



CMMI® Institute

2016 Conference Sponsor & Exhibitor Prospectus

RESERVE YOUR SPONSORSHIP OPPORTUNITY NOW: Contact info@CMMIInstitute.com

LEARN MORE ABOUT THE CONFERENCE AT: <http://CMMIInstitute.com/conferences>

1 APRIL 2016: Deadline for sponsorship & exhibitor packages

**CAPABILITY
COUNTS 2016**

Annapolis, MD | 10-11 May

Capability Counts 2016

The CMMI Institute Capability Counts Conference is in Annapolis, Maryland on 10-11 May 2016. We anticipate 300+ representatives from organizations that are working to build capability and maturity.

The action packed two-day conference will provide you with all the tools and best practices you need to help you improve performance, quality and profitability. The Capability Counts conference provides the opportunity for all capability and improvement professionals to connect and share business challenges with one another. Attendees will be able to meet thought leaders from around the world and hear great success stories that focus on building organizational capability.

Our past conference attendees are from all position levels including C-Suite, VPs, Directors, Managers and Practitioners. We reach professionals working in the fields of Software Engineering, Software Development, Product Management, Process Improvement, Supplier Management, Project Management, Quality Assurance and Data Management.



What Our Attendees Are Saying:

“

We have the ability to interact with other attendees as well as the presenters. It really helps you grow your network.

I enjoy the opportunities to connect, learn and share with one another in the CMMI Community.

The conference has global participation and has shown growing vendor participation each year.

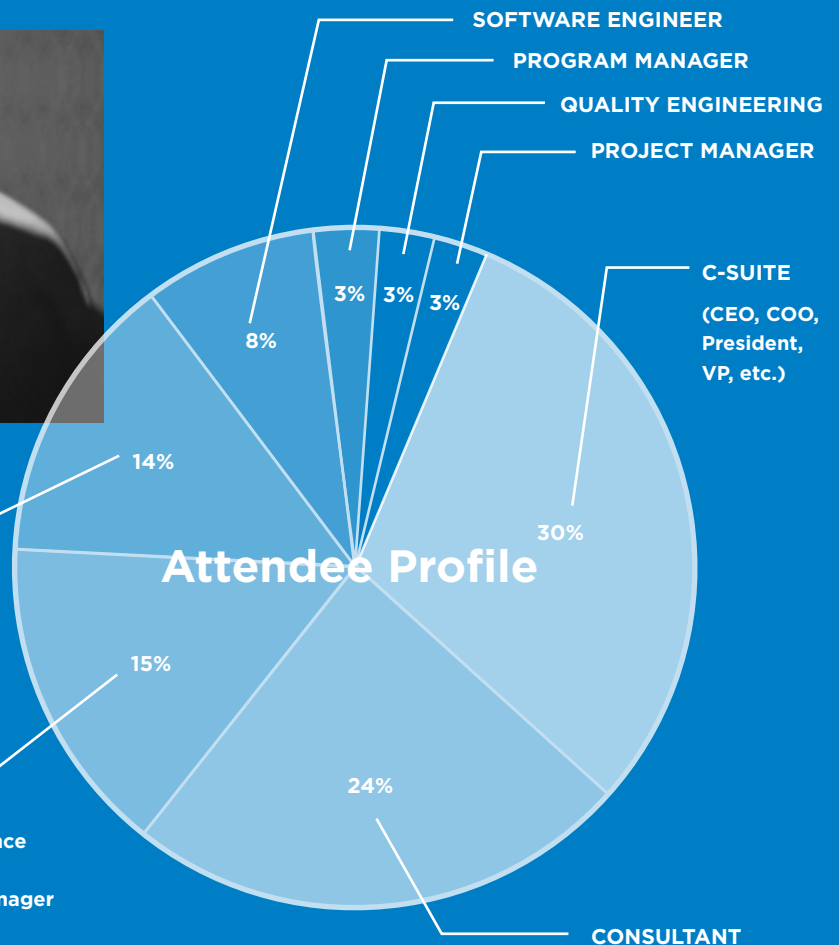
Networking opportunities to meet and greet other partners and potential customers during the breaks and at the reception.

