

Agile By Example 2025

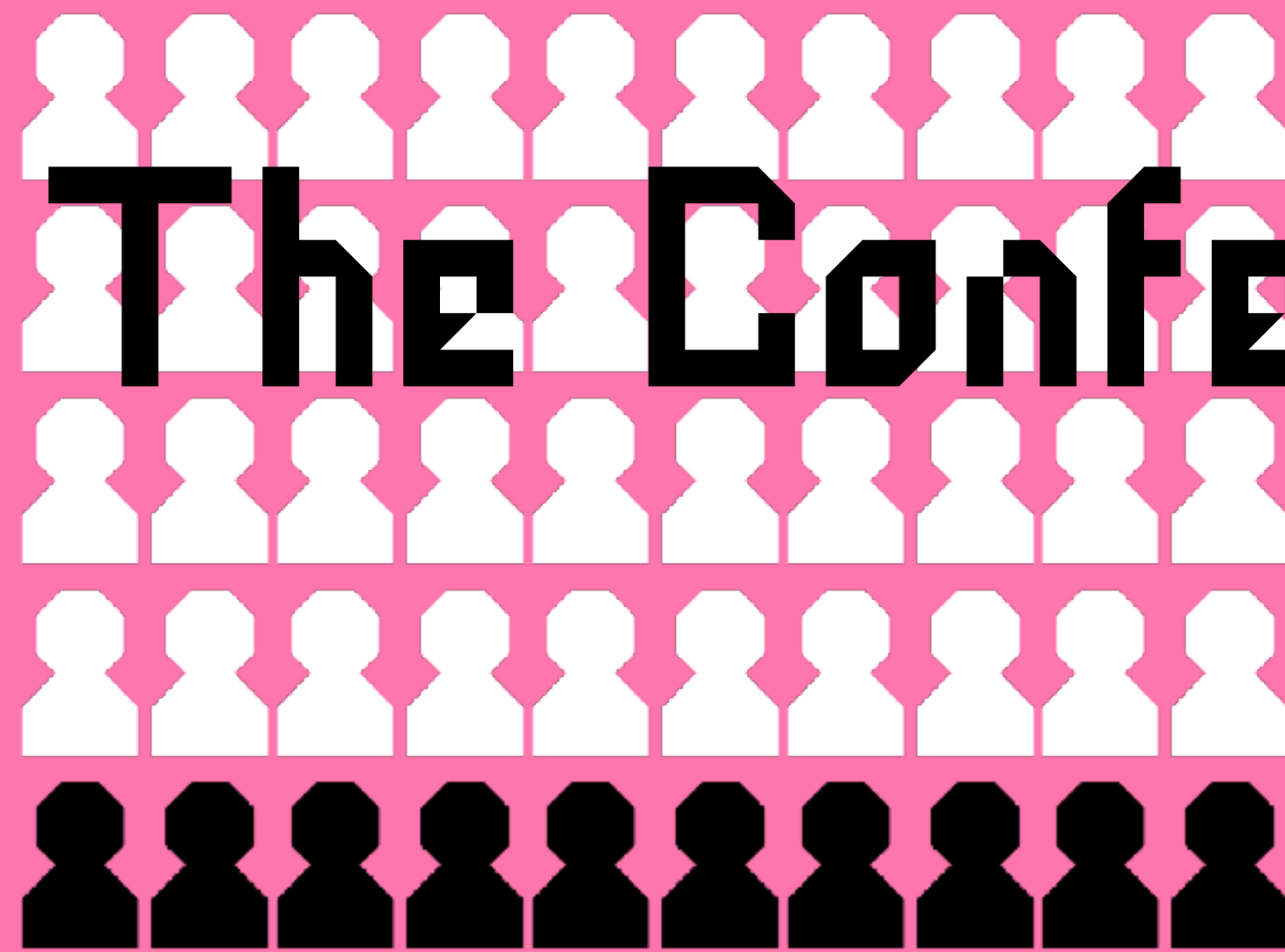
15th edition—since 2011

Warsaw, October 6–8th

A large crowd of people at a conference, many holding up banners that say "I ♥ AGILE". The scene is filled with energy and excitement, with people of various ages and backgrounds participating. The background is slightly blurred, focusing attention on the people in the foreground.

**AgileByExample is the biggest
agile conference in Poland.
It's the ideal opportunity
to present your company and
products to hundreds
of agilers.**

JOIN US!



