



Sponsor Prospectus:

BUSINESS AGILITY CONFERENCE 2023

**April 26 & April 27
New York City & Online**

BusinessAgilityConference.com



No matter what the future brings... Those 6 words are a promise. The promise you make to your clients, to your employees, and to your stakeholders. But do you know what it takes to deliver on that promise? And do you know what it takes to help your clients deliver on that promise to their customers?

The Business Agility Conference is the original event to answer that question. In 2023, we invite you to join us in NYC to be a part of that answer. To show the world that, no matter what the future brings, you are there.

For the 6th Business Agility Conference, we have put together an innovative approach to sponsorship and we've gone back to core principles. In true agile fashion, we believe in

"Individuals and interactions over booths and flyers"

These packages turn the traditional idea of sponsorship on its head and are designed to help you position your organization as a thought-leader in business agility before, during, and after the conference. As the world continues to reopen, now is the right time to rekindle or build new connections.

Join us on the 26th and 27th of April 2023.

Two handwritten signatures in black ink. The first signature is on the left and the second is on the right.

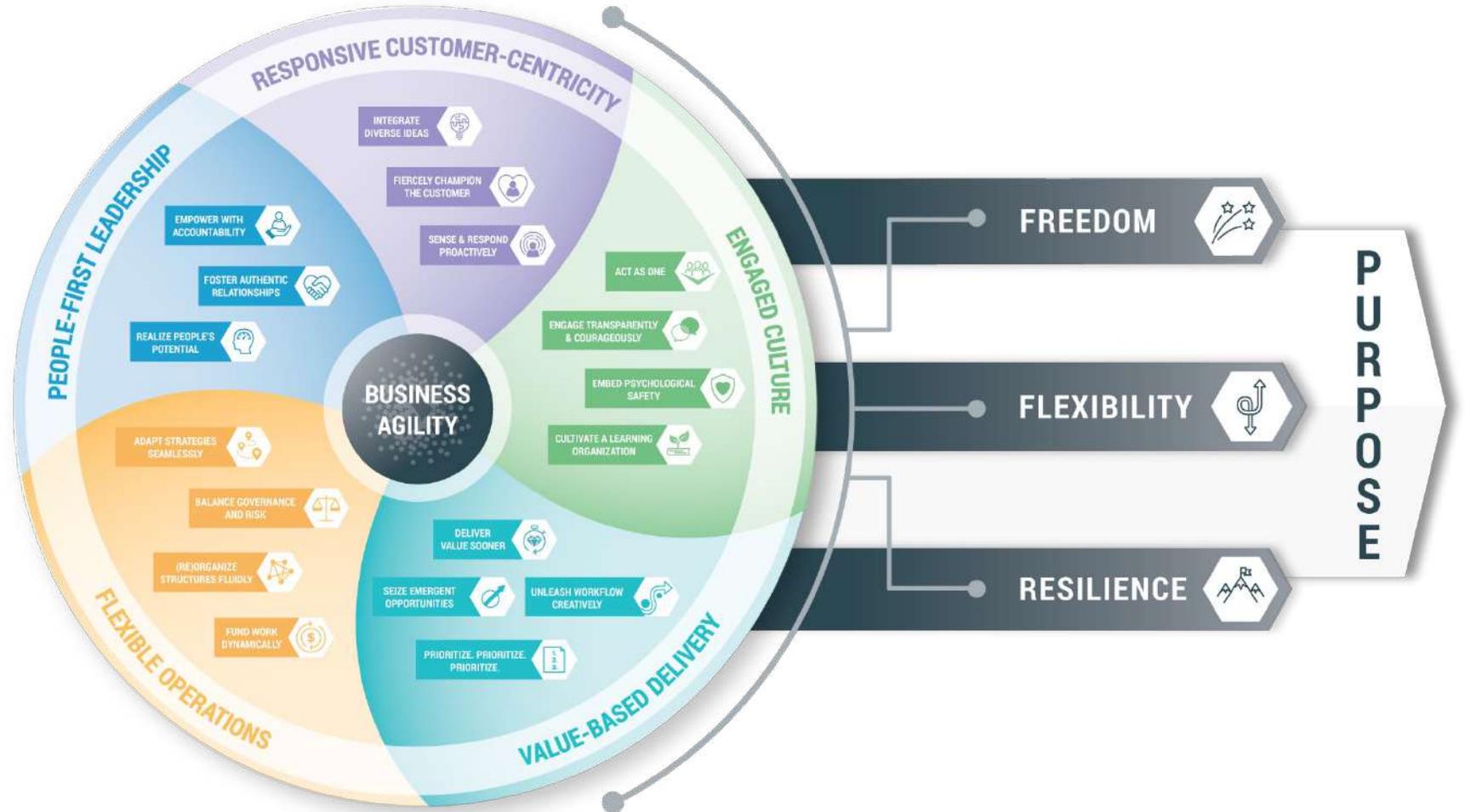
Ahmed Sidky & Evan Leybourn, Co-founders | Business Agility Institute



