



SWANSEACON 2015

Agile Development & Software Craftsmanship Conference

2015 Sponsorship Prospectus



on
MONDAY, SEPT 7 &
TUESDAY, SEPT 8
2015

at the
LIBERTY STADIUM
LANDORE,
SWANSEA
SA1 2FA

ORGANISED BY:

VIV RICHARDS
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@SwanseaCon

ABOUT SWANSEACON

The first Agile Development and Software Craftsmanship conference will be held September 7-8, 2015 at the Liberty Stadium in Swansea, South Wales.

The event includes keynotes, presentations, panel discussions, opening reception, and time between sessions to network and connect with colleagues from around the world.

SwanseaCon has already attracted lots of software developers as well as entrepreneurs, small business owners, development managers, and technology professionals. People from all around the world will attend, including all ranges of expertise and experience who are passionate about increasing their skill and craft.

The event will celebrate the community, encourage growth and change, and advance the values, principles, and practices of agile development and software craftsmanship. It offers valuable thought, leadership, and opportunities for colleagues from around the world to come together to share their passion and enthusiasm for the agile development and software craftsmanship movement.

SPONSORSHIP OPPORTUNITIES

Sponsorships are a great opportunity to show your support for agile development and software craftsmanship while simultaneously scoring an array of benefits. There are three different levels of sponsorship, each yielding different levels of rewards—consult the chart at the right for a detailed explanation of each sponsorship tier.

GOLD £8,000

SILVER £4,000

BRONZE £1,500

	Gold	Silver	Bronze
Banner display in registration area and/or main room	X		
Company logo on homepage of SwanseaCon website	X		
Mentions on Twitter	X		
Special feature in email campaign	X		
Advertisement in program	full page	half page	
Handout given to attendees at registration	X	X	
Company logo in email campaign	X	X	
Table or booth presence at event	X	X	
Company logo on slideshow between speakers	X	X	
Logo displayed before each video on media page of SwanseaCon website	X	X	
Company description on sponsors section of SwanseaCon website	80 words	30 words	
Conference passes	8	4	2
Company logo on sponsors section of SwanseaCon website	420 x 185px	275 x 120px	160 x 80px

SPECIAL OPPORTUNITIES

WELCOME RECEPTION (2 available) £1500

Co-sponsor our fabulous welcome reception with our co-organisers. We'll include your company logo on printed materials.

GIFT BAG £500 +gift cost

We'll include a giveaway and collateral to our attendees as part of a gift bag when they arrive at registration.

LANYARD £1000 (1 available)

Have your company logo printed on the lanyards of all attendees.

PROGRAM ADVERTISEMENT (3 available)

Get your company name into the program without purchasing a full sponsorship package. The full-page ad will appear on the back cover of the program; half-page ads will appear on interior pages.

FULL-PAGE (1 available) £600

HALF-PAGE (2 available) £300

CAR ADVERTISEMENT (2 available)

Get your company logo put onto our SwanseaCon car which will be driving around the United Kingdom advertising the SwanseaCon 2015 conference.

DRIVER SIDE DOOR (1 available) £600

PASSENGER SIDE DOOR (1 available) £600

CREATE YOUR OWN SPONSORSHIP

If you are interested in supporting SwanseaCon but are not thrilled by any of the options available, please send an email to hello@swancon.co.uk and we will find a way to accommodate you.

SPONSORSHIP AGREEMENT

INDEMNITY AND LIMITATION OF LIABILITY: Neither SwanseaCon (The Organisers), any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities or representatives, shall be responsible for, and Sponsorship applicant (referred to as Company) hereby releases them from, any claims for damages, loss, harm, injury to the person, property, or business of the Company and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident, or any other reason in connection with the Conference. The Company shall indemnify, defend, and protect the Organisers, any co-sponsor, and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the conference or any of its activities, as well as the actions of its officers, agents, employees, or other representatives. Under no circumstances will the organisers, any co-sponsor, or the venue provider be liable for lost profits, or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall the Organisers' liability, under any circumstance, exceed the amount actually paid to it by the Company. The Organisers make no representations or warranties regarding the number of persons who will attend the conference.

OBSERVANT OF LAWS: Company shall abide by and observe all laws, rules, regulations, and ordinances in compliance with the City and County of Swansea.

CANCELLATION OR TERMINATION BY THE ORGANISERS: If, for any reason beyond its reasonable control, including fire, strike, earthquake damage, construction or renovation to the conference site, government regulation, public catastrophe, act of God, or any similar reason, the Organisers shall determine that the conference or any part may not be held, the Organisers may cancel the conference or any part thereof. In that event, the Organisers shall determine and refund to the company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by the organisers.

CANCELLATION BY THE COMPANY: All payments made to the organisers under this application shall be considered fully earned and non-refundable in consideration for expenses incurred by the organisers and the Organisers' lost or deferred opportunity to provide space and/or sponsorship opportunity to others.

COMPANY CONDUCT: Company and all its representatives shall conduct themselves at all times in accordance with the highest standards of decorum and good taste. The organisers shall reserve the right to eject from the conference any Company or Company representative violating those standards.

AGREEMENT TO TERMS, CONDITIONS, AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by the organisers from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the company and the organisers concerning the SwanseaCon Conference. The organisers do not make warranties, or other agreements except as set forth above.

I understand and agree to the terms given in this Application. I warrant that I am authorized to sign on behalf of the sponsor listed within this document and that all information provided herein is complete and accurate.

authorized signature

date

authorized name, title, & company name (print)

CONTACT INFORMATION

name

title

email

company

address

post town postcode / city state zip

phone fax