



*Created by practitioners,  
for practitioners*

November 2 - 4, 2015  
Victoria Inn & Conference Centre  
Winnipeg, Manitoba, Canada

# Sponsorship

## What is SDEC?

In its 7<sup>th</sup> year, SDEC15 – Software Development and Evolution Conference 2015 – is an annual premier event hosted by Protegra in Winnipeg, Manitoba, Canada that attracts leading agile practitioners in both technical and management roles from around North America.

Practitioners share their real-world experiences – both successes and challenges – gained through delivering technology-related solutions with no vendor pitches. There are 4 tracks of over 40 presentations and workshops!

From introductory to advanced, personal to team, small to large, adopting to influencing, scrum to Kanban, discovery to delivery, and requirements to testing, SDEC focuses on agile with topics on process

and practices, architecture and coding, and the latest in mobile development techniques and patterns.

Other topics include:

- **Design & Architecture**
- **Languages/Frameworks**
- **Mobile**
- **Process**
- **Techniques**
- **Continuous Delivery**
- **Agile in the enterprise**
- **Culture**
- **Automated Testing**

## Why sponsor SDEC15?

By supporting and investing in the mid-Canadian and US software development community, you will:

- Demonstrate your software development and evolution expertise
- Enable agile practitioners to highlight their ability, knowledge and leadership
- Highlight and increase exposure for your organization

## Why attend SDEC15?

- Learn about new techniques and real life experiences by practitioners
- Professional development and networking opportunities
- Comfortable environment for learning, collaborating, brainstorming, and sharing problems and solutions
- Absence of vendor pitches



## Who attends SDEC15?

SDEC15 is for 'business of software' practitioners, specialists, and product developers in mid-Canada & US, including developers, software/application managers, architects, project managers, analysts, and testers

## Sponsorship benefits:

	Gold (\$3,000)	Silver (\$2,000)	Bronze (\$1,000)
Website & social media recognition	✓	✓	✓
Acknowledge contribution level throughout conference	✓	✓	✓
Inclusion in signage	✓	✓	✓
Inclusion in advertising	✓	✓	✓
Inclusion of insert in delegate bags	✓	✓	✓
Display & tradeshow opportunities	✓	✓	✓
Two complimentary tickets (\$1000 value)	✓	✓	
Speaking opportunity regarding your organization / program <i>(not strictly a sales pitch)</i>	✓	✓	
Prominent mention in pre & post promotional material <i>(interview-type article on SDEC participation)</i>	✓		
Your organization's naming on breakout session / track as 'classroom sponsored by...'	✓		

**One of the most impressive line-ups of leading agile practitioners and experts in North America...  
all in one place!**

**Protegra**

Conference host

**InfoQ**<sup>ueue</sup>

Gold Sponsor

  
**RED RIVER COLLEGE**  
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Silver Sponsor

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