This conference is dedicated to exploring **BUSINESS AGILITY**

What is Business Agility?

Business Agility is a set of organizational capabilities, behaviors, and ways of working that affords your business the freedom, flexibility, and resilience to achieve its purpose. *No matter what the future brings.*



THE BUSINESS AGILITY CONFERENCE

Founded in 2017, the annual Business Agility Conference brings together executives, practitioners, and thought leaders to connect, inspire, and share authentic stories of business agility. No tracks, just the best stories, each concisely told in 20-minutes with a few unconventional twists along the way.

Dates: April 26 & 27, 2023

Location: New York City & Online

Program Design:

- 15-17 TED-style talks (20 minutes each)
- Panel discussions & Interviews
- Facilitated deep dive conversations
- Unexpected insights and connections

The Business Agility Institute is a fiercely independent research & advocacy organization for the next generation of companies. We drive industry change through applied research, pragmatic guidance, and building networks of individuals and organizations.

Our goal is the success of our members, no matter what the future brings.



5400+
members



77+
countries



480+
publications

AGENDA AT-A-GLANCE

Thursday, April 26, 2023

- Pre-Conference ● Networking Breakfast
- Morning ● Welcome
- **Customer Centricity** - continuously serving the people who benefit from our work
- **People-First Leadership** – enabling people to realize their potential
- Lunch ● Birds of a Feather
- Afternoon ● **Flexible Operations** – strategy, funding, and governance of complex, adaptive organizations
- Live Meet the Speakers
- Evening ● Join us for a Broadway Show!
- Sponsor’s After Parties?

Friday, April 27, 2023

- Pre-Conference ● Private Corporate Member Breakfast
- Morning ● **Value-based Delivery** – moving at the speed of our customers
- **Engaged Culture** - engaging & sustaining our people
- Lunch ● Birds of a Feather
- Afternoon ● **Business Agility in Action: Levers of Change**
- Creating impactful & sustained behavioral change
- Wrap up

Disclaimer: In the spirit of agility – we will adjust this program design as new ideas and opportunities emerge.

OUR ATTENDEES

Our previous and future attendees include Business Leaders, Transformation Executives, and Senior Practitioners (coaches, product managers, consultants). Attendees come from a wide array of countries, industries, and roles.



ATTENDEES BY ROLE & INDUSTRY



ATTENDEES FROM



ATTENDEES FROM



ATTENDEES BY INDUSTRY



NPS SCORE

65 😊

(Great is 30 to 70)

2023 EXPECTED ATTENDEES

Virtual 750

In Person 350

2022 ATTENDANCE



OUR VENUES



Convene
117 West 46th Street
Midtown West, New York



Online – From Anywhere!

A Note about our Hybrid Event Strategy

In 2022, BAI opted for a hybrid event combining the New York conference with an online option as a risk mitigation measure. Today, we believe that hosting a hybrid conference is central to our event strategy. The Business Agility Institute is a global organization with a community that spans the world. A hybrid event offers more inclusivity, expanded options for connection and networking, greater flexibility, and honors the budgetary and environmental concerns of many people in our community. We look forward to the opportunity to work with you to create an impactful conference experience for all our attendees.

