WHY SPONSOR?

Scaled Agile, Inc. is excited to announce the Global SAFe® Summit
October 27-28, 2020. Expected to attract 2,000 community participants, this virtual SAFe Summit will feature an audience representing the full spectrum of Scaled Agile Framework (SAFe®) experts, professionals, coaches, and change agents – including enterprise practitioners from all over the world.

Just like an in-person conference, our virtual event will feature many different ways to network and engage with our SAFe Community, as well as a lineup of sponsorship packages full of branding and engagement opportunities inclusive of downloadable resources. In today’s digital-first experiences, our conference attendees will enjoy networking and peer-to-peer learning during the live Summit as well as consumable On-Demand content from the comfort and safety of their homes. This dynamic virtual conference environment supports ongoing learning way beyond the Summit dates.

Please refer to the packages detailed in this prospectus to see how the offerings are mapped to an equivalent level in the virtual environment.

SECURE YOUR SPOT TODAY

Scaled Agile is dedicated to creating the best experience for our partners by offering a variety of sponsorship options. Let us work with you to determine the best show presence for your company and together create a successful and memorable Global SAFe Summit.

Thank you to those who previously sponsored the Global SAFe Summit and your commitment and dedication to Scaled Agile, Inc. Our success is a testament to the work we do with sponsors like you and we look forward to seeing you on-line in October. And a warm welcome to those considering sponsoring for the first time, we look forward to working with you.

If you are new to the Global SAFe Summit and would like to learn about opportunities to participate in our virtual event, please email Karen Lewison, Event Manager at karen.lewison@scaledagile.com.
ATTENDEE DEMOGRAPHICS
Represented at the 2019 Global SAFe Summit

**JOB TITLE**
- Consultant: 14%
- Manager: 30%
- Director: 22%
- Team Level: 18%
- Other: 5%
- Senior Executive: 4%
- C-Level: 4%
- VP: 5%

**JOB FUNCTION**
- Agile Coach: 20%
- Program Manager: 5%
- Product Owner: 5%
- Project Manager: 6%
- Scrum Master: 7%
- Other: 15%
- Consultant: 12%
- Release Train Engineer (RTE): 8%
- Change Agent: 10%
- Software Engineer/Architect: 10%
- System Engineer/Architect: 2%
- Business Analyst: 1%

FOR MORE INFORMATION Please contact Karen Lewison, event manager, at karen.lewison@scaledagile.com

EXPECTED NUMBER OF ATTENDEES: 2,000+
ATTENDEE DEMOGRAPHICS ( Continued )
Represented at the 2019 Global SAFe Summit

INDUSTRY

- Energy: 3%
- Finance: 7%
- Software and Technology: 18%
- Telecommunications: 1%
- Transportation: 2%
- Automotive: 1%
- Aerospace: 3%
- Government: 7%
- Healthcare: 8%
- Manufacturing: 2%
- Consulting: 12%
- Defense: 2%
- IT: 13%
- Education: 9%
- Banking: 5%
- Other: 5%

YEARS PRACTICING SAFe

- Not currently practicing SAFe: 6%
- Less than 1 year: 18%
- 1 - 3 years: 38%
- 3 - 5 years: 22%
- More than 5 years: 17%
EUROPEAN SAFe SUMMIT
OVERVIEW
Virtual Experience | June 2020

55
Countries Represented

465
Companies represented across all SAFe Summit attendees

20
Scaled Agile Partners Exhibited in 2 Exhibit Halls

OnDemand Performance

397
OnDemand Attendees Post Summit

3090
Total OnDemand Session Views

18:09
Minutes Average Session Time

Engagement Highlights

95%
Registrants engaged over 2 days

53%
Attendees stayed online more than 10 hours

33%
Attendees stayed online 6 - 10 hours

Jobs Titles Represented
6%
C-level
5%
Senior Executive
4%
Vp
14%
Director
29%
Manager
16%
Team Level
25%
Consultant
3%
Other

© Scaled Agile, Inc.
AGENDA AT A GLANCE (Subject to change)

