



# SATURN 2017

13th Annual SEI Architecture Technology User Network Conference

## Sponsorship Opportunities

May 1–4, 2017  
Denver, Colorado



Software Engineering Institute | Carnegie Mellon University

In 2017, the Software Engineering Institute (SEI) Architecture Technology User Network (SATURN) Conference will celebrate its 13th 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 2017 will continue this tradition with talks covering topics on 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 2017 will connect your organization with influential leaders in the field of software architecture.

**[sei.cmu.edu/saturn/2017](http://sei.cmu.edu/saturn/2017)**

To learn more about sponsorship opportunities, contact us at [info@sei.cmu.edu](mailto: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 2,300 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 2017, you will have the opportunity to reach potential users and decision makers for your software tools and technology.



# About SATURN 2017

SATURN 2017, the 13th annual SATURN Conference, will be held in Englewood, Colorado, a suburb of Denver, May 1–4, 2017.

This year's technical program is organized into three tracks:

1. The Digital, Virtual Software Architect
2. Development Tools, Frameworks, Techniques, and Patterns
3. Other topics of interest

## Why You Should Join Us

SATURN 2016 was held in San Diego, California, May 2–5, 2016. It had 214 participants, making it the second most-attended SATURN Conference ever. There were 20 countries and 118 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 and solution providers, defense/security, consulting, insurance, finance, and training/education/academics.

### Organizations sending multiple attendees to SATURN 2016 included

Alcohol Monitoring Systems, Inc.	IBM	Roche
ALTSOURCE	Intel	Sandia National Laboratories
American Family Insurance	Kaiser Permanente	Siemens
Applied Predictive Technologies	Kaspersky Lab	SoftServe, Inc.
Baloise	McMaster-Carr Supply Co.	Solidyn Solutions, Inc.
Calpers	Northrop Grumman	Sony
Ciena Corporation	Northwestern Mutual	State Farm
Deloitte Consulting	Northwestern University	Statoil Asa
GE Digital	Objective Solutions	Travelers Insurance
Google	Philips	TTX Company
HealthEquity	Qualcomm	USAA
	Raytheon	Verimatrix, Inc.

### Industries Represented at SATURN 2016

Insurance	Finance	Electronics
Telecommunications	Research & Development	Automotive
Software Development and Solution Providers	Defense, Security	Entertainment
Training, Education, Academics	Energy	Retail
	Health Care	

I'd definitely recommend attending SATURN if you're interested in building architectural thinking and an opportunity to connect with architects across the industry. The size is great for conversations and sharing experiences.

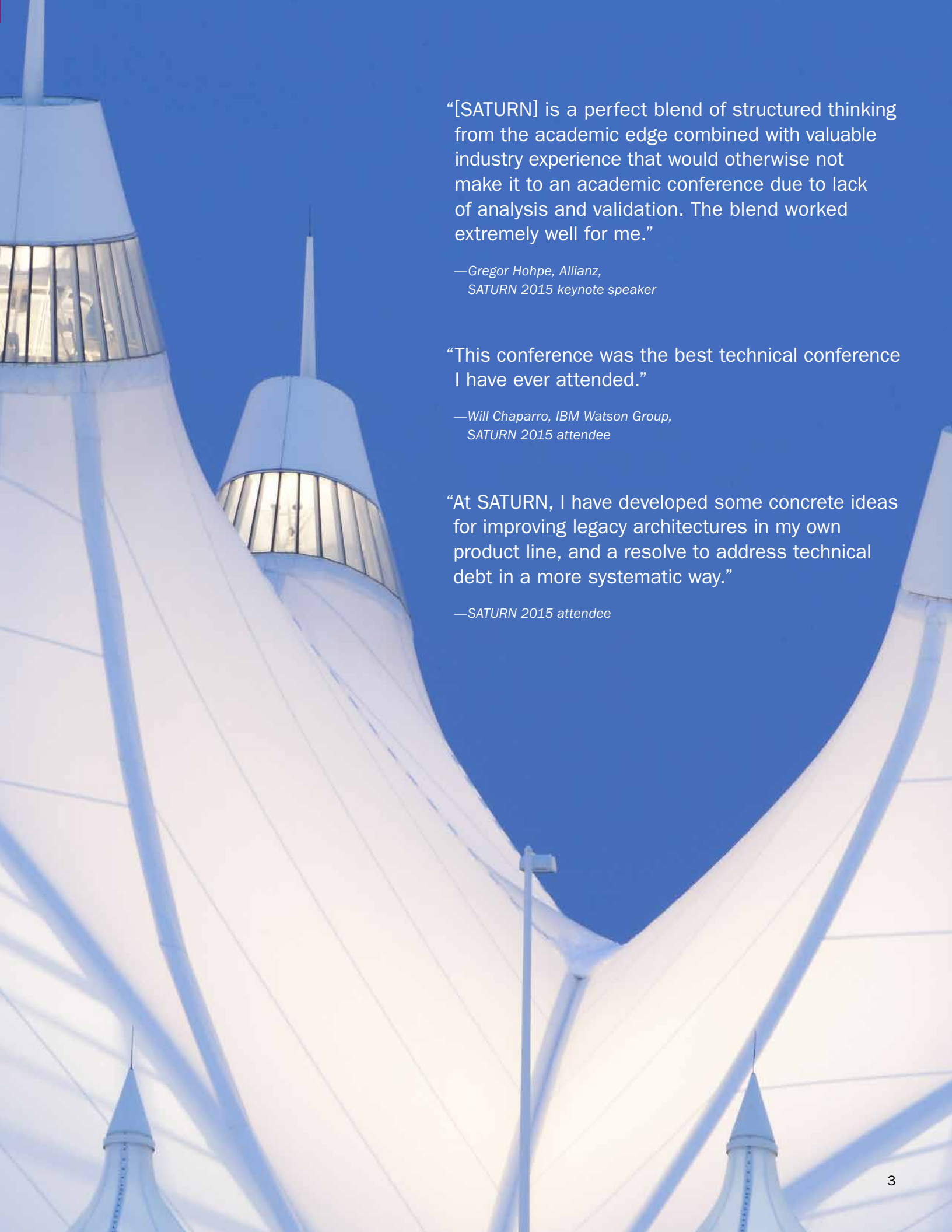
—Patrick Kua, Thoughtworks,  
SATURN 2016 invited speaker

