



## **Agile2021 Content Guidelines**

Agile2021 as a virtual event is a new way of getting together -- Agile Alliance is excited to showcase your organization in our virtual conference environment.

As we are a 501(C) 6 organization under US Internal Revenue Code, we are required to follow guidelines for virtual events that are somewhat different from physical events. Part of what's different for an online event includes how we feature our sponsors and the kinds of messaging that are considered sponsorship activities (as opposed to "trade show" activities, which have much different implications for a 501(C) 6 organization in online events)

The key consideration is that all sponsor's messaging;

**"Should be designed to stimulate interest in, and demand for, the products and services of the industry in general or to educate persons in attendance regarding new developments of your product or service"**

We ask that our sponsors follow these guidelines when creating video messages and/or documents to share with participants during the event:

1. Your main message should focus on how your product or services help people/organizations become more Agile or work better within Agile teams, in keeping with Agile Alliance's mission.
2. Messaging must be informational and value-neutral. Content cannot include:
  - Pricing information for your products or services
  - Comparative or qualitative descriptions of your product (it's fine to say "here's what we do, and we do it well" -- stating "we're the best in class at what we do, compared to companies X, Y, and Z" puts the message outside of an event sponsorship)

Agile Alliance reserves the right to approve all video messaging before airing. If you have questions about the guidelines, please [contact us](#)

We appreciate your sponsorship of Agile2021 and your willingness to work with us to maximize the exposure we can give you as sponsors.