

 **SUMMIT**
THE HAGUE, NETHERLANDS
7 - 10 MAY 2019

2019 EXHIBITOR PROSPECTUS

europe.safesummit.com

A decorative graphic at the bottom of the page features a network of thin light blue lines connecting several orange circular nodes. Two thick, curved light blue bands sweep across the lower half of the page, overlapping the network lines.

WHY EXHIBIT?

Scaled Agile, Inc. invites you to exhibit at the 2019 European SAFe® Summit in The Hague, Netherlands, 7 - 10 May. Expected to attract 700 attendees, the summit will have an audience that represents the full spectrum of Scaled Agile Framework® (SAFe) experts, professionals, coaches, and change agents, including enterprises and practitioners from all over the world.

As an exhibitor at the 2019 European SAFe Summit, you'll have the opportunity to connect with the SAFe community and ensure your value proposition is seen and heard by the people actively seeking services and products from experts like you. Attendees will be able to engage with your representatives, interact with product demonstrations, and learn about your service or training offering to enhance, accelerate, and support their SAFe transformation.

You must be a Scaled Agile Partner to exhibit. Please contact **Karen Lewison, Event Manager** at karen.lewison@scaledagile.com for more information about reserving your space.

THE HISTORY OF THE SAFe SUMMIT

In 2015, the SAFe Summit debuted as the Scaled Agile Partner Summit near Denver, Colorado with 80 attendees.

In 2017, once again, the SAFe Summit sold out, this time with over 1,200 attendees and 19 partner exhibitors in San Antonio, Texas.

In 2019, Scaled Agile is again hosting two events: 1) a **European SAFe Summit** 7-10 May in The Hague, Netherlands for 700 attendees and 2) a **Global SAFe Summit** September 29 - October 4 for 1800+ attendees in San Diego, California.

In 2016, the SAFe Summit expanded to include the entire SAFe community as well as Scaled Agile Partners. The conference was again held near Denver, and sold out with over 400 attendees and 18 partner exhibitors.

In 2018, Scaled Agile expanded by hosting two events. The **Global SAFe Summit** sold out, this time with over 1,600 attendees and 34 partner exhibitors in Washington D.C. The **Regional SAFe Summit** had 400 attendees and 17 partner exhibitors in Frankfurt, Germany.



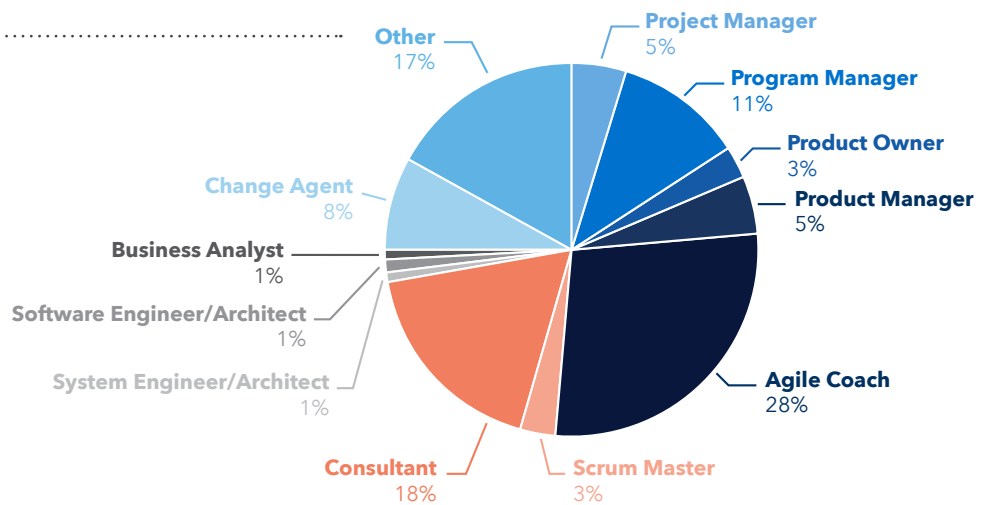
ATTENDEE DEMOGRAPHICS

Represented at the 2018 Regional SAFe Summit

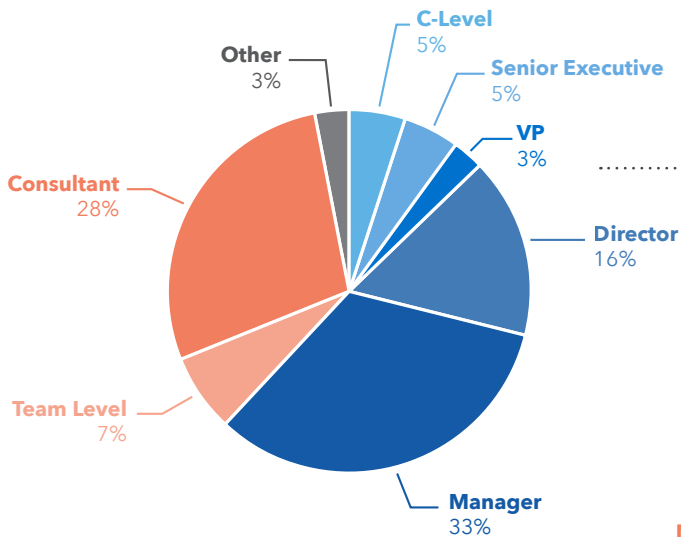
EXPECTED NUMBER OF ATTENDEES:

