TSP Symposium 2014
9th Annual Team Software Process Symposium

Sponsorship Opportunities

November 3–6, 2014
Pittsburgh, Pennsylvania
In 2014, the Software Engineering Institute (SEI) Team Software Process (TSP) Symposium will celebrate its ninth year. Teams using TSP have achieved unprecedented quality and productivity improvements. However, the TSP community has also learned that many benefits accrue from incorporating other aspects of engineering, leadership, and culture change into the disciplined practices of TSP.

This year’s technical program will go beyond the core methodology of TSP to encompass a broader range of complementary practices that contribute to peak performance on system and software projects. The unifying theme of the conference is quality. Ultimately, a quality product and service must be delivered on time and within budget, be secure, be sustainable, and provide value to end users.

Your sponsorship of TSP Symposium 2014 will connect your organization with influential leaders in the field of software development.

www.sei.cmu.edu/tspsymposium/2014
TSP Symposium and the Community of TSP Users

A performance framework for both software and non-software development that has been used for approximately a decade, the Team Software Process (TSP) is a proven method to help teams plan, evaluate, manage, and control their work.

The ninth annual TSP Symposium will be held in Pittsburgh, Pennsylvania, November 3-6, 2014, at the Sheraton Pittsburgh Station Square. This year’s technical program will cover a broad range of software-development topics including architecture, Agile, technical debt, testing, estimation techniques, and eliciting unstated requirements, along with keynote presentations from leaders in the fields of biomedical testing, banking, computer gaming, and security.

By becoming a sponsor for the TSP Symposium 2014, you can help promote the goal of the TSP Symposium: delivery of quality products and services that provide lasting value to users, in a secure and sustainable way, on time and within budget.
The TSP Symposium 2013 took place in Dallas, Texas. TSP Symposium attendees include TSP coaches and team leaders, Personal Software Process (PSP) instructors, architects, engineers, testers, and business analysts as well as technical and product managers.

**Organizations sending multiple attendees to TSP Symposium 2013 included**

- Alliant Techsystems, Inc.
- Beckman Coulter, Inc.
- Cadence Design Systems
- Capsule Technologie
- Davis Systems
- INFOTEC
- Kyushu Institute of Technology
- Tecnológico de Monterrey
- Tektronix Communications
- Towa Software
- Urban Science Applications, Inc.
- Zeomega Infotech PVT Ltd.
- Toshiba
Stand Out as an Innovator

Many TSP Symposium attendees arrive at our conference in search of real solutions in new tools, training, and technology. By sponsoring the TSP Symposium, you can make sure that the solutions they leave with are yours.

### TSP SYMPOSIUM 2014 SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Price</th>
<th>Sponsorship Level</th>
<th>Details</th>
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</thead>
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<tr>
<td>$7,500</td>
<td>Gold</td>
<td>CONFERENCE PROGRAM: 1-page ad with logo&lt;br&gt;WEBSITE PRESENCE: Premium placement with linked logo&lt;br&gt;CONFERENCE PACKAGE: 2 full pages of handouts&lt;br&gt;MENTION ON STAGE: In opening and closing sessions&lt;br&gt;PARTNERS/BANNER: Logo on poster in main room&lt;br&gt;EMAIL BLASTS: Logo and URL included&lt;br&gt;FREE REGISTRATIONS: 4&lt;br&gt;TABLE SPACE: Entire conference&lt;br&gt;DISTRIBUTION OF BRANDED PROMOTIONAL MATERIALS: Yes&lt;br&gt;BRANDED GIVEAWAYS: Lanyard&lt;br&gt;REGISTRATION DISCOUNT: Unlimited 15%</td>
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<td>WEBSITE PRESENCE: Placement with linked logo&lt;br&gt;PARTNERS/BANNER: Sponsor's choice: lanyard, pen, writing pad, bottled water, name cards, table-tent cards, etc.&lt;br&gt;REGISTRATION DISCOUNT: Unlimited 15%</td>
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<td>$750</td>
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<td>$500</td>
<td>Lunch, break, or reception sponsor</td>
<td>WEBSITE PRESENCE: Placement with linked logo; cited in web schedule&lt;br&gt;MENTION ON STAGE: Mention on stage before sponsored event&lt;br&gt;PARTNERS/BANNER: Banner in area during sponsored event&lt;br&gt;TABLE SPACE: Near area during sponsored event&lt;br&gt;DISTRIBUTION OF BRANDED PROMOTIONAL MATERIALS: During sponsored event&lt;br&gt;REGISTRATION DISCOUNT: One at 15%</td>
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<td>$500</td>
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To learn more about sponsorship opportunities, contact us at info@sei.cmu.edu
About the Software Engineering Institute
For almost 30 years, the Software Engineering Institute (SEI) has been helping government and industry organizations to acquire, develop, operate, and sustain software systems that are innovative, affordable, enduring, and trustworthy.