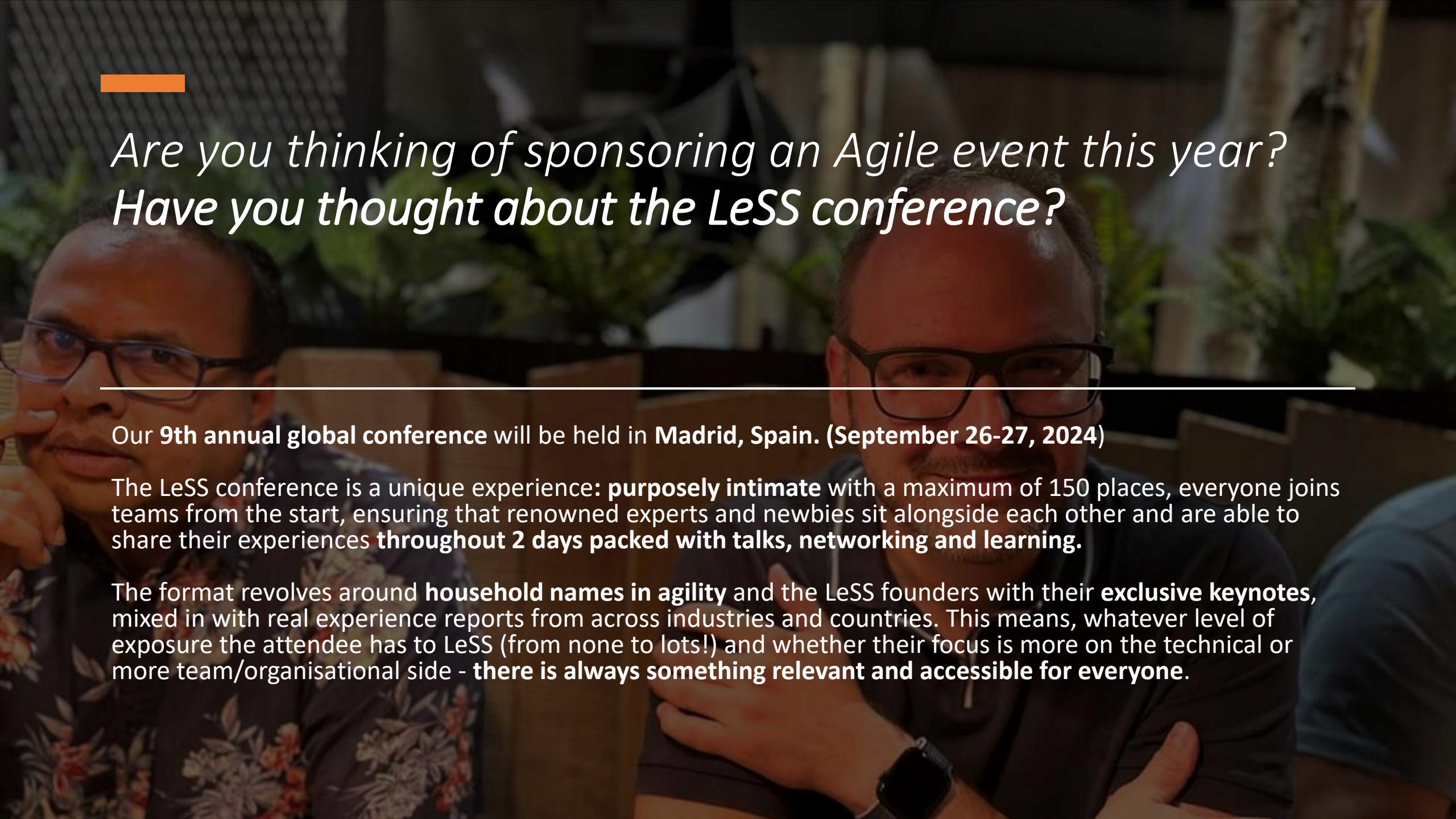


A nighttime photograph of a busy street in Madrid, Spain. The central focus is the ornate, illuminated facade of the Metropolis building, which has a prominent dome and classical architectural details. The word "METROPOLIS" is visible on a sign above the entrance. The street is filled with light trails from cars and buses, and streetlights illuminate the scene. Other buildings with balconies and windows are visible in the background.

