



5th Latin American Conference on Agile Software Development

Córdoba, Argentina
October 2012



Introduction

Agiles 2012 is the latest edition of our annual gathering of Software Development professionals of the whole Latin American region.

Personal interaction and knowledge sharing are the keys.

After its successful editions in 2008, 2009, 2010 and 2011 (four years, three countries), the conference takes place in Córdoba.



Ágiles 2012, the fifth edition of the Latin American Conference on Agile Software Development, maintains the goal of gathering professionals in the Information Technology field 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.

The conference will gather professionals from many Latin American countries and visitors coming from North America and Europe.

Ágiles 2012 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 400~500 attendees from Latin America.

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

Audience composition

- Software Developers and Testers
- Scrum Masters and Product Owners
- Trainees and Mentors
- Project and Technical Leaders
- Chief Technology Officers
- Human Resources Managers

Becoming a Sponsor

By sponsoring Agiles 2012 your organization can:

- Show its leadership on continuous improvement around Software Development and the surrounding ecosystem
- Get in contact with 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 logos appear 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 Webgoal, Temperies, Dridco, and Tecnosoftware.

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 2012 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, 2012 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.

Sponsor Level	Fee (USD)	Logo Size	Event Tickets	Event Booth	Session Slot	Flyers & Perks	Attendees contacts
Platinum	6,000	XL	10	✓	✓	✓	✓
Gold	3,000	L	5		✓	✓	✓
Silver	1,500	M	2			✓	✓
StartUp	500	S	1				✓
Institutional	-	XS	1				
Media	-	XS	1				

Contact information

(English, Spanish or Portuguese)

Fabio Grigorjev –

fabio.grigorjev@tallertechnologies.com

Sponsors on our website

<http://agiles2012.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

Payment Information

Below is all the information needed to process a sponsorship payment process:

All payments should go to SADIO, Sociedad Argentina de Informática, which is the main organization the Agiles.org group belongs to.

Organizations incorporated outside Argentina

Payments have to be done by Wire Transfer to:

BBVA Banco Francés, Reconquista 199, Buenos Aires, Argentina
Beneficiary Account Number: Checking account (cuenta corriente en pesos): 330-502/7
Name of Currency: Pesos
Beneficiary Account Name: Sociedad Argentina de Informática e Investigación Operativa (SADIO)
CUIT: 30-64931218-0
SWIFT Code: BFRPARBAXXX
Beneficiary Bank Account: 3544033305001 BBVA BANCO FRANCES BS AS
Intermediary Bank: SCBLUS333 ABA=026002561 STANDARD CHARTERED BANK NEW YORK
Address: 1 Av. Madison, 3rd Floor. New York. U.S.A.

Organizaciones dentro de la República Argentina

Los pagos se efectúan por transferencia bancaria a:

BBVA - Banco Francés - Sucursal 330 Tribunales
Cta. Cte. Pesos: 330-502/7
CBU: 017 033 042 000 000 005 027 6
CUIT: 30-64931218-0

Como asociación civil, SADIO proveerá un recibo oficial de validez fiscal.

A tal efecto, la organización Sponsor deberá informar:

Razón social
Condición frente al IVA
Número de CUIT
Domicilio fiscal



Organizers

Ágiles 2012 is a non-profit event organized by Agiles.org and SADIO - División Metodologías Ágiles.

The organizing committee is composed of:

Chairs:

- Emilio Gutter - Argentina
- Pablo R. Facal - Argentina

Sponsors:

- Fabio Grigorjev - Argentina
- Elisa Ferrari - Argentina
- José Polo - Argentina
- Victoria Martínez - Argentina

Program:

- Miguel Insaurrealde - Argentina
- Javier Santillán - Argentina
- Victoria Martínez - Argentina
- Manuel Mazan - Peru

Registration:

- Elvert Díaz Garay - Argentina
- Pablo R. Facal - Argentina

Venue & Logistics:

- José Polo - Argentina
- Elisa Ferrari - Argentina
- Victoria Martínez - Argentina
- Ines Robertson - Argentina

Web site & Social networks:

- Agustín Campos - Argentina
- Elisa Ferrari - Argentina
- Lennon Shimokawa - Peru

Press & Media:

- Ines Robertson - Argentina
- Elisa Ferrari - Argentina
- Agustín Campos - Argentina

Finances & Legal:

- Pablo R. Facal - Argentina
- Elvert Díaz Garay - Argentina

Hospitality & Tourism:

- Victoria Martínez - Argentina
- Elisa Ferrari - Argentina
- Ines Robertson - Argentina

Volunteer Coordination:

- Lennon Shimokawa - Peru
- Elisa Ferrari - Argentina