South Florida Agile Association

Agile Tools Summit 2014
May 21st, 2014

Vendor Partner Letter

South Florida Agile Association (SFAA) is a non-profit organization founded in Jan 2013 to benefit our Agile user community and enable knowledge sharing to advance Agile practices. Our membership includes Agile practitioners, evaluators and decision makers searching for the best services and solutions to help their Agile journey. SFAA is growing fast; we have already exceeded 200 members in our first year alone! More information can be found on our website http://www.southfaa.com.

Participants from approximately 60 of the top South Florida companies attended our annual conference in October 2013 including Carnival, Deloitte, IPC Subway, Microsoft and Citrix *(see Appendix A for complete list)*. To our surprise, interest in the conference exceeded our expectations so much that we had to create an extensive waiting list and limit attendance, a reflection of the significant increase in market demand for Agile by South Florida corporations.

We have a great opportunity for your company to get introduced to our South Florida Agile practitioners!

We have listened to our Agile community who have expressed a growing interest in learning more about Agile tools and would like to invite you to partner with us in presenting the **Agile Tools Summit 2014** focused entirely on Agile supporting software tools. This conference will be held at NOVA Southeastern University in Fort Lauderdale, FL on May 21st, 2014.

Event information and relevant dates:

Agile Tools Summit 2014

Date: Wednesday, May 21st 2014
Location: Nova Southeastern University, Davie, FL
Est. attendance: over 300
Sponsor sign up by: 4/15/2014 *(limited number of sponsorships available)*
Giveaways arrive by: 5/14/2014

To sign-up as a sponsor for the Agile Tools Summit 2014, kindly contact Alex Kanaan by email at alex@astrategyconsulting.com or by telephone at 954-383-5444. The South Florida Agile Association is also open to other forms of sponsorships so please reach out to us with your ideas and we will be eager to work with you on other forms of long-term partnerships.

Type of Software Organizations Invited to Participate

We are inviting to participate in this conference software companies that have tools directly used by Agile teams or in support of Agile processes such as Agile Backlog Management, Virtualization, Continuous Delivery etc. *(see Appendix B for features list).*

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Participation Requirements

We would like to invite Agile software companies to participate as sponsors for the event. Sponsorship allows you to gain exposure and provides you with options to showcase your products as follows:

	Gold $5,000 (3 slots)	Silver $2,500 (7 slots)	Bronze $1,000	Promos $0
Present TWO 45 minute speaker sessions [1]	✓			
Present ONE 45 minute speaker session [1]		✓		
Setup showcase table in Main Hall to demo the product(s)	✓	✓	✓	
Display your company logo on the SFAA event website	✓	✓	✓	
Display your company logo during the event on the screens	✓	✓	✓	
Donate a raffle prize item, with retail value exceeding $500 [2]	✓	✓	✓	✓
Provide giveaway promo items [3]	✓	✓	✓	✓

[1] Presentations on the tool and best practices supporting Agile. Breakout rooms hold 80 people
[2] A representative from your organization will be invited to present the Raffle prize
[3] Giveaway promo items to event attendees, 300 units

Please act quickly to secure your space, as a limited number of sponsorships are available offered on a first come first served basis. We look forward to welcoming you as our partners to the Agile Tools Summit 2014 and hearing from you very soon.

Alexander R. Kanaan (Alex)
South Florida Agile Association, *Co-founder*

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Appendix A

The following is a list of companies that participated in prior South Florida Agile Association events:

3Back, LLC	ELC of Broward	Office Depot
A Strategy Consulting	EMA Inc.	Periferia-IT
ABCo. USA Inc.	ErJA Professional Services	Qology Direct
Acn	GDZ Computer Services	S3 PMO
Ajtsystems	GHW	Seaboard Marine
American Express	H2 Performance Consulting	Sherlock Teck
Animusoft	IBM	SoftKey
Apokalypse Software Corp.	ILS	South Florida PMI
CareCloud Corp.	Independent Consultant (DoD)	SunGard Insurance Systems
Carnival Cruise Lines	IOS	TEKsystems
Castle Group	IPC Subway	Tellus
CDEXUS Corp	ITNL, Inc	The Experts
Centric Consulting	JDA	The Talent Source
Citi	Jeffrey A. Bloom	Tracfone Wireless
Citrix Systems	Kaplan University	Tradestation
City of Doral	Kforce	UDT
Compuware Corporation	Microsoft	VFlocks.com
Creatus Angels	MTN	Zaph
Deloitte	Mutual of America	
Dodgen Consulting	Nova Southeastern University	

Appendix B

Features to be considered by Agile tools:

- Centralized Story & Defect Management
- Release and Sprint Planning
- Online Storyboard, Taskboard
- Project Tracking
- Team Collaboration
- Acceptance Test Management
- Burndown, Velocity and Test Trends
- Integrations (IDEs, CI, Source code, etc.)
- Multi-Project Support
- Sprint Review and Retrospectives
- Impediment Management
- Customizable Workflow and Views
- Basic Reporting
- Epic Management
- Program Management
- Themes, Goals, and Requests
- Team Room
- Customizable System Setup
- Configurable Security
- Advanced Reporting & Dashboards
- Agile Portfolio Management
- Regression Test Management
- Customer Idea Management
- Product Roadmapping
- Agile Visualization
- Custom Reporting and Analytics
- Planning Room
- Customer Support and Training

Source: Kevin Erickson, Sep 2013