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Agile Project Leadership Network Leadership Summit

The Jefferson Hotel

Richmond, Virginia

October 18, 2007

“Leading Agile Adoption”

Keynote Speaker: Niel Nickolaisen

CIO and Director of Strategic Planning, Headwaters, Inc.

Niel Nickolaisen is an experienced, innovative leader with the proven ability to achieve dramatic improvements in personnel and processes (reducing ERP implementation costs by almost 50%, reducing IT costs while adding new services). He has proven ability to increase the capability of IT departments (improving information systems reliability from less than 90% to more than 99%). Neil is a natural leader who creates and maintains an environment in which the best ideas win.

Niel used his Strategic Guardrails framework to assist companies in defining their strategic intent, decisions factors for implementation efforts, and sustainable competitive advantage. He participates in a think-tank that works to increase collaboration and creativity, developing models of leadership for open environments. This work provides the foundational theories and practices of the Institute for Collaborative Leadership (collaborativeleadership.com) co-founded by Nickolaisen. He has recently co-founded Accelinova, a consortium of leadership consultants and thought leaders to assist companies in developing cultures of innovation.

Sponsorship Opportunities

About the Summit

The Agile Leadership Summit brings together world-class experts who have been practicing and developing successful Agile development programs since its early beginnings and applied them to the business enterprise. The Agile Leadership Summit is designed to help attendees discover how to lead agile adoption in their organization and scale Agile development practices – one of the fastest growing trends in the technology industry. The Agile Leadership Summit educates attendees with a dynamic keynote presenter, panel discussions with agile leaders of fortune 500 companies and by discovery and discussion in think-tank breakout sessions that build on each other as the day progresses. There will also be plenty of opportunity to network with other executives, leaders and practitioners throughout the day and at the cocktail reception following the Summit.

Why Sponsor This Summit?

Expand your target market and directly connect with senior level decision makers in companies needing your products and services. This summit attracts CxOs, IT Senior leadership and Directors, Project Leaders, and Product Managers, giving you the opportunity to showcase your products and services directly to business leaders.

**Don't miss out on our sponsorship opportunities.
Become a Sponsor today!**

Sponsorship Packages

Title (Exclusive)

\$5,000

Sponsor benefits include:

- Recognition in event promotion, printed and electronic marketing materials
- 5 minutes to speak at beginning of Summit
- Four delegate passes
- Company logo displayed on main stage backgrounds
- Premium placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Gold**\$2,500**

Sponsor benefits include:

- Recognition in event promotion, printed and electronic marketing materials
- Three delegate passes
- Company logo displayed on main stage backgrounds
- Placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Silver**\$1,500**

Sponsor benefits include:

- Recognition in event promotion, printed and electronic marketing materials
- Two delegate passes
- Placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Bronze**\$750**

Sponsor benefits include:

- Placement for logo, description and link on conference website
- One delegate pass

Networking Social (Exclusive)**\$3,000**

Sponsor benefits include:

- Acknowledgement as sponsor for the networking cocktail social at the end of the summit
- Recognition in event promotion, printed and electronic marketing materials
- Two delegate passes
- Placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Lunch (Exclusive)

\$3,500

Sponsor benefits include:

- Acknowledgement as sponsor for the lunch with the panel
- Recognition in event promotion, printed and electronic marketing materials
- Two delegate passes
- Placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Think Tank Session (6 Available)

\$1,000

Sponsor benefits include:

- Acknowledgement as sponsor for Think Tank Session
- Recognition in event promotion, printed and electronic marketing materials
- Placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Break

\$1,000

Sponsor benefits include:

- Acknowledgement as sponsor for the break
- Recognition in event promotion, printed and electronic marketing materials
- Placement for logo, description and link on conference website
- Company literature distribution with all delegate packs
- Copy of attendee list

Promotional Activities

- Advertising via APLN, Agile Alliance, and PMI events.
- Targeted email invitational campaign
- Email campaign using APLN, PMI and other partnership organizations
- Promotions in online forums across the Agile Leadership, IT, and Project Management communities

For details or questions, contact the Summit Chair, Michele Madore, via email: mmadore@ccpace.com or by phone 804-218-5367. Register online at www.apln.org

Thank you,

Michele Madore Black

Michele Madore Black,
APLN Leadership Richmond Summit 2007 Chair

Richmond APLN Leadership Summit 2007

Sponsor Confirmation Form

We wish to take the following sponsorship option: _____ Amount

_____ \$ _____

Please sign and return this form by post to the address below or by fax to 703-378-1589. The summit organizers will contact you to confirm receipt.

Company Name _____

Contact _____

Address _____

City _____

Postcode/ZIP _____

Phone _____ Fax _____

Email _____

Payment Policy:

A 25% non-refundable deposit is due within 30 days of signing this confirmation. All sponsors will receive a copy of the full terms and conditions when sponsorship is confirmed along with an invoice for the deposit amount.

Please return this form to:

APLN Leadership Summit Organizers

C/O Michele Madore
5800 Gates Mill Ct.
Midlothian, VA 23112

Tel: 804-218-5367
Fax: 703-378-1589
mmadore@ccpace.com

OR For Faster Registration: Please visit www.apln.org and sign up online!