WHY SPONSOR THE BUSINESS AGILITY CONFERENCE?

Great question! Truth is – it’s hard to quantify the benefits of sponsoring our conference, or anyone else’s for that matter. We’d love to tell you how many “qualified, ready-to-go” leads you could generate through each sponsorship package. But we can’t. Here’s what we **CAN** tell you.

- **Brand visibility** – Sponsoring our conference puts your brand in front of people who are active business agility professionals. This conference was the first conference devoted to business agility, and our participants aren’t just thinking about business agility. They are on the journey.
- **Connections** - Everything starts with a conversation. Our conference is designed to facilitate connections and conversations. It’s not meant to be one-way information delivery from the stage to the audience, with sponsors on the sideline cheering them on. Join the conversation. Make some connections. Be seen as a leader in business agility.
- **Business Relationships** – Whether you’re looking to recruit agile professionals for your organization, find a collaboration partner, or set the stage for a potential sale, sponsoring this conference gives you opportunities to craft the kind of outcomes that matter for your business. At the end of the conference – a new pile of email addresses of disinterested attendees won’t matter. A game-changing new business relationship or three will.

P.S.

Previous conferences resulted in leads, joint ventures, partnerships, job changes, and many ongoing collaborative initiatives. The sky’s the limit.

CORE SPONSORSHIP

\$4500

(included for Corporate Members)



Core Sponsorship Includes:

- **Online Branding** – Your company logo, description, and website link on the BAI website
- **Conference Branding** – Your logo at featured at the conference, in New York and online
- **Recognition** – Call out on social media and during conference
- **Sponsor Offer** – Make an offer to everyone visiting the conference website (logo, short copy with offer, link)
- **Emergence Marketplace Ad** – your text ad in the Business Agility Journal issue going to all conference attendees and subscribers
- **Networking Breakfast** – Day 1 event to connect attendees with each other and with sponsors
- **Email Marketing** – Inclusion in BAI newsletters prior conference
- **Sponsor Promo code** – 15% discount for clients and associate conference tickets
- **Conference ticket** – One complimentary ticket

EMERGENCE – CONFERENCE EDITION

\$35,000 - 1 available



Headline Sponsorship:

Be sole title sponsor of the conference edition of *Emergence, the Journal of Business Agility*. This edition will go to all conference attendees (in NYC and online) AND all regular subscribers. This edition of Emergence will be a "go-to" reference for business agility long after the conference concludes.

Issue Theme:

The new Domains & Capabilities of Business Agility

Sponsorship Includes:

- Co-selection of the guest editor with BAI
- Author one of two welcome messages (other by BAI)
- Author an article on the domains and capabilities of business agility (your choice)
- Back cover ad + 2 more full page ads
- Print versions for them to share with clients (qty)
- Digital reprints of edition to share with clients (unlimited)
- Conference ticket – 2 complimentary tickets



BROADWAY TICKETS

\$15,000 - 4 available



Sponsorship Includes:



- **Show Selection** – Choose the Broadway show you want to sponsor (No duplication. First come, first served amongst the 4 sponsors)
- **Ticket Insert** – Craft your own message to each attendee with an insert that will be included with the Broadway ticket each attendee receives from your company at registration
- **Callouts** – Standout with callouts on conference signage for your
- **2 Minutes Onstage** – at the end of Day 1 be recognized from the stage and have 2 minutes to share your elevator pitch
- **Come and Meet Me** – receive 8 “reserve” tickets for you to share with your VIP prospective clients

• **Optional “After Party”** – The connection doesn’t have to end with the show. Optionally, plan & finance an “after party” and we’ll get the word out

