



# SATURN 2015

11th Annual SEI Architecture Technology User Network Conference

## Sponsorship Opportunities

April 27–30, 2015

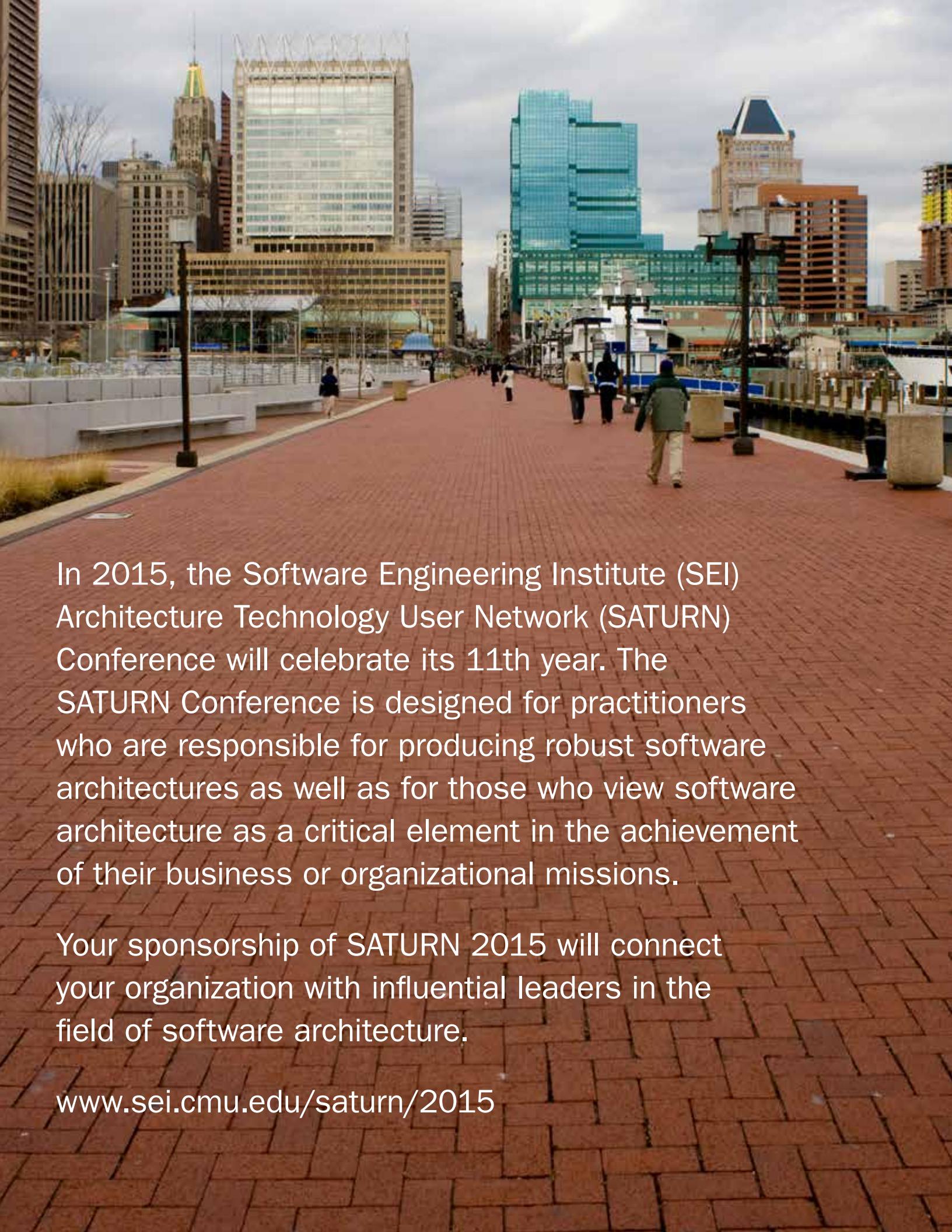
Baltimore, Maryland



Software Engineering Institute

| Carnegie Mellon University

| Software



In 2015, the Software Engineering Institute (SEI) Architecture Technology User Network (SATURN) Conference will celebrate its 11th year. The SATURN Conference is designed for practitioners who are responsible for producing robust software architectures as well as for those who view software architecture as a critical element in the achievement of their business or organizational missions.