700+

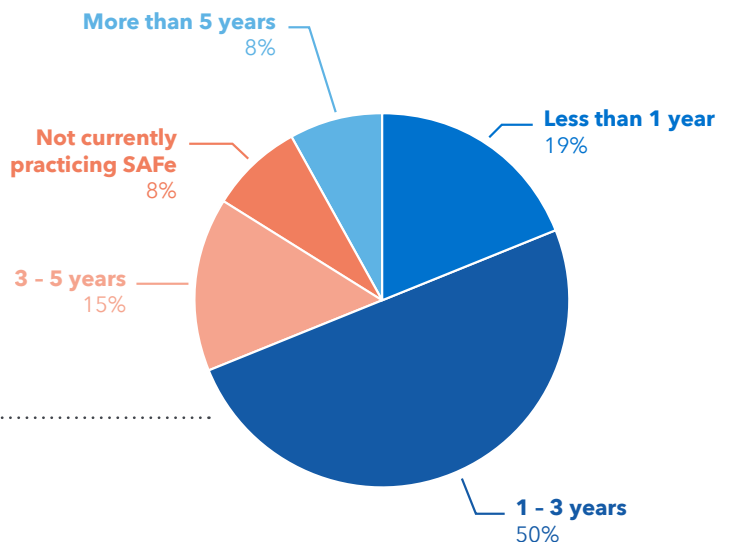
JOB FUNCTION



JOB LEVEL



YEARS PRACTICING SAFe



EUROPEAN SAFe SUMMIT EXHIBITOR PACKAGES

Booth selections are first-come, first-served

Booth floor plan to follow

VALUE STREAM PACKAGE €8,795

- 3 meter X 3 meter turnkey booth with ID sign
- Full color graphics
- 9 sqm carpet tiles in color of your own choosing
- One 80 cm table with four chairs
- 1 kw power with socket
- Two complimentary registrations, to include 2 Day Partner Development and Main Conference
- Up to two additional booth staff passes at a discounted rate of €950 each, to include main conference only
- One lead retrieval device + one license
- 150-word company description, company logo and URL on the 2019 European SAFe Summit website
- Logo displayed on event signage
- Inclusion of your logo in post show thank-you email
- Complimentary Wi-Fi internet access



Your graphics here
(table and chairs not shown)

ESSENTIAL PACKAGE €5,895

- 1 meter X 2 meter turnkey booth with front storage counter
- Full color graphics
- One bar stool
- 1 kw power with socket
- One complimentary registration, to include 2 Day Partner Development and Main Conference
- One additional booth staff pass at a discounted rate of €950, to include main conference only
- One lead retrieval device + one license
- 100 word company description, company logo and URL on the 2019 European SAFe Summit website
- Logo displayed on event signage
- Inclusion of your logo in post show thank you email
- Complimentary Wi-Fi internet access



Your graphics here



FOR MORE INFORMATION

Please contact Karen Lewison, Event Manager at karen.lewison@scaledagile.com

EXHIBITOR HOURS

Subject to change

| | | |
|-----------------|---------------|---|
| Thursday, 9 May | 08:00 – 09:00 | Welcome Coffee and Pastries in exhibit hall |
| Thursday, 9 May | 12:00 – 16:00 | Exhibit hall open |
| Thursday, 9 May | 18:30 – 20:30 | Networking Celebration in exhibit hall |
| Friday, 10 May | 07:00 – 08:15 | Coffee and Pastries in exhibit hall |
| Friday, 10 May | 10:00 – 14:30 | Exhibit hall open |



FOR MORE INFORMATION

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SAFe[®]
SUMMIT
THE HAGUE, NETHERLANDS
7 – 10 MAY 2019

“This is the most valuable conference I’ve attended.”

– **2018 Global SAFe Summit Attendee**

“The SAFe Summit is an avalanche of information driving us towards delivering more value towards our business at a faster rate.”

– **Andrew Velez**, Schroders

“The keynote speakers and breakouts were amazing!”

– **2018 Global SAFe Summit Attendee**

“The SAFe Summit has been a great opportunity to get support with some of the things we have been struggling with.”

– **Dee Miller**, Elektta

“The content at the SAFe Summit is very good, and real people sharing their experiences is even more valuable.”

– **2018 Global SAFe Summit Attendee**

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