included?**

A: Exhibiting sponsors will receive a 6' rectangle table, 2 chairs, a power strip, free Wi-Fi. To ensure safety of all of our attendees, your exhibit must fit into your designated booth space and tall popup banners need to be on the floor, and not placed on the table. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

### **Q: Where will my booth be?**

A: Sponsors will be able to make booth selections based on their Sponsorship level and the date we receive payment. We will send out final booth location the evening before you need to be there.

# Sponsorship Booth Location



**Booth Assignments:**

- |     |     |      |      |
|-----|-----|------|------|
| 1 - | 5 - | 9 -  | 13 - |
| 2 - | 6 - | 10 - | 14 - |
| 3 - | 7 - | 11 - | 15 - |
| 4 - | 8 - | 12 - |      |

# Agile Midwest Conference Agreement, St. Louis 2020 (AMW-STL-20)

## Conference Sponsorship Agreement

Agile Midwest, Inc., partnering with local organizations, brings *Agile Week in St. Louis (August 18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup>)*. The main conference event is planned for August 20<sup>th</sup> as part of the *Agile Week in St. Louis* at the St. Charles Convention Center, 1 Convention Center Plaza, St. Charles, MO 63303.

Agile Midwest Inc. is seeking sponsors to help defray costs related to the conference. If you are interested in supporting Agile Midwest – *Agile Week in St. Louis*, St. Louis 2020, please fill out this form and return it to [sponsors@agilemidwest.org](mailto:sponsors@agilemidwest.org).

### AMW-STL-20: Terms & Conditions

- All sponsorships will be awarded on a first-come, first-served basis
- After receiving written acknowledgement by Agile Midwest Inc., **the Sponsors must provide the following items within 30 days of Receipt of Acceptance**
  - a. Signed copy of the Sponsorship Agreement Form
  - b. Sponsorship Funds
  - c. Logo Image
    - PNG if digital only use, AI or PSD if print use
    - Digital size less than 1MB
    - Use RGB color profile or mode for digital use only, CMYK for print use
    - **Suggest saving your image double the size needed for the image content block which are 160px and 110px**
  - d. Guidelines for Logo Use, trademarks, copyrights, etc. (if applicable)
  - e. Exact Sponsor Name to be used and link to sponsor's website
- Sponsorship Agreements cannot be processed without payment of Sponsorship Funds. Funds must be payable in U.S. Dollars. All checks should be made payable to **Agile Midwest, Inc.**
  - a. Payments should be mailed to:  
**Agile Midwest, Inc.**  
**2816 High Point Road**  
**Owensville, MO 65066**
  - b. Wire transfer payments or other Electronic payments also accepted via **EventBrite**. Please email [sponsors@agilemidwest.org](mailto:sponsors@agilemidwest.org) for details.
- The Sponsorship Funds paid do not include Conference Registration unless specifically stated in the Sponsorship Opportunity details.
- The Sponsorship Funds nor Conference Registration fees paid do not include hotel accommodations or attendance to the events prior to the day of the conference.
- Due to production times, sponsors who submit signed agreements after July 15th, 2020 may not be mentioned in printed conference materials.
- Sponsors may not sublet, assign, or apportion any part of the item(s) sponsored nor represented, advertise, or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by Agile Midwest Inc.
- Agile Midwest Inc. nor the hosting facility St. Charles Convention Center will be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
- No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
- Sponsorship is not limited to financial support per se, but can also take the form of provision of material hardware. Should your company be interested in a sponsorship package not listed in this brochure, then please feel free to contact us to discuss your preferences.
- Agile Midwest Inc. reserves the right to select and finalize design of each piece of branded collateral or material
- Sponsors are allowed to offer pledges for single or multiple items/events.

## Additional Details & Notations

- Booth consists of approximately an 8x10 area with two chairs and a 6' rectangular table.
- Bag Inserts must be provided and paid for by the Sponsor. Items will be inserted into Conference Bags by Conference staff. Items must be shipped to Conference organizers for arrival no less than 48 hours before the Conference. Bag Inserts can be literature and/or swag items.
- Raffle Items must be provided and paid for by the Sponsor. Items will be stored and given away by Conference staff. Items must be shipped to Conference organizers for arrival no less than 48 hours before the Conference.
- Due to the size of the event, pop-up banners can be displayed behind your table (they will not be allowed to sit in front, or to the side). A draped 6' table will be provided. We would suggest bringing your own table skirt with company logo. Remember, this is a networking event. Due to space limitations, please do not sit behind your table.
- Sponsor packets with details on shipping, both location, time of setup, etc. will be distributed 30 days prior to the conference date.
- Shipping Form for inserts and/or booth material: [Sponsorship Shipping Info](#). SHIPMENTS RECEIVED PRIOR TO **8/18** WILL BE CHARGED A STORAGE FEE by the CONVENTION CENTER.
- Inserts can be dropped off at the convention center no later than Wednesday 08/18 at 3:00pm
- Sponsors can setup their booth anytime during **Tuesday 08/18** and **Wednesday 08/19**.
- We will be sending out individual emails for registering the general admission passes upon receipt of payment.

## Agile Midwest Conference 2020 Sponsorship Form

All Conference Sponsorship requests for AMW-STL-2020 must use this form. All incoming requests are handled on a first-come, first-served basis. Prior to completing this form, please review the Sponsorship Opportunities and Terms & Conditions outlined within the Sponsorship Agreement. **Please complete this form and send it to [sponsors@agilemidwest.org](mailto:sponsors@agilemidwest.org)**

### Contact Information

Company/Sponsor Name	
Event Contact/Title	
Address City, State ZIP	
Phone Number	
E-mail Address	
Accounting Contact/ Title	
Phone Number	
E-mail Address	
Website	
Twitter Handle	

### Sponsorship Opportunity Selection

<b>Selection</b> <i>(QTY if applicable)</i>	<b>Sponsorship Opportunity</b>
	Diamond Sponsor – \$25000
	Platinum Sponsor - \$7500
	Gold Sponsor - \$5000
	Silver Sponsor - \$2500
	Bag Sponsor - \$2000
	Room Sponsor - \$600

**By signing this agreement, you agree to comply with all terms & conditions set forth in the Agreement.**

Signature of Conference Sponsor Representative \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

Accepted By: \_\_\_\_\_ Date \_\_\_\_\_