This was the first time I've been to SATURN for a long time and I'm very glad I made the trip...It was terrifically well organized... technical co-chairs did a terrific job and produced a rich and varied programme. Beyond the formal programme the hallway conversations allowed me to catch up with many people I'd not seen for quite a while and meet new people too.

—Eoin Woods, Endava

Every hour of the flight to San Diego from Lagos was worth it. I hope to be in Denver next year.

—Kaine Ugwa, software architect,  
SATURN 2016 attendee



“[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

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

—Will Chaparro, IBM Watson Group,  
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

# 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](mailto:info@sei.cmu.edu) to discuss your ideas.

## SATURN 2017 Sponsorship Packages

<b>\$10,000</b>	Reception Sponsor
CONFERENCE PROGRAM MENTION	Full-page ad, logo, and 100-word description of company
WEBSITE PRESENCE	Linked logo on conference website
MENTION AT CONFERENCE	From stage on day of reception during opening remarks and 5-minute speaking slot at reception
COMPANY LOGO AT CONFERENCE	Banner/poster in reception area, logo on tables, welcome poster outside of reception area
COMPLIMENTARY REGISTRATIONS	5
TABLE	Table in exhibit area for entire conference
DISTRIBUTION OF MARKETING MATERIALS	In registration package and at table during conference

<b>\$7,500</b>	Gold Sponsor
CONFERENCE PROGRAM MENTION	Half-page ad, logo, and 75-word description of company
WEBSITE PRESENCE	Linked logo on conference website
MENTION AT CONFERENCE	In opening and closing remarks
COMPANY LOGO AT CONFERENCE	Poster in main conference room
COMPLIMENTARY REGISTRATIONS	4
DISTRIBUTION OF MARKETING MATERIALS	In registration package

<b>\$5,000</b>	Silver Sponsor
CONFERENCE PROGRAM MENTION	Quarter-page ad, logo, and 50-word description of company
WEBSITE PRESENCE	Linked logo on conference website
MENTION AT CONFERENCE	In opening and closing remarks
COMPANY LOGO AT CONFERENCE	Poster in main conference room
COMPLIMENTARY REGISTRATIONS	3
DISTRIBUTION OF MARKETING MATERIALS	In registration package

<b>\$3,500</b>	Bronze Sponsor
CONFERENCE PROGRAM MENTION	Company name and logo listed
WEBSITE PRESENCE	Linked logo on conference website
MENTION AT CONFERENCE	Logo shown in slides during opening remarks
COMPANY LOGO AT CONFERENCE	Poster in main conference room
COMPLIMENTARY REGISTRATIONS	2
DISTRIBUTION OF MARKETING MATERIALS	In registration package