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2015 ATTENDEES CAME FROM ALL OVER THE GLOBE

22+ Countries

USA
Brazil
Canada
China
France
Germany
Japan
India
Mexico
South Africa
Portugal
South Korea
Turkey



PROCESS IMPROVEMENT

Process Analyst
Process improvement Manager
Director of Process Services
Process improvement Specialist

QUALITY

Quality Strategist
Senior Director Quality Assurance
Quality Assurance Manager
Quality & Performance Risk Manager

Why Capability Counts?

According to a McKinsey & Company survey, executives say building capabilities is a top priority for their companies.

- 58% say it's among their companies' top three priorities
- 90% place it among the top ten

Building capabilities helps organizations improve performance—and speed past the competition. There will be organizations attending the conference just starting their capability journey and those who are eager to take their organization to the next level. These attendees will be looking for opportunities to connect and learn about new tools, services and programs they need to help build their organization's capabilities.

Sponsors and Exhibitors can position themselves as market leaders, meet with potential customers, network with industry thought leaders, and stand out from the competition by gaining exposure throughout the two-day conference.

Who Uses CMMI?

For over twenty years, thousands of organizations have used CMMI® to build the key capabilities that matter most to their business.

Organizations large and small across the globe are talking about how CMMI has helped them improve their capabilities and performance.

“

This CMMI Level 5 appraisal is a reflection of the commitment that we make to our customers in delivering best-in-class services to help them transform their businesses.

-Michael Feinberg, CTO, NetCracker

We have roughly tripled in size in terms of headcount & revenue since beginning our organizational process improvement effort.

-Michael T. Callihan, President, AEGIS

Achieving CMMI Level 3 appraisal is evidence of our commitment to help reduce risk, sustain high quality and continually improve processes.

-Mike Wood, Senior Vice President and CIO, McKesson

Adoption of the CMMI framework demonstrates continued efforts to deliver quality products consistently which successfully ensure measurable & effective business benefits to our clients.

-Andre Rogers, Co-Owner & CFO, Enlightened

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Exhibitor & Sponsor Packages