LeSS

LeSS Conference Sponsorship

www.LeSS.works Madrid 2024



*Are you thinking of sponsoring an Agile event this year?
Have you thought about the LeSS conference?*

Our **9th annual global conference** will be held in **Madrid, Spain. (September 26-27, 2024)**

The LeSS conference is a unique experience: **purposely intimate** with a maximum of 150 places, everyone joins teams from the start, ensuring that renowned experts and newbies sit alongside each other and are able to share their experiences **throughout 2 days packed with talks, networking and learning.**

The format revolves around **household names in agility** and the LeSS founders with their **exclusive keynotes**, mixed in with real experience reports from across industries and countries. This means, whatever level of exposure the attendee has to LeSS (from none to lots!) and whether their focus is more on the technical or more team/organisational side - **there is always something relevant and accessible for everyone.**

What makes us a standout conference?

A large part of our format is given over to the **'open space' concept** whereby several topics can be discussed quickly and concurrently and crowdsourcing some great answers is easy! Every year this segment goes from strength to strength and therefore based on previous success, this year the open space format will occupy **30% of the agenda**.

Also back this year after its inaugural success last year is our LeSS evening event. Held at the end of day 1, it's a chance for the delegates to talk in a **more informal setting with complimentary drinks and dinner provided**.

Being specifically focused on the topic of LeSS, and being run by a community for an ever-expanding community means that the overwhelming feedback from our attendees is that they are **very satisfied that they get insightful, practical knowledge from the event and leave better connected and confident in their abilities**.





Who typically attends LeSS conferences?

The conference has always boasted attendees from **across the globe** including the US, Australia, Singapore and most of Europe.

Increasingly each year we have **more women attending and actively leading more of the sessions**. We always chose wheelchair accessible venues.

As LeSS is used in many software organisations successfully, we have people **from over 100 companies**, mainly in Europe. In terms of industries attending - these range from **Banking, Travel & Tourism, Car manufacturing and even the Police force**.

As for the jobs that the average attendee does - well these range widely too from agile coaches and trainers as well as **senior corporate titled/decision makers**.

The one thing connecting the audience is that they have an interest in LeSS.

Why sponsor us?

- ✓ If you don't already know about LeSS, it's often seen as the **leading alternative scaling framework** from SAFe.
- ✓ Worldwide there are currently **25,000 certified LeSS practitioners**.
- ✓ It's been around for decades, the first book published in 2008, with around **40 case studies** published on its website.
- ✓ Our new LeSS Spain community is thriving, so we believe there is a real appetite to welcome LeSS as a **defacto scaling framework in Spain** as it is already seen in a lot of the rest of Europe.
- ✓ Last year one of the co-founders had a keynote at Spain's largest Agile conference, our coach camp was in Málaga, and we **have 3 training courses in Madrid this year**.

This will be the first LeSS conference in Spain, so a great opportunity for new companies and professionals to attend.

Our data shows that there is a keen interest in using LeSS in this region.

In keeping the conference purposefully small and focused it means you get your brand noticed by a very targeted audience of engaged individuals. **At this conference you will have access to the top minds and leading advocates of LeSS.**



Your brand with ours.

- **Promote Problem-Solving Excellence:** Showcase how your products or services complement the LeSS approach to solving real-world product development challenges.
- **Recognition as a Solution Partner:** Be recognized as a key player in supporting innovative approaches to large-scale product development.
- **Seize the Opportunity to Shape the Future of Agile:** By aligning with the LeSS Conference, your brand will not only gain visibility but also be recognized as a leader in supporting and driving forward-thinking Agile practices. This is your chance to make a lasting impact in a community that values practical solutions and innovative approaches.
- **Position Your Brand at the Forefront of Agile Excellence:** As a sponsor of the LeSS Conference, you'll gain unparalleled access to the top minds and key advocates in the Large-Scale Scrum community. This is more than just a sponsorship; it's an opportunity to position your brand at the heart of Agile innovation and to be part of a movement that's reshaping how organizations approach product development and team dynamics.