Your sponsorship of SATURN 2015 will connect your organization with influential leaders in the field of software architecture.

[www.sei.cmu.edu/saturn/2015](http://www.sei.cmu.edu/saturn/2015)

# SATURN

## Network and

## Annual SATURN

## Conference

As systems grow in complexity, architecture's role becomes increasingly important at the enterprise, systems, and software levels. Architecture practitioners rely on technology, research, and the knowledge and experience of peers to build predictable, high-quality systems. To promote sharing of architecture advances, the SEI formed SATURN in 2005.

The SATURN Conference is held every year to bring together an international audience of practicing software architects, industry thought leaders, developers, technical managers, and researchers to share ideas, insights, and experience about effective

architecture-centric practices for developing and maintaining software-intensive systems. The SATURN Conference has flourished since its inception, expanding in the breadth of topics explored and depth of coverage.

The SATURN LinkedIn Group now has more than 1,800 members, and a dedicated audience of readers follows regular updates on the SATURN blog at [saturnnetwork.wordpress.com](http://saturnnetwork.wordpress.com). By becoming a sponsor for SATURN 2015, you can help promote the goals of SATURN and help advance the state of the art in architecture practices.



# About SATURN 2015

“Validation that introduction of software architecture practices into my organization should have positive ROI.”

—Dave Graff, Fiserv, Inc.,  
SATURN 2014 attendee

“Good presentations, excellent networking.”

—Jørn Ølmheim, Statoil ASA,  
SATURN 2014 attendee

SATURN 2015, the 11th annual SATURN Conference, will be held in Baltimore, Maryland, April 27–30, 2015.

This year’s technical program is organized into three themes:

1. Technology: in the context of software architecture
2. Methods and Tools: experiences tailoring and using software architecture analysis, design, and evaluation methods and supporting tools
3. Leadership and Business: the software architect’s role in leading teams and making business decisions



# Why You Belong at SATURN 2015

“The Katas tutorial was very informative about how we work as independent teams.”  
(Tutorial 7, Architecture Katas)

—SATURN 2014 attendee

## Industries Represented at SATURN 2014

“Wow! Rebecca [Wirfs-Brock] provided me with 12 new ideas for my organization.”  
(Tutorial 6, Being Agile About System Qualities)

—Michael Turner, Visteon Corporation, SATURN 2014 attendee

SATURN 2014 took place in Portland, Oregon. 198 attendees from 20 countries and 111 organizations attended. SATURN attendees include architects, developers, engineers, testers, and business analysts as well as technical and product managers.

Industries represented include software development/solution providers, insurance, academic, consulting, health care, finance, defense/security, telecommunications, transportation, automotive, energy, retail, electronics, and research & development.

### Organizations sending multiple attendees to SATURN 2014 included

407 ETR	Google	Raytheon
ATSI SA	IBM	Samsung Electronics
BAE Systems	JP Morgan Chase	Softserve, Inc.
Ecopetrol	LANDesk Software	Solidyn Solutions
Follett School Solutions	Northrop Grumman	
GE	Progressive Insurance	



# Stand Out as an Innovator

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

If you would like to offer sponsorship in a way that is not listed among the sponsorship packages, including sponsoring the conference reception or a reception at an alternative location, please contact us at [info@sei.cmu.edu](mailto:info@sei.cmu.edu) to discuss your ideas.

