

Agile By Example

2024

14th edition – since 2011

Warsaw, 30 September – 2 October

Złote Tarasy

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.

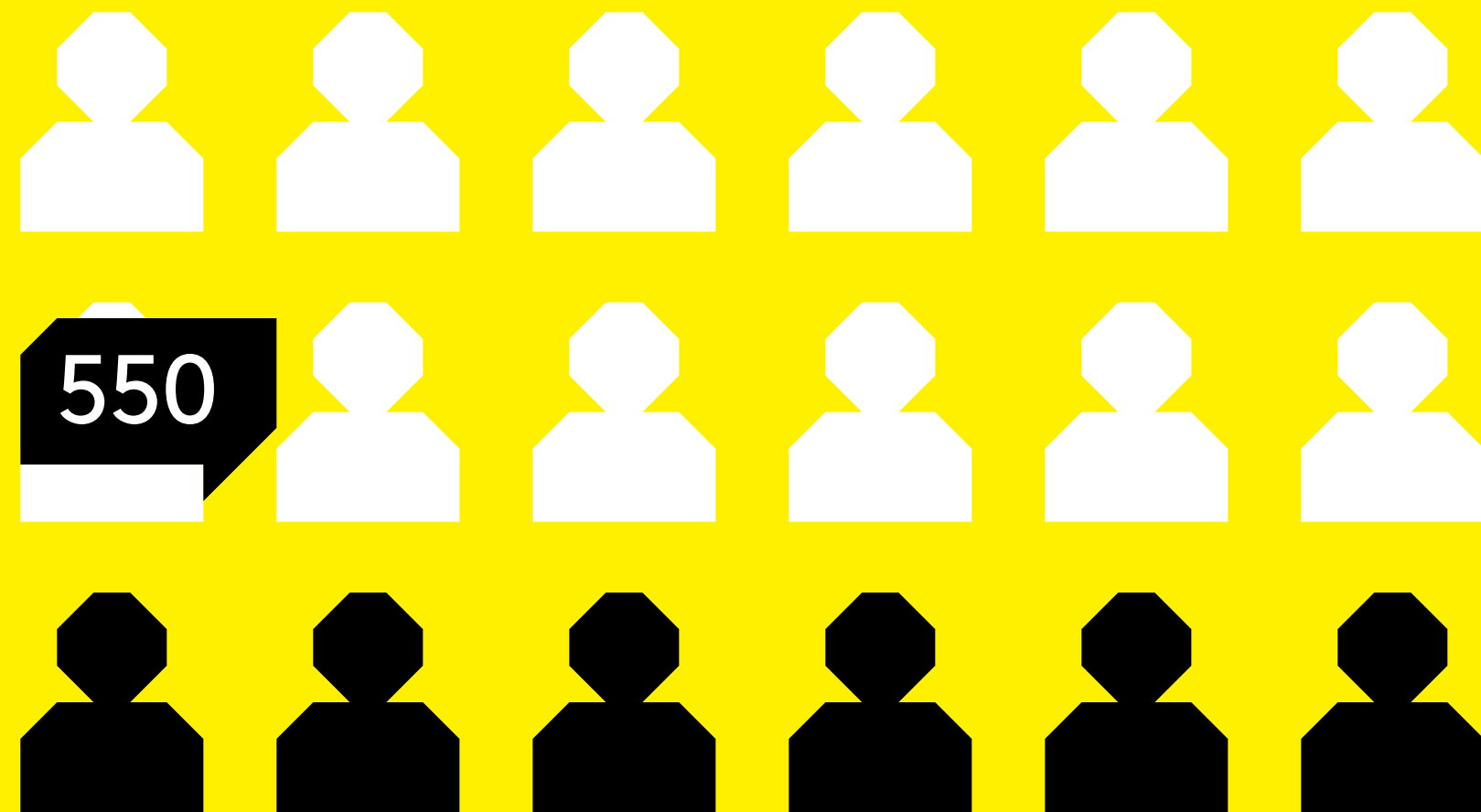
A large crowd of people at a conference, many holding up banners that say "I ♥ AGILE". The scene is filled with energy and excitement, with people smiling and cheering. The background is a bright, hazy light, possibly from stage lighting or a large screen.