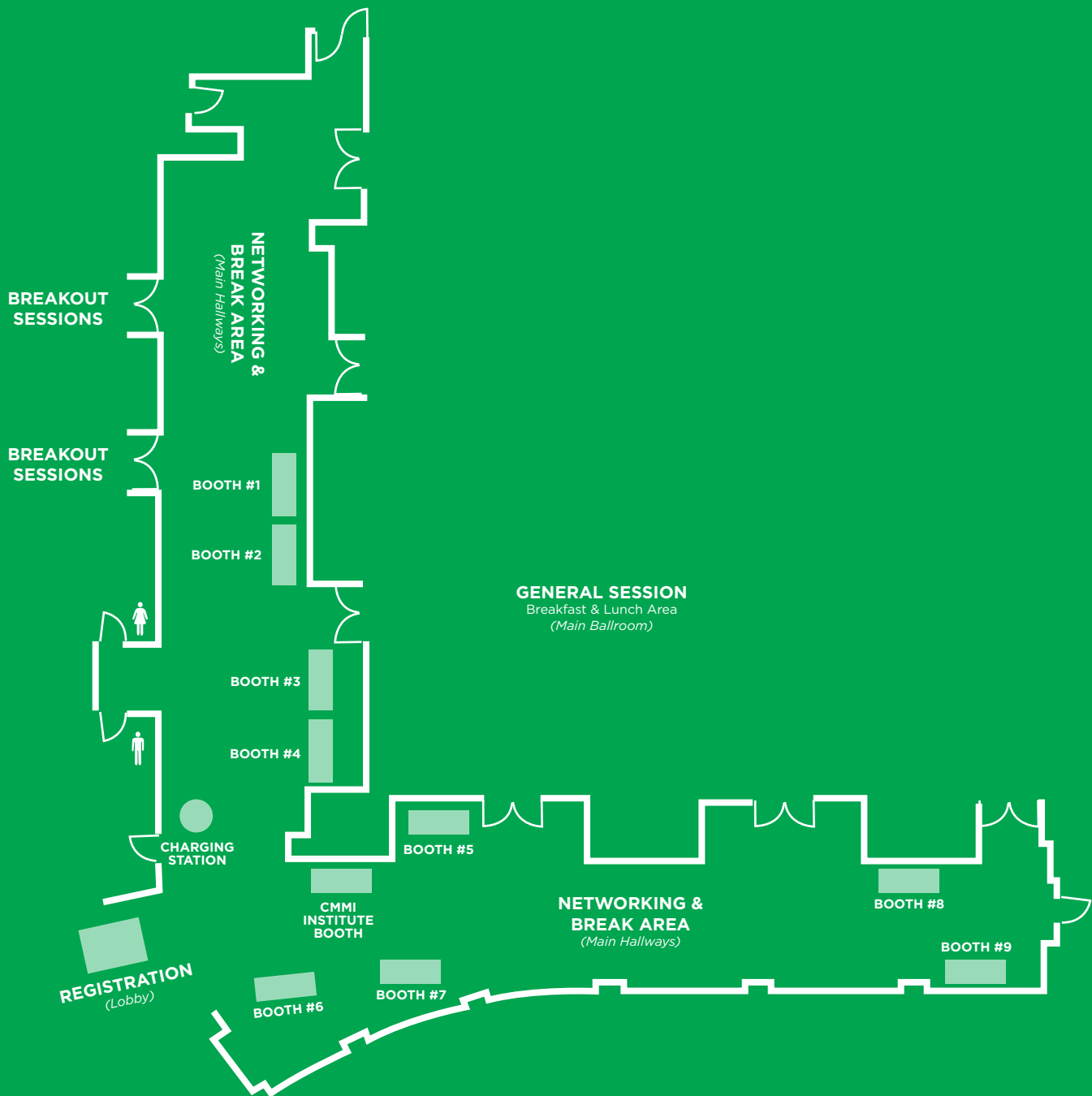
Exhibitors at The CMMI Institute *Capability Counts 2016* will have unique opportunities to connect with our 300+ attendees in the exhibit area located in a premium location for the event.

PACKAGE DETAILS	Platinum	Gold	General
Booth space with a 6 x 30 ft skirted table, two chairs, and a power outlet	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lead placement for logo on conference sponsors web page and printed program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo on the conference sponsors web page, program and in preconference promotions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Featured on the conference mobile app	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Conference Registrations Included (Additional booth staff tickets are \$500)	2	1	1
5 minute speaking spots on the lightning presentations for a specific track	<input checked="" type="checkbox"/>		
Meal sponsorship for one meal or break	<input checked="" type="checkbox"/>		
Include marketing materials in all conference bags	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PACKAGE PRICE*	\$10,000	\$5,000	\$3,000

*CMMI Institute Partner organizations receive a 10% discount on Sponsorship & Exhibitor packages.

Complete attendee list provided to sponsors and exhibitors 1 week after the event.

Exhibitor's Hall Map





Facilities Sponsor Packages

Select one of the Facilities Sponsor options to showcase your brand throughout the two-day conference. All facilities sponsors will be listed on the conference sponsors' page on the website as well as in the printed conference program.

