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 is geared toward professionals wanting to adopt agile methodologies or improve and expand upon their current agile practices.
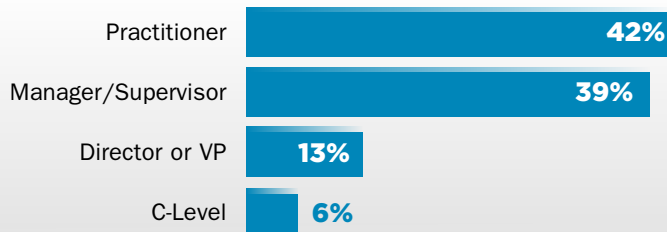

Agile Development Conference and Better Software Conference West Expo:
June 10–11, 2015
Caesars Palace
Las Vegas, NV
adc-bsc-west.techwell.com

Agile Development Conference and Better Software Conference East Expo:
Expo: TBD Fall, 2015
Venue TBD
Orlando, FL
adc-bsc-east.techwell.com

THE AGILE DEVELOPMENT AND BETTER SOFTWARE EXPO AUDIENCE

JOB TITLE LEVEL

Practitioner	42%
Manager/Supervisor	39%
Director or VP	13%
C-Level	6%

TOPICS COVERED

Projects & Teams
Business Analysis & Requirements
Metrics
Agile Development Techniques
Agile Requirements
Testing & Quality Assurance

Transitioning to Agile
Going Mobile
Agile Testing
Development
Cloud Computing
Agile Implementation
Scrum/Kanban

JOB FUNCTION

- Test & Quality Assurance — 28%
- Project and General Management — 20%
- Business and Systems Analysis — 15%
- Other — 7%
- Software Development — 30%

"We have been an sponsor at TechWell conferences for years. It is an excellent way to reach our target audience and have meaningful conversations with potential customers."

—Erika Barron, Marketing/Event Manager, Parasoft