POPOP SPONSORSHIP

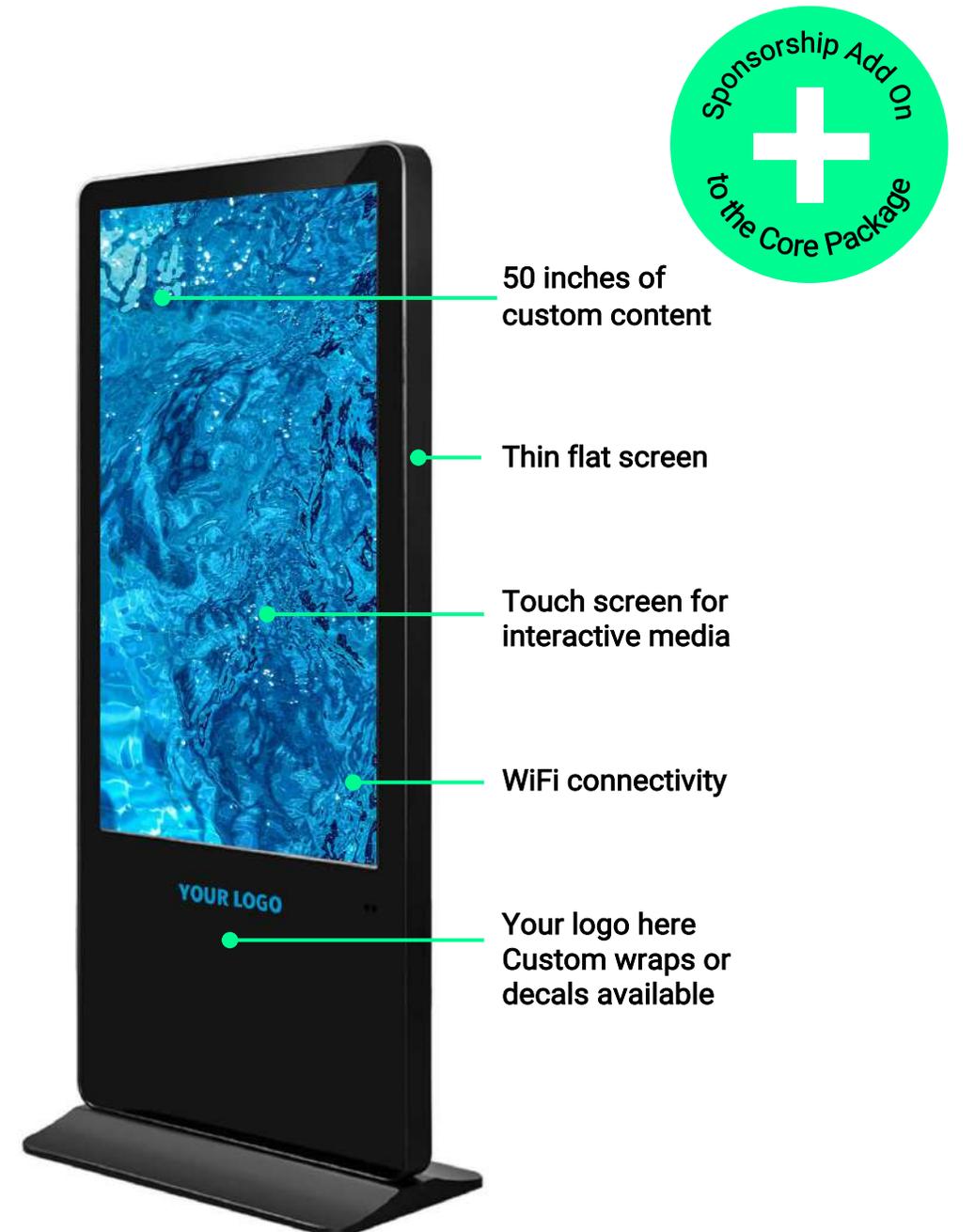
\$6,000 - 9 available

Connect for a Conversation:

Make your presence known at the conference. Meet NY attendees at your personalized kiosk to discuss business agility and your products and services. Have your kiosk continue to promote your company, even when you're away.