**Tuesday, October 27**

<table>
<thead>
<tr>
<th>Morning</th>
<th></th>
<th>Day 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Countdown to Live Event and Partner Marketplace</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Welcome &amp; Introduction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Opening Keynote: Dean Leffingwell</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rapid Refresh breaks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Technical Keynote</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Speaker Meet &amp; Greet</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afternoon</td>
<td>• Lunch Break</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Customer Stories, Technical Talks, SAFe in 10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Partner Marketplace, Networking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rapid Refresh breaks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Partner Showcase</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Meet the Speakers, Networking</td>
<td></td>
</tr>
<tr>
<td>Late Afternoon</td>
<td>• Entertainment (Family friendly)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Closing remarks</td>
<td></td>
</tr>
</tbody>
</table>

**Wednesday, October 28**

<table>
<thead>
<tr>
<th>Morning</th>
<th></th>
<th>Day 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Countdown to Live Event and Partner Marketplace</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Welcome &amp; Introduction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Motivational Keynote</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rapid Refresh breaks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Technical Keynote</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Speaker Meet &amp; Greet</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afternoon</td>
<td>• Lunch Break</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Customer Stories, Technical Talks, SAFe in 10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Partner Marketplace, Networking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rapid Refresh breaks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Partner Showcase</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Meet the Speakers, Networking</td>
<td></td>
</tr>
<tr>
<td>Late Afternoon</td>
<td>• Entertainment (Family friendly)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Closing remarks</td>
<td></td>
</tr>
</tbody>
</table>

PARTNER MARKETPLACE HOURS
October 27 - 28
8:00 AM - 9:00 AM
12:45 PM - 2:20 PM*
3:30 PM - 4:15 PM

*Peak Time 1:30 PM - 2:20 PM

FOR MORE INFORMATION Please contact Karen Lewison, event manager, at karen.lewison@scaledagile.com
BRAND AWARENESS
Place your brand in front of 2,000 customers, prospects, partners, and peers

ENGAGE
Have meaningful conversations with prospects and customers, showcase your services and solutions

GROW YOUR BUSINESS
Drive demand, capture new business, meet new customers, and discover new ways to generate revenue

NETWORK
Meet and collaborate with Scaled Agile executives, customers, prospects, and your peers

"We continue to sponsor the SAFe Summit because of the connection we are able to make with the most engaged SAFe audience in the world. Each year the caliber of the Summit rises."
~ 2019 Global SAFe Summit exhibitor

"Never expected to feel these emotions during a virtual conference. Well done to presenters and organizers. Thank you!"
~ 2020 European Virtual SAFe Summit Attendee

“Sponsoring the Global SAFe Summit provided our organization with high visibility and valuable connections. This event is where I focus my marketing budget, as it is where we see the most value. I highly recommend sponsoring the SAFe Summit to any organization that wants to show that they are a key provider in the Scaled Agile Partner Network.”
~ 2019 Global SAFe Summit exhibitor

FOR MORE INFORMATION Please contact Karen Lewison, event manager, at karen.lewison@scaledagile.com
# Sponsorship at a Glance

<table>
<thead>
<tr>
<th>Inclusions</th>
<th>Big Picture</th>
<th>Epic</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Showcase (Session attendee list provided)</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Rotating mention in promotional emails</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media promotion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and company description displayed on Summit website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2D Plus Sponsor Page (See details on following pages)</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>2D Sponsor Page (See details on following pages)</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Sponsor host of one (1) Virtual Sessions Room</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>Commercial break air time during prime time (60 sec)</td>
<td>4</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Placement of 1-minute videos in on-demand asset library</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement on event Home Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hotlink push</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
</tr>
<tr>
<td>All-Access Conference Passes</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Inspiration passes</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Event engagement data post-event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

For more information, please contact Karen Lewison, event manager, at karen.lewison@scaledagile.com
BIG PICTURE SPONSOR $19,500
Four available (First come, first served)

DELIVERING YOUR MESSAGE
- Speaking Session to include:
  - Partner Showcase – 20 minute slot in a room for Thought Leadership or Product Demo
  - Session attendee list would be provided

PRE-EVENT MARKETING
- Rotating mention in emails
- Social Media promotion
- Logo and company description displayed on Summit website