The Conference

AgileByExample is an international event for developers, testers and managers who apply Agile and Lean practices in their everyday work.

We focus on the practical side of adopting Agile methodologies like Scrum or Kanban and ensuring the highest quality of delivered software.

We strive to deliver the "by example" vibe presenting case studies from various enterprises and industries.

The agenda is built by the Program Committee, a group of renown agile influencers from Poland and our region.

The Conference

ABE is a three-day event.

Day 1 (The Dojo) – workshop day where around 200 people attend two half-day workshops

Day 2+3 – the main conference with two simultaneous tracks of talks. Each day starts and ends with a keynote. The breaks in both tracks are synchronised for networking.

ABE is organised in **the very center of Warsaw**, with super easy commute by trains, tram and the subway with a shuttle connection to the airport.

Beside the official agenda we encourage **networking**, both during the breaks as well as during **the ABE Party**, which is attended by over a half of the participants.

All the talks and workshops are delivered in English.

The Conference

We started as a small, local event for 100+ people, but quickly grew and took place of the main conference in the region. 2016–2019 we've been selling out the room with 550 people attending.

In 2020 and 2021 we didn't fail our audience and organised ABE online.

Since 2022 we're back onsite gathering around 400 professionals each year.

Previous editions were keynoted by the agile key influencers like: Gojko Adzic, Jurgen Appelo, Jim Benson, Bjarte Bogsnes, Alistair Cockburn, Esther Derby, Jutta Eckstein, Tom Gilb, Henrik Kniberg, Mary Poppendieck, Dave Snowden, Jeff Sutherland.

as well as many top Polish speakers, including: prof. Andrzej Blikle, prof. Andrzej Koźmiński, Andy Brandt, Kate Hobler, Adam Michalczyk, Radek Orszewski and many others.

Our Reach

All our announcements
are published across
all Agile communities
in Poland.