## SATURN 2015 SPONSORSHIP PACKAGES

### \$7,500 | Gold

CONFERENCE PROGRAM	1-page ad with logo
WEBSITE PRESENCE	Premium placement with linked logo
CONFERENCE PACKAGE	2 full pages of handouts
MENTION ON STAGE	In opening and closing sessions
POSTER/BANNER	Logo on poster in main room
EMAIL BLASTS	Logo and URL included
FREE REGISTRATIONS	4
TABLE SPACE	Entire conference
DISTRIBUTION OF BRANDED PROMOTIONAL MATERIALS	Yes
BRANDED GIVEAWAYS	Lanyard
REGISTRATION DISCOUNT	Unlimited 15%

### \$5,000 | Silver

CONFERENCE PROGRAM	1/2-page ad with logo
WEBSITE PRESENCE	Premium placement with linked logo
CONFERENCE PACKAGE	1 full-page handout
MENTION ON STAGE	In opening and closing sessions
POSTER/BANNER	Logo on poster in main room
EMAIL BLASTS	Logo and URL included
FREE REGISTRATIONS	3
TABLE SPACE	Entire conference
DISTRIBUTION OF BRANDED PROMOTIONAL MATERIALS	Yes
REGISTRATION DISCOUNT	Unlimited 15%

### \$2,500 | Bronze

CONFERENCE PROGRAM	Mentioned by name
WEBSITE PRESENCE	Premium placement with linked logo
CONFERENCE PACKAGE	1/2-page handout
POSTER/BANNER	Company name on poster in main conference room
EMAIL BLASTS	Logo and URL included
FREE REGISTRATIONS	1
TABLE SPACE	Entire conference
REGISTRATION DISCOUNT	Unlimited 15%

### \$1,000 | Supporting Sponsor

WEBSITE PRESENCE	Premium placement with linked logo
POSTER/BANNER	Company name on poster in main conference room
TABLE SPACE	Entire conference
REGISTRATION DISCOUNT	Unlimited 15%

### \$1,000 | Meeting Essentials Sponsor

WEBSITE PRESENCE	Placement with linked logo
BRANDED GIVEAWAYS	Sponsor's choice: lanyard, pen, writing pad, bottled water, name cards, table-tent cards, etc.
REGISTRATION DISCOUNT	Unlimited 15%

### \$750 | Contributing Sponsor

WEBSITE PRESENCE	Placement with linked logo
TABLE SPACE	Entire conference
REGISTRATION DISCOUNT	Up to three 15%

### \$500 | Lunch, break, or reception sponsor

WEBSITE PRESENCE	Placement with linked logo; cited in web schedule
MENTION ON STAGE	Mention on stage before sponsored event
POSTER/BANNER	Banner in area during sponsored event
TABLE SPACE	Near area during sponsored event
DISTRIBUTION OF BRANDED PROMOTIONAL MATERIALS	During sponsored event
REGISTRATION DISCOUNT	One at 15%