FACILITIES SPONSORSHIP OPTIONS	PRICE*
Plug-in-Charging Station (one available) One HiTop charging station - 42" high and 36" diameter: <ul style="list-style-type: none"> • Offering full branding and a variety of charging capabilities for phones and other hand-held electronics • Featured in the printed program as a sponsor • Charging station placed in a premium location 	\$6,000
Wi-Fi Service in Exhibitor Hall (one available) <ul style="list-style-type: none"> • Wi-Fi sponsorship signage throughout the conference spaces with your company logo • Featured in the printed program as a sponsor 	\$3,500
Mobile App Sponsor (one available) <ul style="list-style-type: none"> • Your logo placed on the main page of the conference mobile app • Featured in the printed program as a sponsor 	\$7,500

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Meal Sponsor Packages

Sponsoring a conference meal, afternoon break, or reception is a great way to make sure every attendee knows your brand. All meal sponsors will be listed on the conference sponsors' page on the website as well as in the printed conference program.

MEAL SPONSORSHIP OPTIONS	PRICE*
Afternoon Break Sponsorship (Tuesday or Wednesday) <ul style="list-style-type: none"> • We will feature your company logo on signs in the break areas • Provide a giveaway that we will place on the break area tables • Featured in the printed program as a sponsor 	\$1,500
Lunch Sponsorship (Tuesday or Wednesday) <ul style="list-style-type: none"> • We will feature your company logo on signs on the lunch area tables. • Include a giveaway that we will place on the lunch area tables • Featured in the printed program as a sponsor 	\$4,000
Tuesday Night Reception Sponsor (one available) Your company can sponsor and host this event along with CMMI Institute. <ul style="list-style-type: none"> • Prominent signage at the reception venue • Company logo on a big screen • Provide a giveaway that we will distribute at the event • Featured in the printed program as a sponsor • Company logo printed on drink tickets 	\$10,000

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Giveaway Sponsor Packages

Our Giveaway Sponsor options guarantee every attendee receives your giveaway item at registration. This is an amazing way to gain brand recognition. All Giveaway Sponsors will be listed on the conference sponsors page on the website as well as in the printed conference program.

GIVEAWAY SPONSORSHIP OPTIONS	PRICE*
Notebook Sponsor (one available) A notebook is a great giveaway for the conference and will get used! You'll gain brand exposure when we put your logo on the front cover.	\$4,000
Pen Sponsor (one available) Your pen will be in the hand of every attendee. We'll work with you to find a design that represents your brand and that people want to keep.	\$3,000
Water Bottle/Coffee Mug Sponsor (one available) You decide if this year's attendees get a water bottle or a travel mug, and then we put your logo on it!	\$3,000
Include Your Materials in Every Attendee Bag (no limit) Do you already have 500 branded pens in your office? Or water bottles? Or USB cords? We'd love to include them in our attendee conference bags.	\$1,000
Chair Drop (three available) Promotional literature placed on chairs in General Session. Materials provided by sponsor. Limit one piece.	\$2,500

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Conference Program Advertisement

This sponsorship option allows companies to purchase ad space in the printed conference program that is provided to all Capability Counts attendees. The design for this advertisement will be created by the sponsor.

CONFERENCE PROGRAM ADS	PRICE*
Full Page Ad - (three available)	\$3,000
Half Page Ad - (four available)	\$2,000

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**REGISTER
TODAY**

Secure Your Sponsorship Package Today!

When you find the option that makes the most sense for your organization's goals for the event, you can register by contacting Courtney Connor at:

Info@CMMIInstitute.com | 412.307.4182

STAY CONNECTED! Follow along on Twitter [#CAPABILITYCOUNTS2016](https://twitter.com/CMMIInstitute)
For additional updates, visit [HTTP://CMMIINSTITUTE.COM/CONFERENCES](http://CMMIINSTITUTE.COM/CONFERENCES)



IMPORTANT DATES AND DEADLINES:

- CMMI Institute must receive your sponsor and exhibitor agreement by **1 April, 2016** in order to be included in conference materials.
- If shipping materials to the conference venue, they must be delivered by **8 May, 2016**.