Agile Warsaw: **5400** members

ALE Kraków: **4100** members

Agile3M (Trójmiasto): **1700** members

Agile Poznań: **2800** members

Agile Wrocław: **4800** members

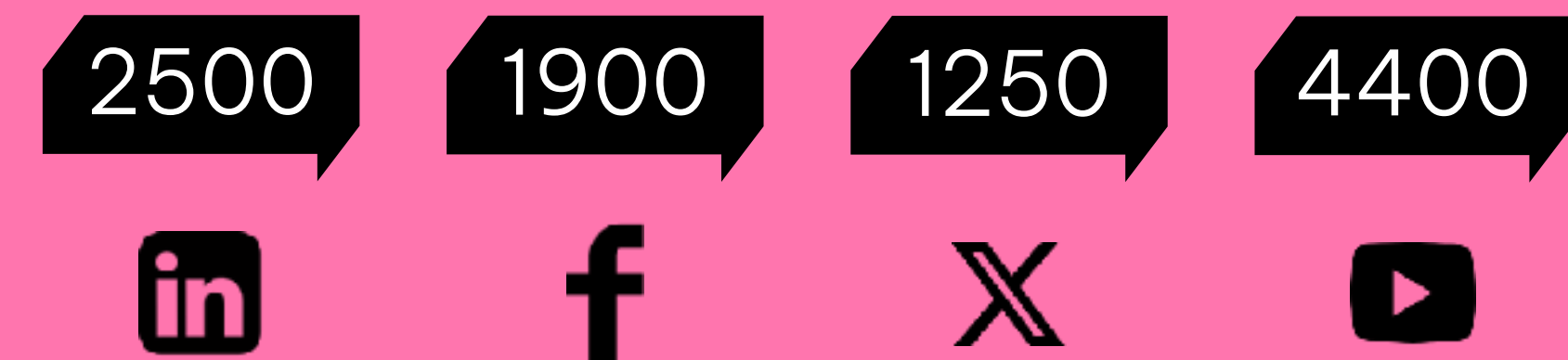
LubLean & Agile: **850** members

Agile Coach Camp PL: **1250** members

Our Social Media Reach

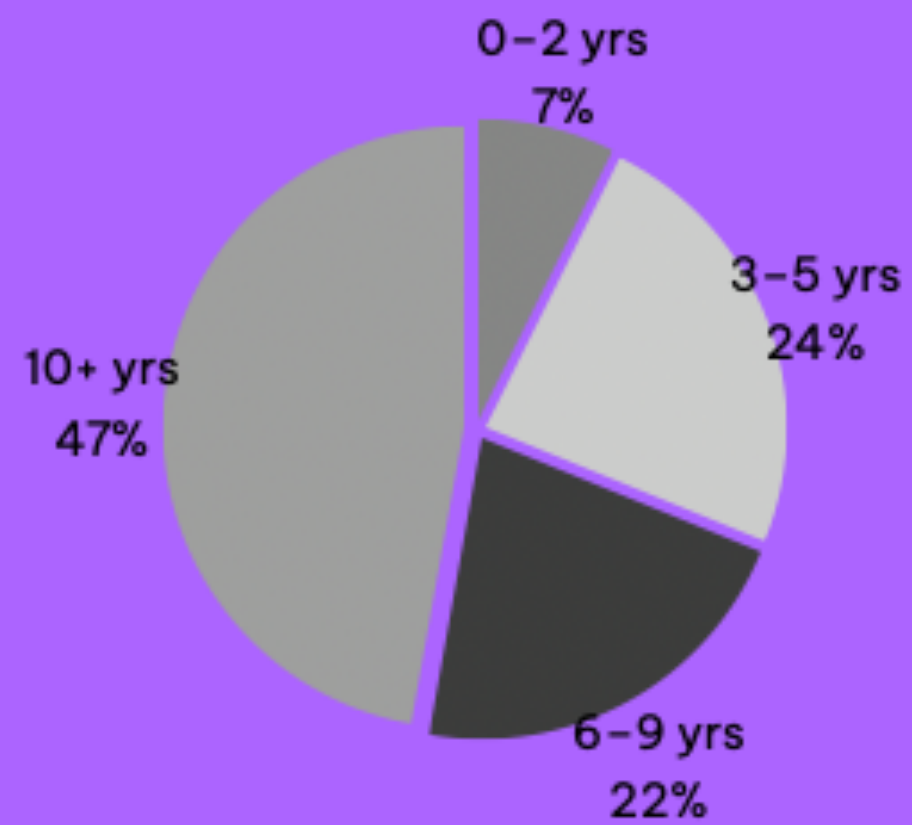
Through our communities and media partners we reach an estimated total of **50,000+** highly profiled professionals.

Many announcements are shared and re-tweeted by speakers and participants (some with more than **10,000 followers**).