### \$500 | Session Sponsor

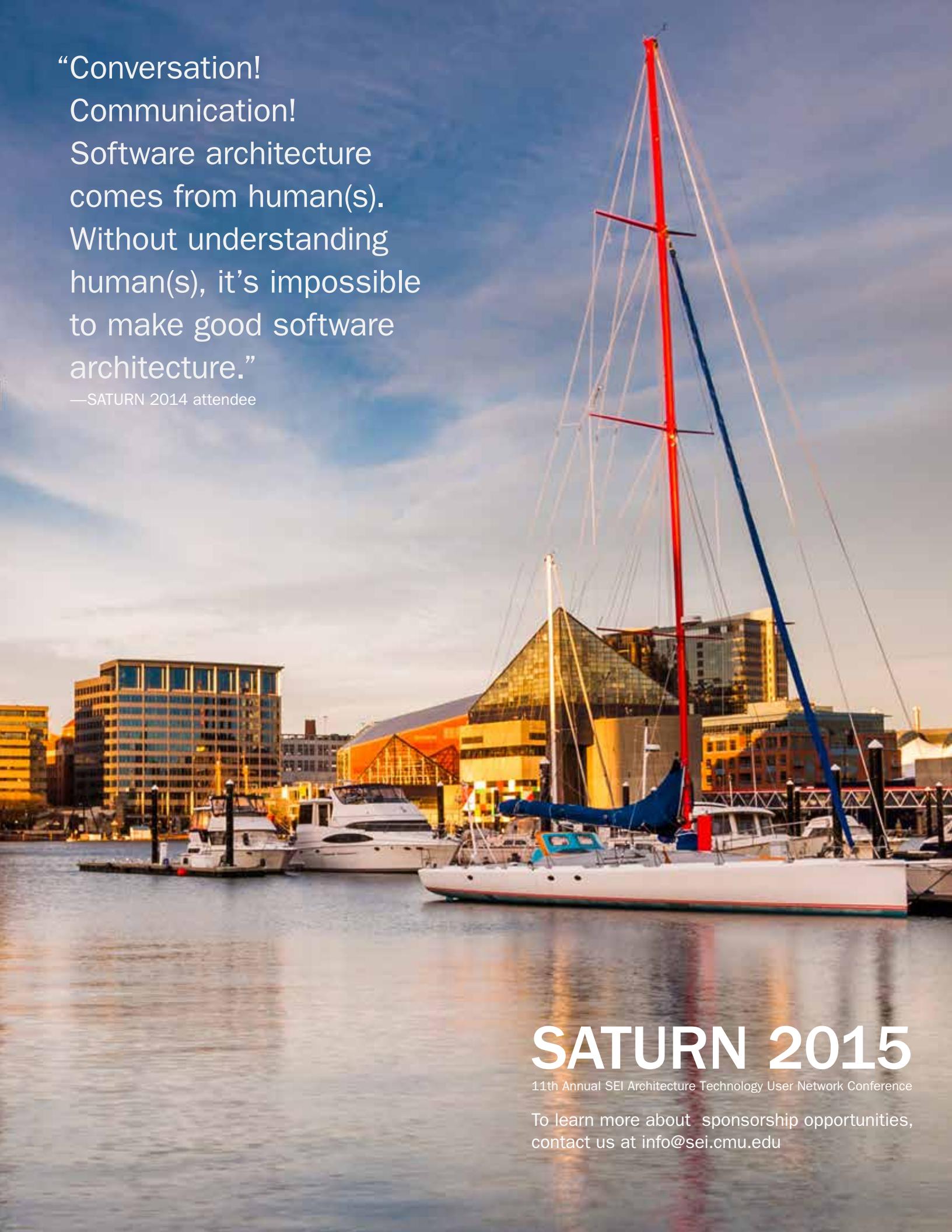
WEBSITE PRESENCE	Placement with linked logo; cited in web schedule
MENTION ON STAGE	Mention on stage morning of sponsored session
POSTER/BANNER	Banner in session room
TABLE SPACE	In session room
DISTRIBUTION OF BRANDED PROMOTIONAL MATERIALS	During session
REGISTRATION DISCOUNT	One at 15%

### \$250 | Web Sponsor

WEBSITE PRESENCE	Placement with linked logo
REGISTRATION DISCOUNT	One at 15%

“Conversation!  
Communication!  
Software architecture  
comes from human(s).  
Without understanding  
human(s), it’s impossible  
to make good software  
architecture.”

—SATURN 2014 attendee



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To learn more about sponsorship opportunities,  
contact us at [info@sei.cmu.edu](mailto:info@sei.cmu.edu)

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## 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.

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## Learn More

**Email:** [info@sei.cmu.edu](mailto:info@sei.cmu.edu)

**Twitter:** [@SATURN\\_News](https://twitter.com/SATURN_News)

**Hashtag:** #SATURN15

**Web:** [sei.cmu.edu/saturn/2015](http://sei.cmu.edu/saturn/2015)

**Blog:** <http://saturnnetwork.wordpress.com>

**Software Engineering Institute**

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