



SATURN 2016

12th Annual SEI Architecture Technology User Network Conference

Sponsorship Opportunities

May 2–5, 2016
San Diego, California



Software Engineering Institute

| Carnegie Mellon University

| **Software**

In 2016, the Software Engineering Institute (SEI) Architecture Technology User Network (SATURN) Conference will celebrate its 12th year. As the premier architecture conference for senior engineers, SATURN has traditionally offered keynotes and sessions on both essential skills and cutting-edge methods for software architects. SATURN 2016 will continue this tradition with talks covering topics of strong foundations in software architecture as well as software craftsmanship for those pushing the state of the art in this field.

Your sponsorship of SATURN 2016 will connect your organization with influential leaders in the field of software architecture.

www.sei.cmu.edu/saturn/2016

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



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 2,100 members, and a dedicated audience of readers follows regular updates on the SATURN blog at <https://insights.sei.cmu.edu/saturn/>.

By becoming a sponsor for SATURN 2016, you will have the opportunity to reach potential users and decision makers for your software tools and technology.



About SATURN 2016

SATURN 2016, the 12th annual SATURN Conference, will be held in San Diego, California, May 2–5, 2016.

This year’s technical program is organized into four tracks:

1. Architecting for the Internet of Things
2. Architecture Methods and Design Patterns
3. Technology and Tools
4. Leadership and Business

Why You Should Join Us

SATURN 2015 was held in Baltimore, Maryland, April 27–30, 2015. It had 203 participants, making it the second most-attended SATURN Conference ever. There were 21 countries and 119 organizations represented.

Attendees were predominately software architects, developers, software engineers, and programmers, but also included a large number of team leaders, managers, and directors. Well-represented industries included software development/solution providers, defense/security, consulting, insurance, finance, and training/education/academics.

Organizations sending multiple attendees to SATURN 2015 included

Boeing	IBM Watson Group	Raytheon
Costco Wholesale	JP Morgan Chase	SoftServe
GE	Northrop Grumman	Travelers
Google	Premera Blue Cross	
IBM	Progressive Insurance	

Industries Represented at SATURN 2015

Insurance	Training, Education, Academics	Energy
Telecommunications	Finance	Healthcare
Software Development Solution Providers	Research & Development	Electronics
	Defense, Security	Automotive

“This conference was the best technical conference I have ever attended.”

—Will Chaparro, IBM Watson Group, SATURN 2015 attendee

“It inspired me to be a software architect. Good design is about doing things right; architecture ensures you are doing the right thing. Both are needed!”

—Gloria Ingabire, Carnegie Mellon University, Rwanda, SATURN 2015 attendee

“Level of presenters and attendees very high, resulting in great knowledge exchange!”

—Andriy Shapochka, SoftServe, SATURN 2015 attendee

“At SATURN, I have developed some concrete ideas for improving legacy architectures in my own product line, and a resolve to address technical debt in a more systematic way.”

—SATURN 2015 attendee



Photo courtesy of Joanne DiBona, SanDiego.org

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.

The full-conference passes included in SATURN sponsorship packages enable organizations that send one or more staff members to SATURN to promote their brands, products, and services for only a small additional cost. For example, the \$5,000 Silver level of sponsorship includes three free registrations, a \$4,500 value. For only \$500 more, the sponsoring organization gets all of the brand-promotion opportunities listed in the tables below. Similar savings and opportunities are provided by other sponsorship levels.

If you would like to offer sponsorship in a way that is not listed among the sponsorship packages, please contact us at info@sei.cmu.edu to discuss your ideas.

“[SATURN] is a perfect blend of structured thinking from the academic edge combined with valuable industry experience that would otherwise not make it to an academic conference due to lack of analysis and validation. The blend worked extremely well for me.”

—Gregor Hohpe, Allianz,
SATURN 2015 keynote speaker

SATURN 2016 SPONSORSHIP PACKAGES

\$10,000	Reception Sponsor
CONFERENCE PROGRAM	Half-page ad with 100-word description of company
WEBSITE PRESENCE	Linked name and logo
MENTION ON STAGE	In opening remarks and 5-minute introductory speaking slot at reception
COMPANY LOGO ON SIGNAGE	Banner/poster in reception area, logo on tables, welcome poster outside of reception area
FREE REGISTRATIONS	5
TABLE SPACE	In reception area, during the reception
DISTRIBUTION OF MARKETING MATERIALS	In registration package and at table during reception

\$7,500	Gold Sponsor
CONFERENCE PROGRAM	Quarter-page ad with 75-word description of company
WEBSITE PRESENCE	Linked name and logo
MENTION ON STAGE	In opening and closing remarks
COMPANY LOGO ON SIGNAGE	Poster in main conference room
FREE REGISTRATIONS	4
DISTRIBUTION OF MARKETING MATERIALS	In registration package

\$5,000	Silver Sponsor
CONFERENCE PROGRAM	Logo and 50-word description of company
WEBSITE PRESENCE	Linked name and logo
MENTION ON STAGE	In opening and closing remarks
COMPANY LOGO ON SIGNAGE	Poster in main conference room
FREE REGISTRATIONS	3
DISTRIBUTION OF MARKETING MATERIALS	In registration package

\$3,500	Bronze Sponsor
CONFERENCE PROGRAM	Company name and logo listed
WEBSITE PRESENCE	Linked company name and logo
MENTION ON STAGE	Logo shown in slides during opening remarks
COMPANY LOGO ON SIGNAGE	Poster in main conference room
FREE REGISTRATIONS	2
DISTRIBUTION OF MARKETING MATERIALS	In registration package

\$2,500	Exhibit Area Sponsor
WEBSITE PRESENCE	Linked company name and logo
FREE REGISTRATIONS	1
TABLE SPACE	Entire conference
DISTRIBUTION OF MARKETING MATERIALS	At table

Note: The Exhibit Area Sponsorship option is limited to five exhibitors.

\$500	Web Sponsor
WEBSITE PRESENCE	Linked company name and logo
REGISTRATION DISCOUNT	One at 25% off



Photo courtesy of Joanne DiBona, SanDiego.org

	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500	\$500
CONFERENCE PROGRAM						
Half-page ad with 100-word description	●					
Quarter-page ad with 75-word description		●				
50-word description			●			
Logo listed	●	●	●	●		
WEBSITE PRESENCE						
Linked company name and logo	●	●	●	●	●	●
MENTION ON STAGE						
Five-minute introductory speaking slot at reception	●					
Opening remarks	●	●	●			
Closing remarks		●	●			
Logo shown in slides during opening remarks	●	●	●	●		
COMPANY LOGO ON SIGNAGE						
Banner/Poster in reception area	●					
Welcome poster outside of reception area	●					
Logo on tables	●					
Poster in main conference room		●	●	●		
FREE REGISTRATIONS						
5	●					
4		●				
3			●			
2				●		
1					●	
One 25% discount on full-conference registration						●
TABLE SPACE						
In reception area during reception	●					
Entire conference (limited to five exhibitors)					●	
DISTRIBUTION OF MARKETING MATERIALS						
In registration package	●	●	●	●		
At table	●				●	
During reception	●					

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.

Learn More

Email: info@sei.cmu.edu
Twitter: [@SATURN_News](https://twitter.com/SATURN_News)
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Web: sei.cmu.edu/saturn/2016
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