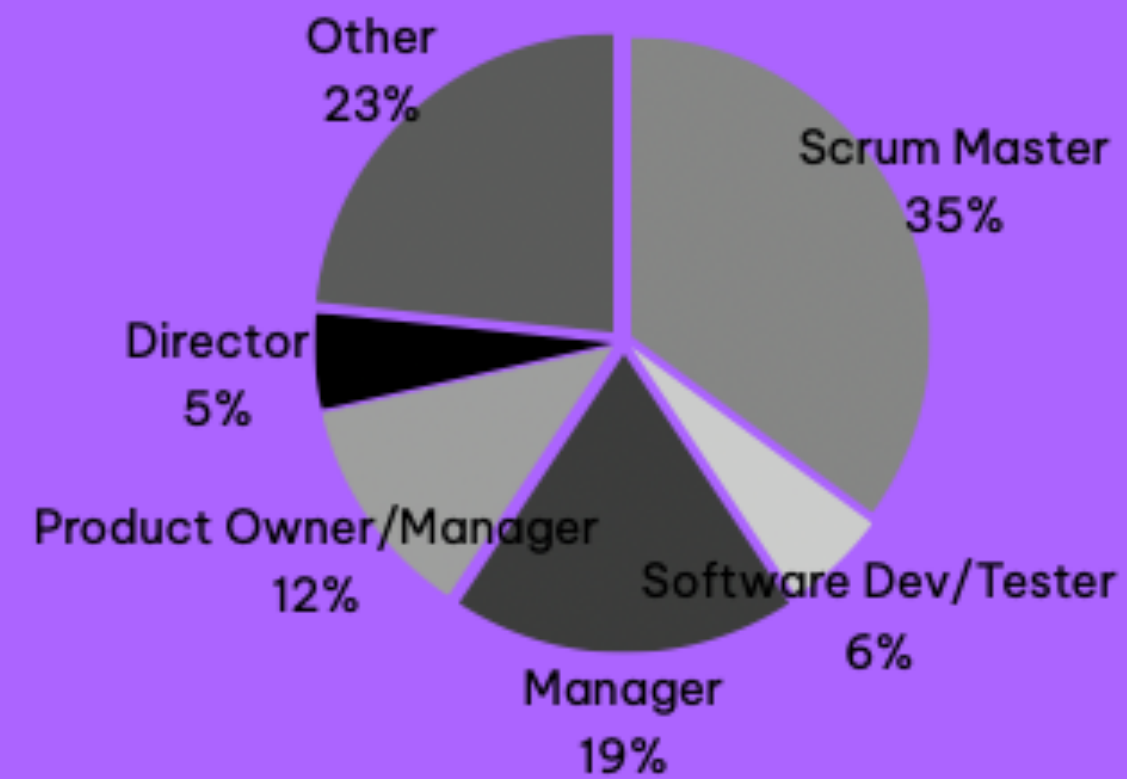


Our Audience

by experience



by role



by country



If you are looking for experienced scrum masters, agile coaches, product owners and team leads **ABE is perfect for you.**

Sponsorship Packages

	bronze	silver	gold
Sponsor-provided materials in the conference bag	✓	✓	✓
Logo on the conference website	✓	✓	✓
Logo on the screens in the conference hall	✓	✓	✓
Announcement on our social media	✓	✓	✓
Agile Job Board offers	2	5	10
Thank-you during the conference opening and closing	✓	✓	✓
Conference tickets included (2 days, without the Dojo)		2	5
20% discount for the tickets		✓	✓
Promotional materials on the coffee tables		✓	✓
Space for company's booth in the conference hall*		2x2 m	4x3 m
Roll-up in the conference hall			✓
Sponsored activities announced in the agenda and during the conference*			✓
Invitation to the speakers' dinner			✓
AskTheExpert session with the sponsor branding			✓
Promotional video screened during breaks*			✓
Net price (excl. VAT)	€ 500 2 000 pln	€ 3 600 15 000 pln	€ 6 000 25 000 pln

* during the main conference, excluding the Dojo

Platinum Sponsor

gold

+

The only one Platinum sponsor

Priority in choosing the space for the company's booth

Morning announcement on the video screens in the lobby

Logo (the only logo) displayed on the wall of the main and small conference rooms

50% discount on the Dojo sponsor package

50% discount on the Party sponsor package

Net price

€ 7 200 / 30 000 pln

Dojo Sponsor

bronze



The only one Dojo sponsor

A sponsor area during the Dojo registration and breaks

A private meeting room available at the Dojo venue

Net price

€ 3 600 / 15 000 pln

Party Sponsor

bronze

+

The only one Party sponsor

Sponsor branded items on the menu

Roll-up at the party venue

Net price	€ 3 600 / 15 000 pln
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If you have any idea how to organise the party
in a special way, do not hesitate to contact us

Popcorn Sponsor

bronze



This will provide a free popcorn for each participant

Your message / logo printed or sticked on the popcorn boxes

The price does not include the custom boxes production cost

Net price € 1 900 / 8 000 pln

Video Sponsor

bronze



Your logo or brand animation at the beginning of all talk videos on YouTube

Net price € 2 400 / 10 000 pln

Other Ideas?

We're open to any kind of collaboration with you. It would be a pleasure to speak to you, listen to your ideas and proposals.