AgileByExample is the biggest Agile conference in Poland. It is an ideal opportunity to present your company, products, and proficiency to hundreds of agilers.

JOIN US!



The Conference



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

In 2019 we had **550 attendees**.
All tickets were sold out!

Previous editions were keynoted by first class speakers like:

Roman Pichler, Bob Marshall, April K. Mills, Jeff Gothelf, Willy Wijnands, Henrik Kniberg, Kevin Goldsmith, Dave Snowden, Angel Medinilla, Gojko Adzic, Jurgen Appelo, Jim Benson, Bjarte Bogsnes, Alistair Cockburn, Esther Derby, Jutta Eckstein, Tom Gilb, Boris Gloger, Marc Löffler, Sandro Mancuso, Roy Osherove, Mary Poppendieck, Jeff Sutherland.

As well as many top Polish speakers, including:
Andrzej Blikle, Paweł Brodziński,
Marcin Floryan, Monika Konieczny,
Andrzej Koźmiński, Piotr Żołnierek.

Our Reach

Through our media partners we reach an estimated total of more than **50,000 people**.

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

1670



1285



1190



3260



Our Reach

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

Agile Warsaw: **4475** members

ALE Kraków: **3280** members

Agile3M (Trójmiasto): **1045** members

PAUG (Poznań): **2270** members

Management 3.0 Warsaw: **5070**

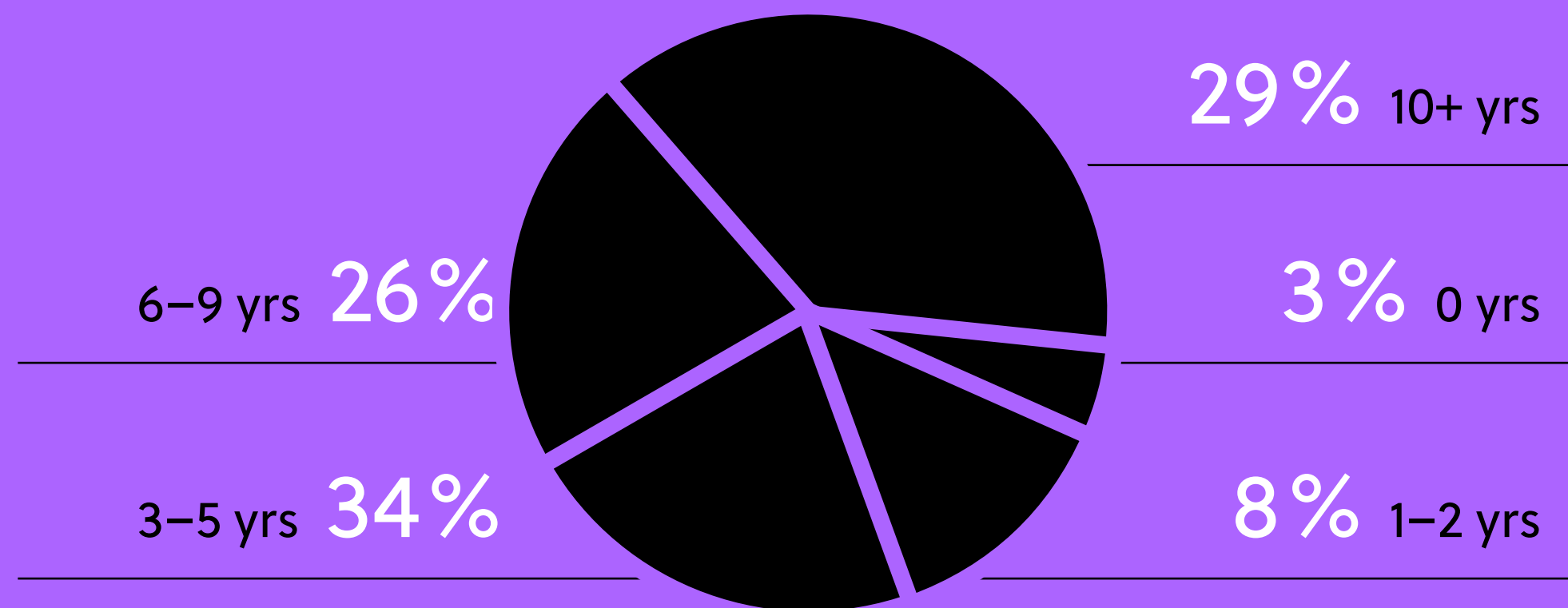
Agile Wrocław: **2940** members

Zwinna Łódź: **2240** members

Our Audience

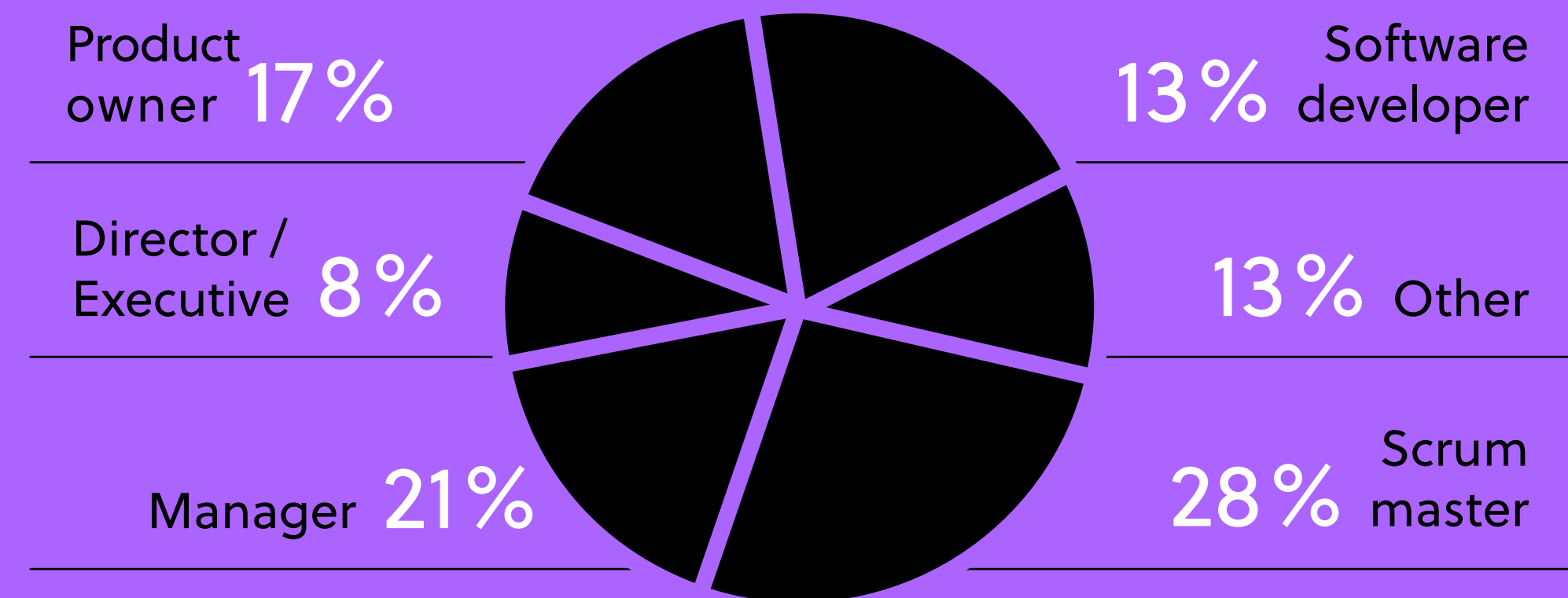
out of a total
of 550 attendees

by experience



If you are looking for experienced lead developers, scrum masters, product owners or managers, ABE is perfect for you.