PARTNER MARKETPLACE
- 2D Plus Sponsor Page to include:
  - Customizable imagery, company bios
  - Ability to link to social media
  - Opportunity to connect with attendees via chat and video chat – Video chat can be used for a variety of demo topics, expert interviews, roundtable discussions, 1:1 meeting or group discussions. Ideal for engagement with attendees in real time
  - Ability to load up to 4 videos to be watched on demand
  - Easily downloadable content (ppt files, pdf files, documents)

EVENT MARKETING & BRANDING
- Sponsor host of one (1) Virtual Sessions Room
- Commercial break air time during prime time (60 sec)
- Placement of four 1-minute videos in on-demand asset library
- Logo placement on event Home Page
- Option to drive attendees to sponsor’s page through use of a Hotlink Push.

EVENT ENGAGEMENT
- 4 All-Access Premium Passes
- 2 Inspiration passes*

POST EVENT DATA & METRICS
- Event engagement data post event

*Inspiration Conference Passes include access to 10+ thought leadership sessions (keynotes, customer success stories) and all networking engagement.

FOR MORE INFORMATION Please contact Karen Lewison, event manager, at karen.lewison@scaledagile.com
EPIC SPONSOR $12,500

10 available

**DELIVERING YOUR MESSAGE**
- Speaking Session to include:
  - Partner Showcase – 20 minute slot in a room for Thought Leadership or Product Demo
  - Session attendee list would be provided

**PRE-EVENT MARKETING**
- Rotating mention in emails
- Social Media promotion
- Logo and company description displayed on Summit website

**PARTNER MARKETPLACE**
- 2D Plus Sponsor Page to include:
  - Customizable imagery, company bios
  - Ability to link to social media
  - Opportunity to connect with attendees via chat and video chat – Video chat can be used for a variety of demo topics, expert interviews, roundtable discussions, 1:1 meeting or group discussions. Ideal for engagement with attendees in real time
  - Ability to load up to 4 videos to be watched on demand
  - Easily downloadable content (ppt files, pdf files, documents)

**EVENT MARKETING & BRANDING**
- Placement of four 1-minute videos in on-demand asset library
- Logo placement on event Home Page
- Option to drive attendees to sponsor’s page through use of a Hotlink Push

**EVENT ENGAGEMENT**
- 4 All-Access Premium Passes
- 2 Inspiration passes*

**POST EVENT DATA & METRICS**
- Event engagement data post event

*Inspiration Conference Passes include access to 10+ thought leadership sessions (keynotes, customer success stories) and all networking engagement.

FOR MORE INFORMATION Please contact Karen Lewison, event manager, at karen.lewison@scaledagile.com
FEATURE SPONSOR $6,000
10 available

PRE-EVENT MARKETING
• Rotating mention in emails
• Social Media promotion
• Logo and company description displayed on Summit website

PARTNER MARKETPLACE
• 2D Sponsor Page to include:
  - Customizable imagery, company bios
  - Ability to link to social media
  - Opportunity to connect with attendees via chat and video chat – Video chat can be used for expert interviews or 1:1 meetings. Ideal for engagement with attendees in real time
  - Ability to load up to 4 videos to be watched on demand
  - Easily downloadable content (ppt files, pdf files, documents)

EVENT MARKETING & BRANDING
• Placement of one 1-minute video in on-demand asset library
• Logo placement on event Home Page

EVENT ENGAGEMENT
• 2 All-Access Premium Passes
• 1 Inspiration passes*

POST EVENT DATA & METRICS
• Event engagement data post event

*Inspiration Conference Passes include access to 10+ thought leadership sessions (keynotes, customer success stories) and all networking engagement.

FOR MORE INFORMATION Please contact Karen Lewison, event manager, at karen.lewison@scaledagile.com
“Attending SAFe Summit is a great way to stay connected to the latest in knowledge as well as networking with other SPCs. I also appreciate the access to the vendor partners for their current product offerings.”
– 2020 Virtual European SAFe Summit attendee

“There is a lot of experience that comes in the Summit and get to know different perspective of people while looking for answers to various problems.”
– 2020 Virtual European SAFe Summit attendee

“It’s a great way to hear about latest thinking and all the lessons from other businesses in trying to adopt SAFe as a new way of working”
– 2020 Virtual European SAFe Summit attendee