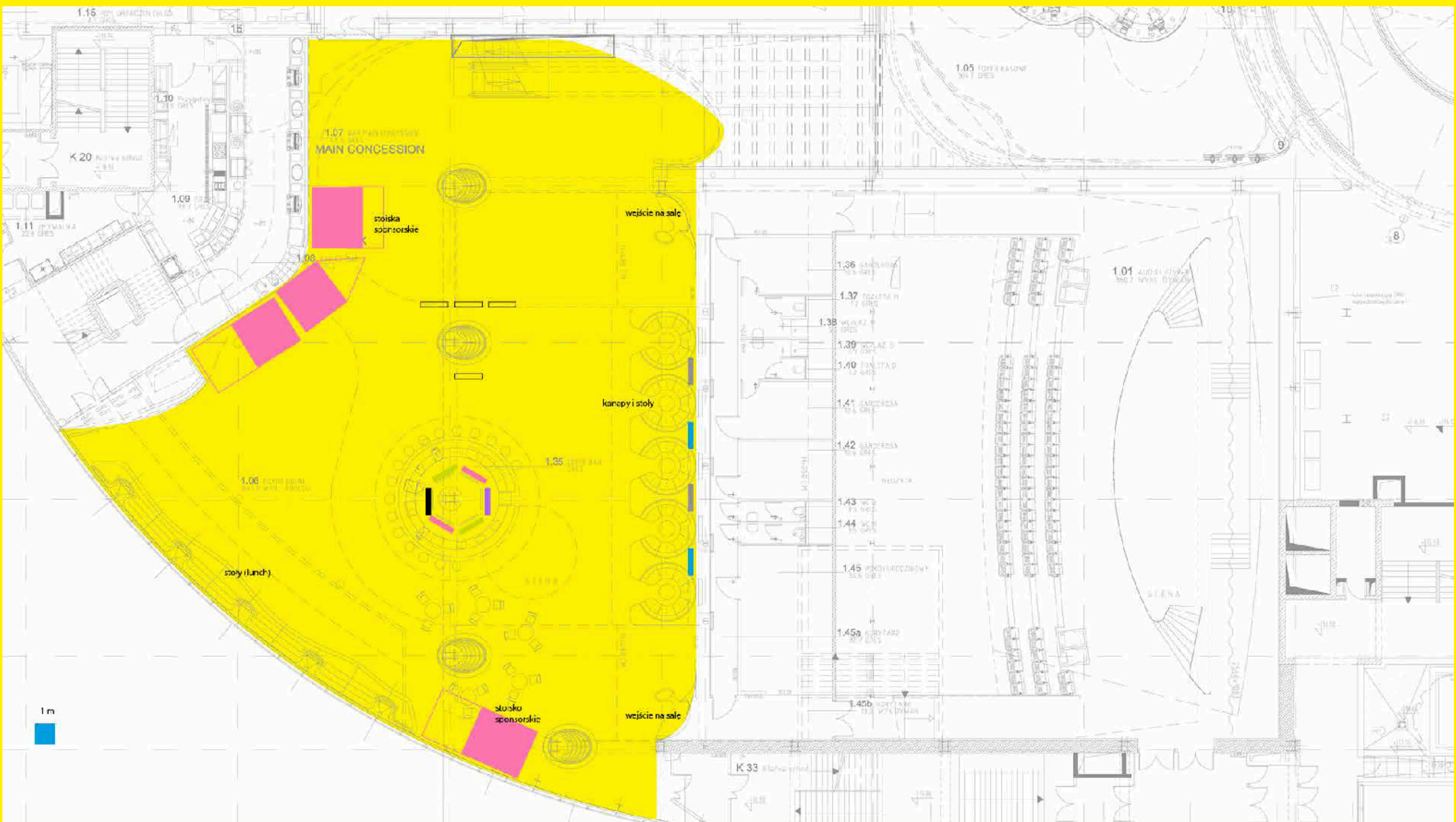
- Your logo printed on water bottles
- Private meeting room available at the main venue
- Support in organising events / games for the attendees

If you have other ideas do not hesitate to reach out:

sponsors@agilebyexample.com



Sponsorship map



AgileByExample 2025

thanks

sponsors

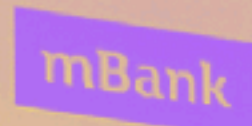
PLATIN



GOLD & PARTNER



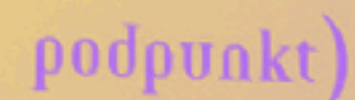
GOLD



SILVER



BRONZE



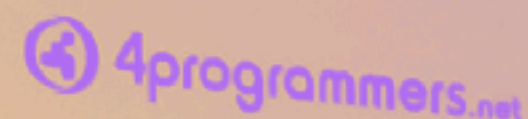
honorary patron



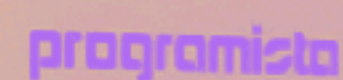
technological partner



media partners



Agile Polska



communities



AgileByExample 2018

superskrypt



Past Sponsors

finance



Nordea



tech



HCL



allegro



process



academic



AKADEMIA LEONA KOŹMIŃSKIEGO

AgileByExample 2025



Our vision is to make our organisations better places to work at by promoting common sense in management.

We want to be the best conference in CEE region where such ideas are discussed and exchanged.

You can help us get there.



Contact:

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agilebyexample.com

sponsors@agilebyexample.com