by role



by country

85% of our attendees are from Poland

Sponsorship Packages

	bronze	silver	gold
Sponsor-provided material in conference bag	.	.	.
Thank you on conference opening and closing	.	.	.
Announcement on the conference website	.	.	.
Logo on the screens in the conference hall	.	.	.
10% off for 10 tickets*	.	.	.
Agile Job Board offer	5	10	10
Roll-up in the conference hall*		.	.
Conference tickets (without Dojo)		2	5
Promotional materials on the coffee tables		.	.
Announcement on the social media		.	.
Sponsored activities announced in the agenda and during the conference*		.	.
Space for company's booth in the conference hall*			.
Invitation to the speakers dinner			.
Promotional video screened during breaks*			.
Net price	900 € / 4.000 pln	3300 € / 15.000 pln	5700 € / 26.000 pln

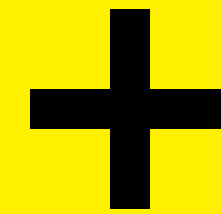
*During the conference (1-2 Oct) excluding Sep 30 / Discounts don't sum up

The price does not include furnishing the zone.

Sponsorship Packages

platinum

Gold package



Only one Platinum sponsor – Priority in choosing space for the company's booth

Morning announcement on the video screens in the lobby

Logo displayed on the wall of main and small conference rooms*

Dojo sponsor

(The Dojo is an additional event held during first day of the conference with a series of workshops)

- Roll-up at the Dojo venue and conference hall
- Private meeting room available at the Dojo venue

Party sponsor

(Party for all the conference participants)

- Sponsor branded items on the menu
- Roll-up at the party venue
- If you have any idea how to organize the party in a special way, do not hesitate to contact us

Net price **6500 € / 30.000 pln**

*During the conference (1–2 Oct) excluding Sep 30

The price does not include furnishing the zone.

The Popcorn Sponsorship*

popcorn: 1520€ / 8.000 pln net price

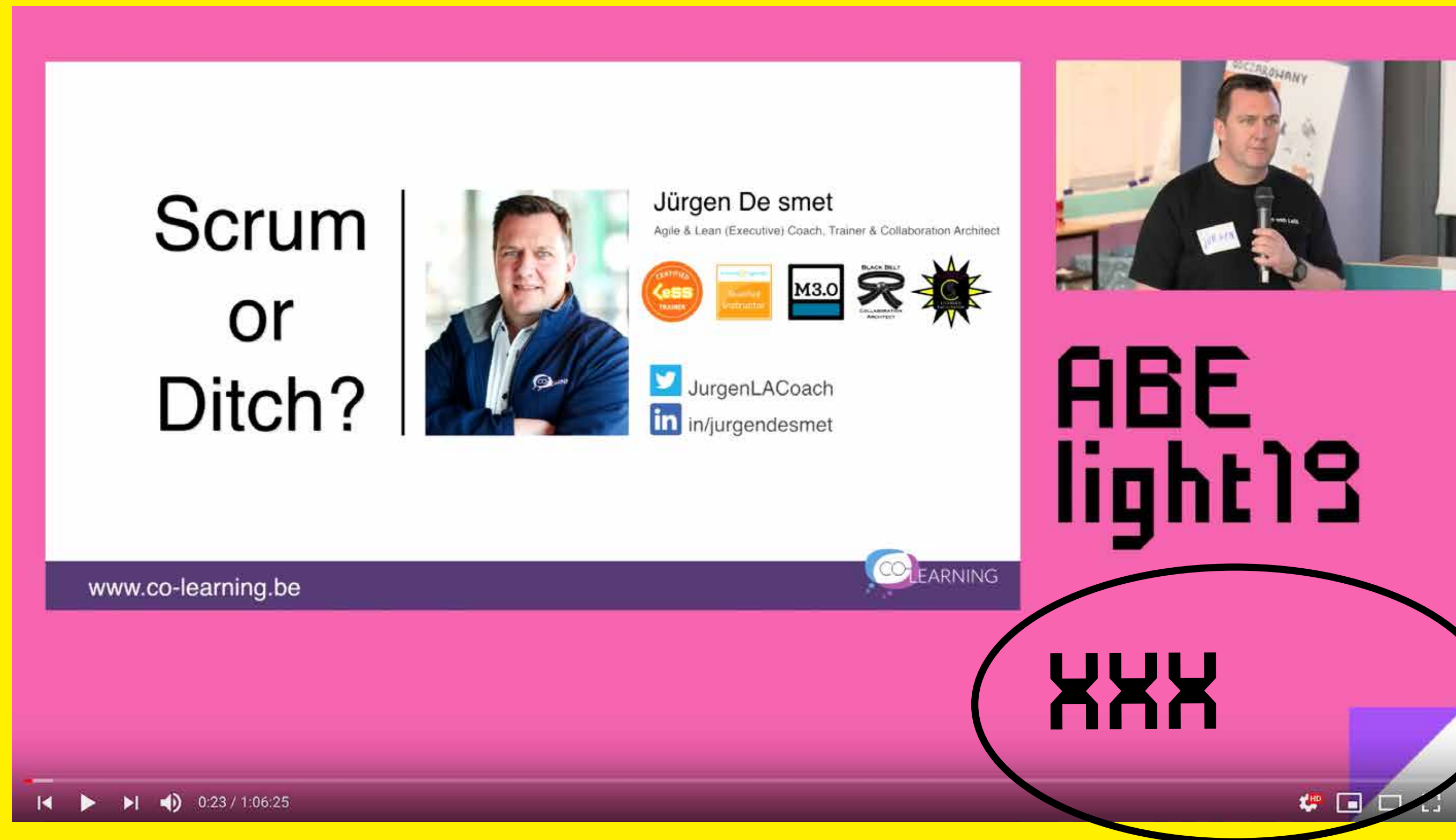
The Popcorn Sponsor package includes all the benefits of being a Bronze Sponsor PLUS the following additional benefits:

- Your message / logo printed on popcorn boxes
- The only popcorn sponsor
- The price does not include producing the boxes

Please see the QR code on the bottom – we have a surprise for you!



Multimedia Sponsor



video: 20 000 pln net price

* If you are a platinum, gold or silver sponsor, you get a 50% discount on this package, that is 10 000 PLN

XXX

← Monochromatic logo sponsor

Sponsorship Map



AgileByExample 2024



thanks

sponsors

PLATYNA



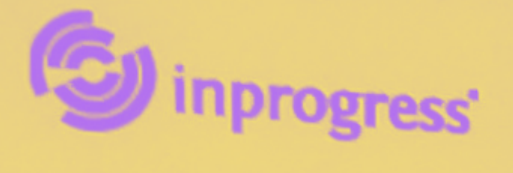
ODD & PARTY



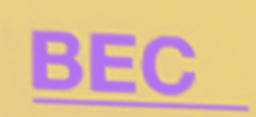
ZŁO



SREBRZ

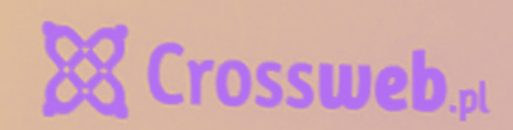


BRONZE



Nykredit

podpunkt)



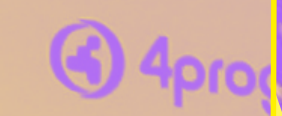
programista

MANAGEMENT 3.0



honorary patron

media partners



Agile Polska

mBank.pl/kariera

Nakreca nas z
projekty i

AgileW



8102

Other ideas?

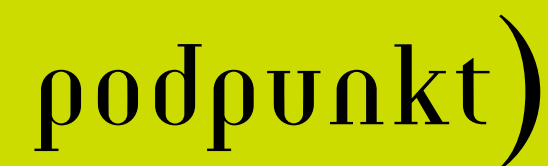
We're open to any kind of collaboration with you. It would be a pleasure to speak with you, listen to your ideas and proposals.

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

If you have other ideas do not hesitate to contact us:
magda@agilebyexample.com
+ 48 600 455 440



Past Sponsors and Partners



academic
partner





**Our vision is to be the best
Agile event. You can help us
get there.**

Warsaw 2024
www.AgileByExample.com

Contact:

Magda Dobruk
+48 600 455 440
magda@agilebyexample.com

Organized by:

superskrypt

