

## DOUBLE YOUR REACH

*Reach Software Professionals Looking for Software and Agile Development Solutions*

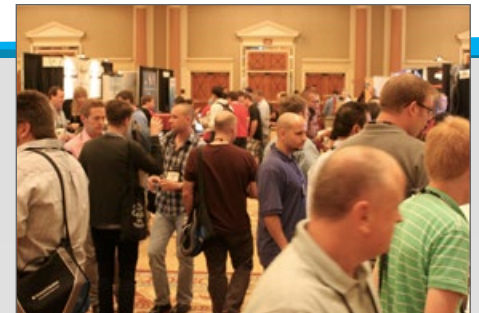
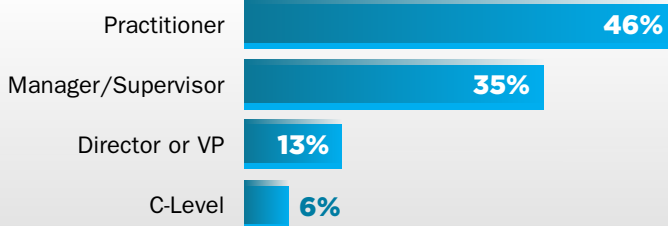
Double your reach by exhibiting at the EXPO that serves attendees at two conferences! Better Software Conference attendees are in search of the latest information and tools regarding project management, process improvement, metrics, design, and architecture. Agile Development Conference East is geared toward professionals wanting to adopt agile methodologies or improve and expand upon their current agile practices.



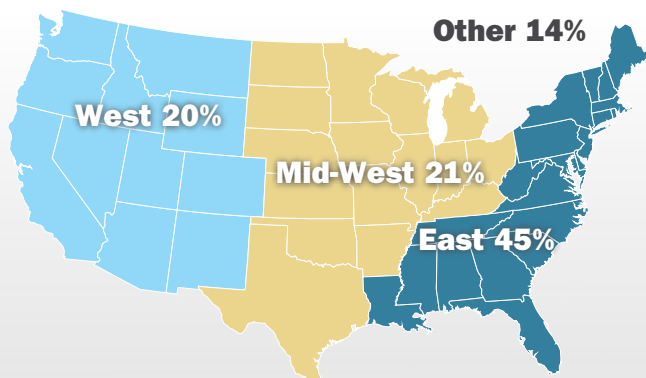
**EXPO: NOV. 13-14, 2013**  
**Boston, MA • Sheraton Boston Hotel**  
[adc-bsc-east.techwell.com](http://adc-bsc-east.techwell.com)

### EXPO AUDIENCE

#### JOB TITLE LEVEL



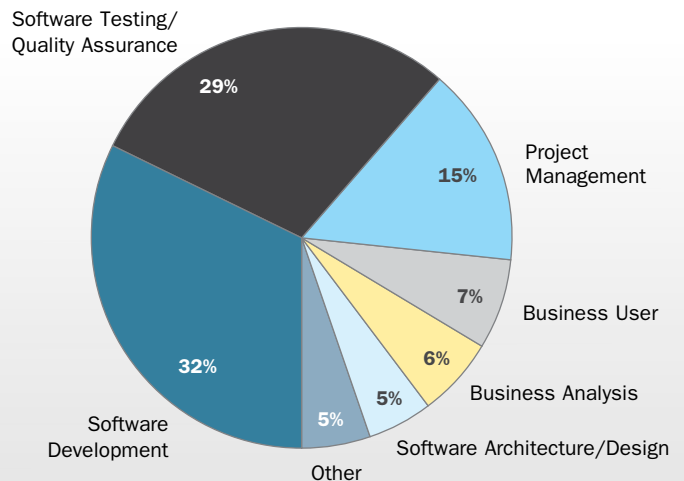
#### REGIONAL ANALYSIS



#### TOPICS COVERED

- |                                  |                        |
|----------------------------------|------------------------|
| Projects & Teams                 | Transitioning to Agile |
| Business Analysis & Requirements | Going Mobile           |
| Metrics                          | Agile Testing          |
| Agile Development Techniques     | Development            |
| Agile Requirements               | Cloud Computing        |
| Testing & Quality Assurance      | Agile Implementation   |
|                                  | Scrum/Kanban           |

#### JOB FUNCTION



#### INDUSTRIES

Information	28.27%
Finance and Insurance	15.19%
Professional or Scientific or Technical Services	9.19%
Government	8.83%
Health Care and Social Assistance	6.36%
Utilities	6.01%
Manufacturing	4.59%
Other	21.56%