The Corporate **LeSS** Landscape: From Early Adoption to Current Trends

The image displays a grid of logos for various companies, categorized by industry. The categories and their respective logos are:

- Finance:** ING, CREDIT SUISSE, SOCIETE GENERALE, FINDEX, Jago, PayU, crypto.com
- Finance:** JPMORGAN CHASE & CO., RBS, Bank of America Merrill Lynch, UBS, DKATALIS, tyme group
- Automotive:** (Logo with M, B, W)
- Healthcare:** AGFA HealthCare, BRAINLAB
- Retail:** DODO PIZZA, Scanbuy
- Transportation:** Port of Rotterdam
- Government:** United Healthcare, POLITIE
- Robotics/AI:** GROOVE X
- Telecom:** Nokia Networks, ERICSSON, MTS, ITALTEL, BASE, SITA, Alcatel-Lucent, CISCO, T
- Industrial:** JOHN DEERE, WÄRTSILÄ
- Entertainment:** bwin.party
- People Service:** ACCENT
- Insurance:** Allianz, nationale nederlanden, merkur VERSICHERUNG
- Defence/Security:** THALES, GINA
- Enterprise:** ESKER, YSOFT, solarwinds, PandaDoc, SAP

You will find LeSS adoption in hundreds of organisations. Listed are several examples by industry. Where for many you can find a detailed associated case study [here](#).



Sponsorship packages

Benefit	Seed	Plant	Tree	Orchard
Total number for sale	Unlimited	10	4	1
Cost (inc. IVA)	2,500 €	4,000 €	9,500 €	25,000 €
Free tickets:	1	2	4	8
Branding:				
Logo sizes	M	M	L	XL
Logo on any promotional items (bags, flyers etc.)				Yes
Ability to add items to a goody bag	Yes	Yes	Yes	Yes
Logo on lanyards				Yes
Logo on lanyard badges		Yes	Yes	Yes
Logo visible on main stage			Yes	Yes
Sponsor Booths:			Yes	Yes (large)
Recognition during event:				
Company special mention during opening & closing of both days			Yes	Yes
Bring your onsite banners and signs			Yes (max 2)	Yes

Notes:

- Aside from the free ticket allocation, further tickets can be bought with a 10% reduction.
- All Sponsors will have 'Sponsor' written on their name tags.
- Any returning Sponsors are entitled to a 5% discount on these prices if they sponsored one year previously, or 10% if they have sponsored 2 or more previous events.
- All Sponsors will earn an early bird discount for next year.

Benefit	Seed	Plant	Tree	Orchard
Social Media shout outs:				
Any conference advertising before, during and after event.	Yes (limited)	Yes	Yes	Yes
Logo on LeSS conference web page	Yes	Yes	Yes	Yes
Digital Banner:				
Logo in video intros & outros			Yes	Yes
Logo in promo videos			Yes	Yes
VIP services:				
Receive free LeSS consultancy			1 hour	2x 2 hours
Logo on main stage throughout				Yes
Confirmed slot at Open Space			Yes	Yes
Dedicated liaison throughout event				Yes
Branding of all coffee/dinner tables				Yes
Email address of attendees*				Yes
Other bolt on services				negotiable

The organizer team

The brave ones standing in the conference fire:



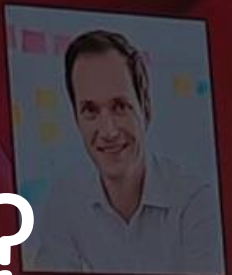
Alf DeBorst-Baaij
Scrum Master



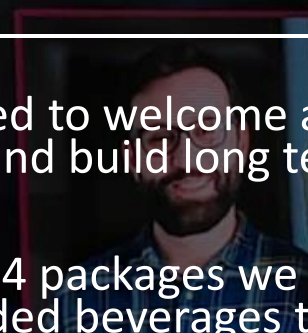
Bastiaan van Harnersveld
CEO LeSS Company



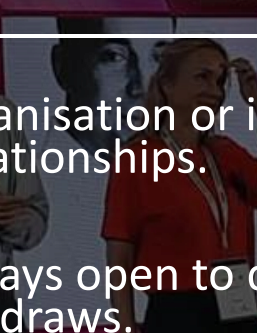
Jörn Hendrik Asst
Agile Coach



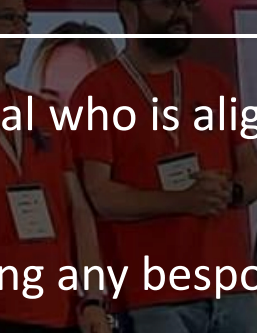
Konstantin Ribel
LeSS Trainer



Radoslaw Srubkowski
Scrum Master



Rob
LeS



Wolfgang Steffens
LeSS Trainer

Excited to join us this year?

We are delighted to welcome any organisation or individual who is aligned in values to us and always hope to make and build long term relationships.

Aside from our 4 packages we are always open to discussing any bespoke ideas you might have from providing branded beverages to prize draws.

For more information, please contact conference@less.works