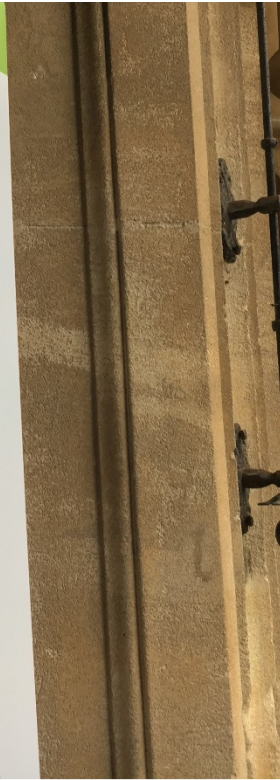


Agile for
Embedded
Conference
2020

FEABHAS
EMBEDDING SOFTWARE COMPETENCE
Welcome



Wednesday 18th March 2020

Green Park Conference Centre
Reading, Berkshire

Sponsorship Proposal

Introduction

Today, many organisations embrace Agile practices to deliver their software developments. While some adopt the broader values and principles of Agile, others use just some of the Agile techniques such as Scrum; for both, the basic ethos is the same - self-organizing cross-functional teams using adaptive planning and continuous improvement to deliver rapid and flexible responses to change.

When it comes to using Agile successfully in the embedded environment, there are some very specific challenges to be addressed. For example, when embedded hardware and software projects are under development at the same time, both teams may need to communicate and collaborate effectively, whilst using Agile and non-Agile approaches.

Why an Agile for Embedded Conference?

Whilst there are a number of conferences dedicated to Agile and Scrum, content dedicated to looking at Agile from an embedded systems development perspective is much scarcer. Feabhas has sought to address this by providing embedded developers with conference sessions designed to share ideas and best practices, as well as stimulate innovation.

In May 2017, Feabhas held the first Agile for Embedded Conference, as a response to increasing interest from both customers and other contacts who were either currently using Agile or who were interested in using Agile, in embedded systems development. The day was a resounding success, with presentations from Dyson, Ericsson Television Ltd, Altran and others, talking to an audience of 100 delegates.

In September 2018, Agile for Embedded was the most popular of four half-day sessions at the wider Embedded Live conference, hosted by Feabhas at the WNIE Live event at the NEC. Presentations delivered by DisplayLink, Software in Real Time Ltd, AVL and LDRA were all well received.

In 2020, Feabhas is again, offering a day conference dedicated to Agile for Embedded. This will be held at the Green Park Conference Centre in Reading, Berkshire on Wednesday 18th March. The day cannot promise to have all the answers, but it will offer a pragmatic and practical approach to using Agile in the embedded development environment.

The 2020 conference

Using a mix of keynote sessions and user case studies the day will provide a forum to review modern Agile practices, share experiences of using Agile for embedded developments, and stimulate discussion around Agile development and the specific challenges of embedded systems.

At the same time, it is an opportunity for sponsoring organisations in both the Agile and embedded development sectors to exhibit and showcase their expertise.

The audience

The conference is aimed at senior engineers and managers responsible for the development of embedded systems, as well as at embedded developers and engineers with an interest in Agile.

A good understanding of current embedded systems software development techniques will be an advantage but is not necessary for delegates to benefit from the day.

We will be inviting customers and organisations from a wide variety of sectors, including automotive, instrumentation & control, medical devices, communications, aerospace & defence, and consumer devices. Although many delegates are expected to be from the UK, the event location makes it accessible to anyone wishing to attend from Europe or further afield.

We are aiming for around 50-70 delegates. However, the venue has capacity to accommodate larger numbers, of up to 120 and in 2017 we had just over 100 attendees.

The delegate ticket price is £100 plus VAT. An early bird rate of £75 plus VAT applies to registrations before 15th January 2020.

Tickets include full access to the conference, the exhibition, catering and parking.

The agenda

The full agenda is currently under development and a call for papers has been announced. The topics are planned to give practical ideas and solutions on Agile for Embedded.

The day will run from 9.00am until around 4.45pm with a series of talks and a Q&A panel at the end..

A list of speakers will be published, once the agenda has been finalised.

Sponsorship opportunities (exhibition package held at 2017 rates)

We aim to enable our delegates to mix with our sponsors, so they come away from the day with a very clear idea of the opportunities ahead and some solutions to help them get there.

We will keep the number of sponsors low and ensure where possible, differentiation in each sponsor's proposition, to give you the opportunity to add meaningful value to delegates.

1. Exhibitor package (maximum of 7 sponsorship opportunities available)

This package includes:

- ✓ Branding on conference collateral
- ✓ A table top in our exhibition area to support focused discussions
- ✓ Complimentary passes for up to two team members
- ✓ Opportunity to engage in networking and discussion with delegates
- ✓ Chance to make great business connections
- ✓ High-quality speaker roster
- ✓ List of attendees

Cost: £600 (plus VAT)

2. Lanyard sponsorship

This package includes:

- ✓ Branding on conference lanyards
- ✓ Complimentary passes for up to two team members
- ✓ Opportunity to engage in networking and discussion with delegates
- ✓ Chance to make great business connections
- ✓ High-quality speaker roster
- ✓ List of attendees

Cost: £250 (plus VAT)

3. Lunch sponsorship

This package includes:

- ✓ Signage on catering tables during lunch
- ✓ Complimentary passes for up to two team members
- ✓ Opportunity to engage in networking and discussion with delegates
- ✓ Chance to make great business connections
- ✓ High-quality speaker roster
- ✓ List of attendees

Cost: £250 (plus VAT)

4. Goody bag sponsorship

This package includes:

- ✓ Signage on delegate goody bags
- ✓ Complimentary passes for up to two team members
- ✓ Opportunity to engage in networking and discussion with delegates
- ✓ Chance to make great business connections
- ✓ High-quality speaker roster
- ✓ List of attendees

Cost: £200 (plus VAT)

The venue



Green Park Conference Centre is a modern centre, dedicated to meetings and events with good transport links, plenty of parking and complimentary Wi-Fi.

Address: 100 Longwater Avenue,
Reading RG2 6GP.

Tel: 0118 945 0122

To learn more

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We look forward to working with you.