

SATURN 2018

14th Annual SEI Architecture Technology User Network Conference

MAY 7-10, 2018 | PLANO, TEXAS

Sponsorship Opportunities



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In 2018, the Software Engineering Institute (SEI) Architecture Technology User Network (SATURN) Conference will celebrate its 14th 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 2018 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 2018 will connect your organization with influential leaders in the field of software architecture.

sei.cmu.edu/saturn/

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

Thoughts from SATURN 2017 attendees:

"It's a great way to share ideas with leaders in the field."

—Chet Potvin, Chet Ventures

"Excellent value and quality."

—Jesse Wonsowski, Blink

"Architects and software professionals at all levels can learn something valuable at SATURN."

—Thijmen de Gooijer, ASSA ABLOY



Photo courtesy of the Hilton Dallas/Plano Granite Park

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 2018, you will have the opportunity to reach potential users and decision makers for your software tools and technology.

Why You Should Join Us at SATURN 2018

SATURN 2017 was held in Denver, Colorado, May 1–4, 2017. It had more than 200 participants, making it one of the best-attended SATURN Conferences 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 and security, consulting, insurance, finance, and training, education, and academics.

Organizations sending multiple attendees to SATURN 2017 included

Alcohol Monitoring Systems	Deloitte Consulting	Grupo Nacional Provincial SAB	Nulogy Corporation	Software Solutions
Applied Predictive Technologies	Electric Cloud	IBM	Optym	Solidyn Solutions
Capital One	ExxonMobil	Independent Health	Rackspace	Statoil ASA
Charter	Flint Hills Resources	Johnson & Johnson	Randstad Technologies	Travelers Insurance
CommerceHub	Forrest T. Jones and Company, Inc.	Liazon	Raytheon	UPMC Enterprises
DaVita Healthcare Partners	GE Digital	Lockheed Martin	Sandia National Laboratories	U.S. Army
	Gogo Air	Northrop Grumman	Siemens	USAA

Industries Represented at SATURN 2017

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

Thoughts from SATURN 2017 attendees:

“Lots of thought-provoking discussions... Keynotes were excellent! Great selection of speakers. Size was just right. Very good facility. Best interaction with other attendees at any conference that I have attended. Extremely approachable speakers.”

—John Goodrich, Allegion

“We had a lot of insights and benefited from the experience of others... Great keynotes by Chris and Jeromy, great venue, great minds!”

—Sean Kirby, Nulogy Corporation



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 \$4,800 value. For only \$200 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.

We are also looking for material sponsorships (e.g., pens and notepads) to distribute to all attendees onsite. If you would like to provide one or more of these with your organization's logo, please let us know.

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 2018 Sponsorship Packages

\$10,000	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
SIGNAGE AT CONFERENCE	Welcome banner/poster in reception area and logo on tables
COMPLIMENTARY REGISTRATIONS	5
TABLE	Table in exhibit area for entire conference
DISTRIBUTION OF MARKETING MATERIALS	In registration package and at table during conference

\$7,500	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	Logo shown in slides and mentioned during opening and closing remarks
SIGNAGE AT CONFERENCE	Poster in main conference room
COMPLIMENTARY REGISTRATIONS	4
DISTRIBUTION OF MARKETING MATERIALS	In registration package

\$5,000	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	Logo shown in slides and mentioned during opening and closing remarks
SIGNAGE AT CONFERENCE	Poster in main conference room
COMPLIMENTARY REGISTRATIONS	3
DISTRIBUTION OF MARKETING MATERIALS	In registration package

\$3,500	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
SIGNAGE AT CONFERENCE	Poster in main conference room
COMPLIMENTARY REGISTRATIONS	2
DISTRIBUTION OF MARKETING MATERIALS	In registration package

\$2,500	Exhibit Area 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
SIGNAGE AT CONFERENCE	On signage near exhibit area
COMPLIMENTARY REGISTRATIONS	1
TABLE SPACE	Entire conference
DISTRIBUTION OF MARKETING MATERIALS	At assigned table

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

Purchase Sponsorship Online

To purchase sponsorship, please complete the online form at: sei.cmu.edu/saturn/

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 larger 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.

SATURN 2018 Sponsorship Terms and Conditions

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 can be set up through the online sponsorship page or through the SEI's Accounts Payable team. 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 20, 2018, 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 2018 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.

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
4500 Fifth Avenue
Pittsburgh, PA 15213-2612

Email	info@sei.cmu.edu
Twitter	@SATURN_News
Hashtag	#SATURN18
Web	sei.cmu.edu/saturn/
Blog	http://insights.sei.cmu.edu/saturn