

SATURN 2014

Portland, Oregon

May 5–9, 2014



Sponsorship Opportunities

10th Annual Software Engineering Institute
Architecture Technology User Network Conference

In 2014, the Software Engineering Institute (SEI) Architecture Technology User Network (SATURN) Conference will celebrate its 10th 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 2014 will connect your organization with influential leaders in the field of software architecture.

www.sei.cmu.edu/saturn/2014



Software Engineering Institute

Carnegie Mellon University

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.

SATURN 2013 took place in Minneapolis, Minnesota. **The 209 attendees made SATURN 2013 the most-attended SATURN Conference ever.** The SATURN LinkedIn Group now has more than 1,600 members, and a dedicated audience of readers follows regular updates on the SATURN blog at saturnnetwork.wordpress.com. **By becoming a sponsor for SATURN 2014, you can help promote the goals of SATURN and help advance the state of the art in architecture practices.**



About SATURN 2014

SATURN 2014, the 10th annual SATURN Conference, will be held in Portland, Oregon, May 5–9, 2014.

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 2014

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, automotive, energy, and research & development.**

Organizations sending multiple attendees to SATURN 2013 included

BAE Systems

Raytheon

John Deere

Samsung

Progressive Insurance

Organizations that have attended SATURN for the past four years include

ABB

Raytheon

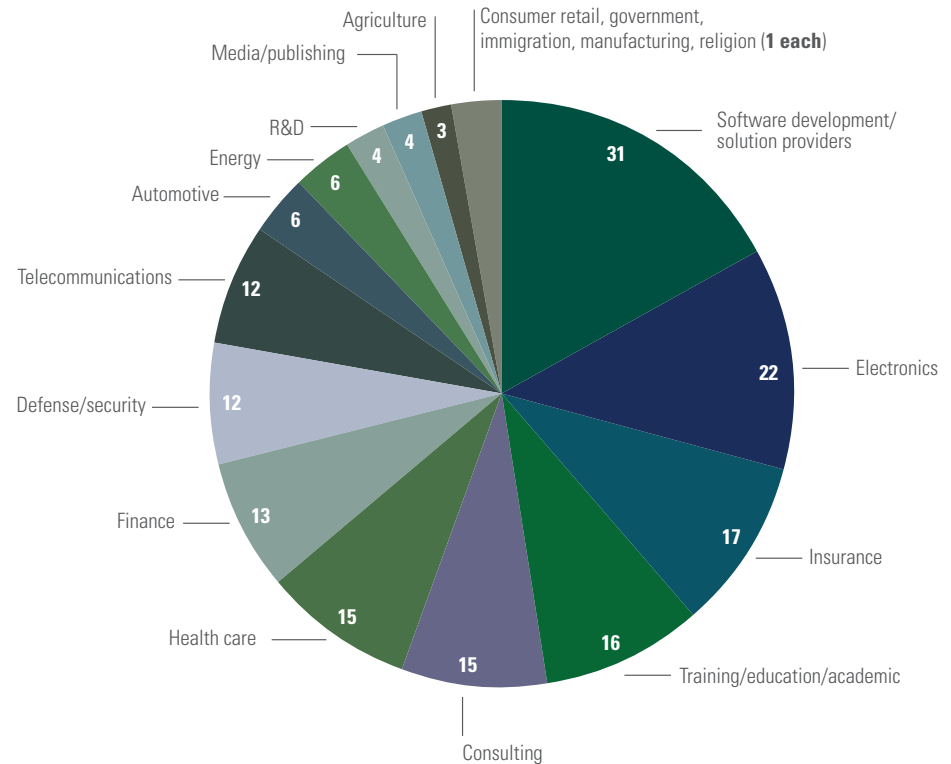
Boeing

Samsung

IBM

Siemens

SATURN 2013 Attendees by Industry

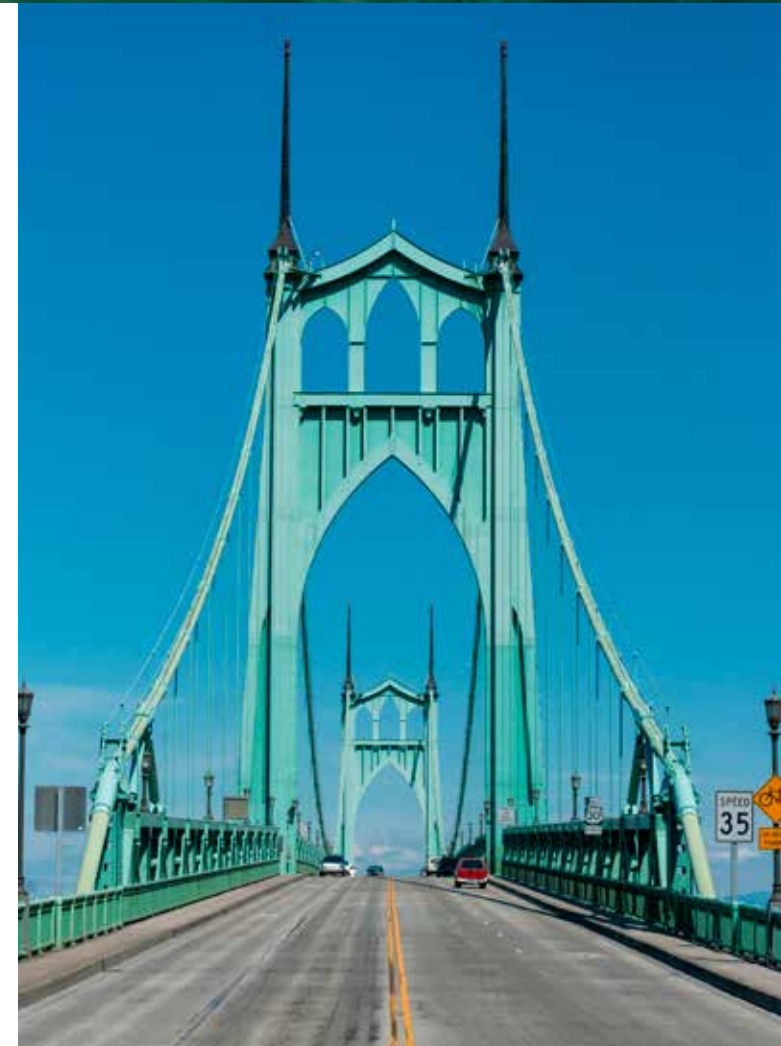


Stand Out as an Innovator

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.

SATURN 2014 Sponsorship Packages

	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Conference program	1-page advertisement with logo	½-page advertisement with logo	Mentioned by name
Website	Mentioned as gold sponsor with logo	Mentioned as silver sponsor with logo	Mentioned as bronze sponsor by name
Advertisements in conference package	2 full pages presenting your organization or your specific product <i>(You provide ad text and artwork.)</i>	1 full page presenting your organization or your specific product <i>(You provide ad text and artwork.)</i>	½ page presenting your organization or your specific product <i>(You provide ad text and artwork.)</i>
Opening and closing sessions	Explicitly mentioned	Explicitly mentioned	—
Conference poster	Logo on poster in main conference room	Logo on poster in main conference room	Name on poster in main conference room
Complimentary registration <i>(does not include courses and tutorials)</i>	4	3	1
Exhibit table space	Yes	Yes, first day of conference	Yes, opening right after reception
Opportunity to provide complimentary company marketing material for attendees	Yes	Yes	Yes
Opportunity to provide lanyards	Yes	—	—





To learn more about
sponsorship opportunities,
contact us at **info@sei.cmu.edu**