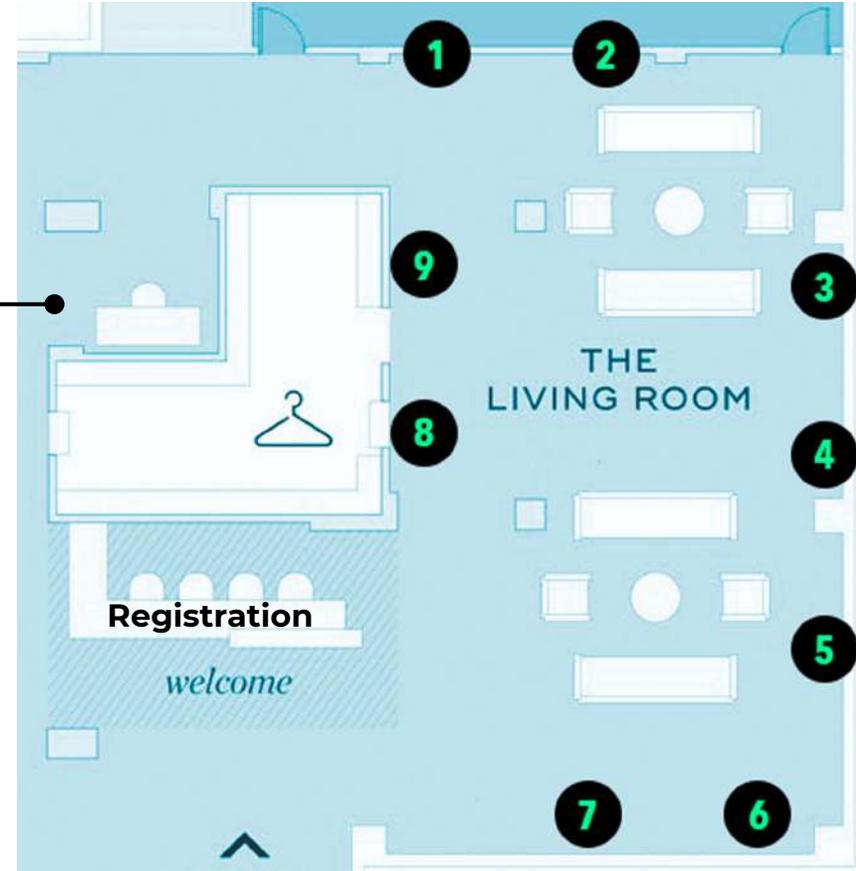
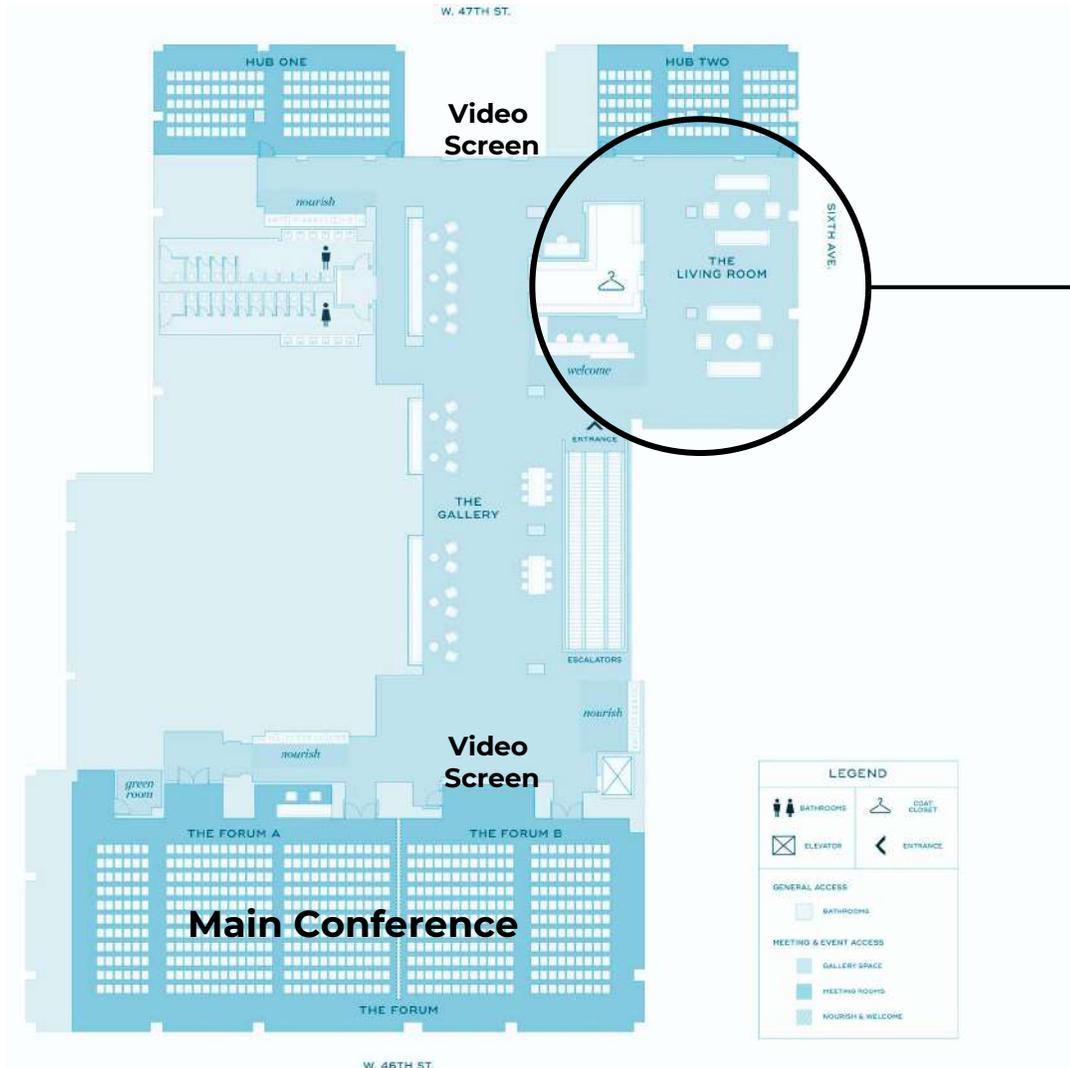
Sponsorship Includes:

- **Prominent Placement** - Choose your location in the venue "living room" – where attendees gather during breaks and lunch
- **Your Custom Content** – 50-inches of your custom content on a touch screen kiosk. Display your custom static, website, or video content
- **Optional Interactive Content** – Work with the kiosk supplier to make your content interactive for viewer engagement, data capture, and more (additional fee)
- **Branding** – A custom branded logo identifies your space
- **Small High-Top Table** – Display your literature next to your kiosk



Details: Size: 72" H x 27" W, 1"D | WiFi connectivity | Plug & play into standard 110V

POPOP KIOSK LOCATIONS



Choose your location: 9 spots
First come, first served

SPONSOR PACKAGES SUMMARY

Core Sponsorship Package

\$4500

(included for Corporate Members)

- Online Branding
- Conference Branding
- Recognition
- Sponsor
- Emergence Marketplace Ad
- Networking Breakfast
- Email Marketing
- Sponsor Promo code
- Conference ticket



Emergence Conference Edition

\$35,000

1 available



Broadway Tickets

\$15,000

4 available



Popup Sponsorship

\$6,000

9 available



FROM A PAST SPONSOR...

"iObeya was a proud sponsor of the Business Agility Conference 2022 in NYC.

It was so much fun to connect in person with attendees and fellow sponsors. It was like being in a room with 300 of your closest friends. Everyone, curious to learn and share new ways to help solve difficult problems as we all strive to thrive amid change and disruption. The best part was that everyone at this conference was of the same mindset and open to helping each other. We had so many engaging conversations. In just two days, we had more than 50 deep conversations with executives, leaders, and transformation professionals curious to learn how a network of digital Obeyas could help them accelerate their organization's Business Agility Journey. I personally have not missed a Business Agility Conference and I know the iObeya team is eager to attend next year. They have already started planning for it."

iObeya, Provider of an Enterprise-grade Platform for Visual Collaboration and Visual Management

READY TO SPONSOR?

JOIN US!

Packages are available on a first-come, first-served basis. To discuss sponsorship and reserve your package please

Email Laura Powers at: LPowers@BusinessAgility.Institute

Don't see what you're looking for here? [Contact us](#) to discuss custom sponsorship opportunities.



THANK YOU

We couldn't do it without you!