<b>\$2,500</b>	Exhibit Area Sponsor
WEBSITE PRESENCE	Linked logo on conference website
MENTION AT CONFERENCE	Logo shown in slides during opening remarks
COMPLIMENTARY REGISTRATIONS	1
TABLE SPACE	Entire conference
DISTRIBUTION OF MARKETING MATERIALS	In registration package

<b>\$500</b>	Web Sponsor
WEBSITE PRESENCE	Linked logo on conference website
REGISTRATION DISCOUNT	One at 25% off

# Purchase Sponsorship Online

The SEI is seeking sponsors to help defray costs related to SATURN 2017. If you are interested in supporting SATURN, please complete the online form at [sei.cmu.edu/saturn/2017/sponsorship.cfm](http://sei.cmu.edu/saturn/2017/sponsorship.cfm).



Please review the official **SATURN Sponsorship Terms and Conditions**. You will be prompted to check the box during online purchase that you agree to these.

A member of the SATURN Sponsorship Committee will contact you soon after we receive your order to provide any necessary paperwork and to request a copy of your organization's logo. We prefer to receive your logo as a vector-based EPS file. If you have both a color and a black-and-white version, please provide us with both. If you do not have an EPS file, we can use a 300-dpi JPG or TIFF that is the same size or bigger than the image that we will reproduce. If you have different versions and are unsure, feel free to send us all of them. Please contact us with any questions at [info@sei.cmu.edu](mailto:info@sei.cmu.edu).

1. All sponsorships will be awarded on a first-come, first-served basis.
2. After receiving written acknowledgment by the SATURN Sponsorship Committee, the sponsor must provide a signed copy of the sponsorship agreement, sponsorship funds, electronic logo files, and other details required (such as correct use of sponsor's name, trademarks, etc.) to the SATURN Sponsorship Committee within 30 days of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. Arrangements for payment will be set up through the online sponsorship page. All checks should be made payable to Carnegie Mellon University.
4. The sponsorship fee does not include free SATURN registration unless specifically stated in the sponsorship opportunity details.
5. Travel and lodging costs are not included in the SATURN sponsorship fee.
6. Due to production time, sponsors who submit signed agreements after April 10, 2017, may not be mentioned in the SATURN printed materials.
7. Sponsors shall not sublet, assign, or apportion any part of the item(s) sponsored. Sponsors shall not present, advertise, or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by Carnegie Mellon University.
8. Carnegie Mellon University will not be liable for any damage or loss to a sponsor's property through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
9. Sponsors shall not paste, nail, or otherwise affix any part of an exhibit, poster, signs, or any other materials to walls, doors, or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
10. Demonstration area space includes access to one 6' table (draped), two chairs, and one power strip. It is the sole responsibility of each demonstrator to rent/provide/purchase any additional support items not identified above.
11. SATURN 2017 reserves the right to select and finalize the design of each branded SATURN conference item.
12. Sponsors are allowed to offer pledges for single or multiple items/events.
13. Any information and promotional materials may display information about your training and products. However, for tax purposes, they shall not include material containing an endorsement, qualitative or comparative language, price information, other indicators of savings or value, or any inducement to purchase, sell, or use your products or services.
14. Sponsorship is not limited to financial support per se, but can also take the form of provision of material hardware.

# FloCon 2017

13th Annual Open Forum for Large-Scale Network Analytics



January 9–12, 2017 | San Diego, California | Online at [cert.org/flocon](http://cert.org/flocon) or e-mail [flocontact@cert.org](mailto:flocontact@cert.org)

# Software Solutions Symposium 2017

Software for Capability, Agility, and Resilience



March 20–23, 2017 | Arlington, Virginia | Online at [sei.cmu.edu/sss/2017](http://sei.cmu.edu/sss/2017) or e-mail [info@sei.cmu.edu](mailto:info@sei.cmu.edu)

## About the Software Engineering Institute

For more than three decades, the Software Engineering Institute (SEI) has been helping government and industry organizations acquire, develop, operate, and sustain software systems that are innovative, affordable, enduring, and trustworthy. We serve the nation as a federally funded research and development center (FFRDC) sponsored by the U.S. Department of Defense (DoD) and based at Carnegie Mellon University, a global research university annually rated among the best for its programs in computer science and engineering.

## Learn More

### Software Engineering Institute

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**Web:** [sei.cmu.edu/saturn/2017](http://sei.cmu.edu/saturn/2017)  
**Blog:** <http://insights.sei.cmu.edu/saturn>