

**Sponsorship Offer**

**ACE!**

**Join ACE! 2025  
14th Edition**

**Building Software Better.  
Building Better Products.**

**Kraków • 22–23 May 2025**

[www.aceconf.com](http://www.aceconf.com)

ACE!

But... wait a sec...

What is the ACE!  
conf?



Paul



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## ABOUT



- **ACE! started in 2009.** It is the oldest conference on agile and lean development in the region
- **The Building Software Better track:** Agile, Lean, Scrum, Kanban, System Thinking, and other methods for improving the software development process
- **The Building Better Products track** Lean Startup, LeanUX, Design Thinking and Customer Development topics.
- Open Space **to share knowledge & experience** with other practitioners
- **Coaching & Creativity & Consulting** zones brought by our sponsors



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## FACTS



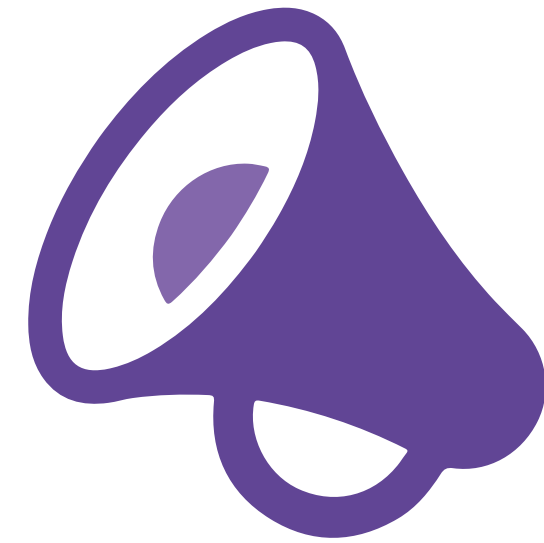
Organised since  
**2009**



ACE! Videos have been  
viewed **120 000+** times



**2600+** attendees  
in 10 years



Speakers & attendees  
from **4** continents



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# A 2 days conference experience in the cinema



**19 – 20** May  
Kraków



**25+** Speakers



**500+** Attendees



Justyna



[justyna@wawelhill.com](mailto:justyna@wawelhill.com)



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# Diverse topics & experiences brought by practitioners.

Every attendee can choose  
their jam & start learning?



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# Check what you missed during ACE! 2024



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# ACE! 2024

# ACE!



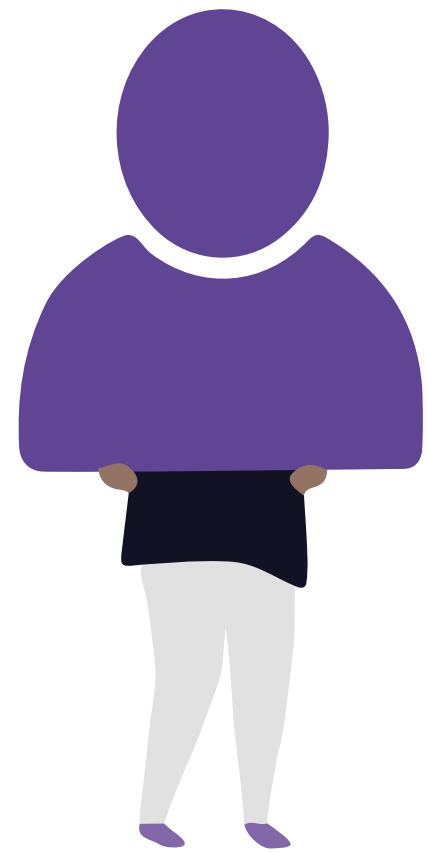


## Cool! Who will be there?

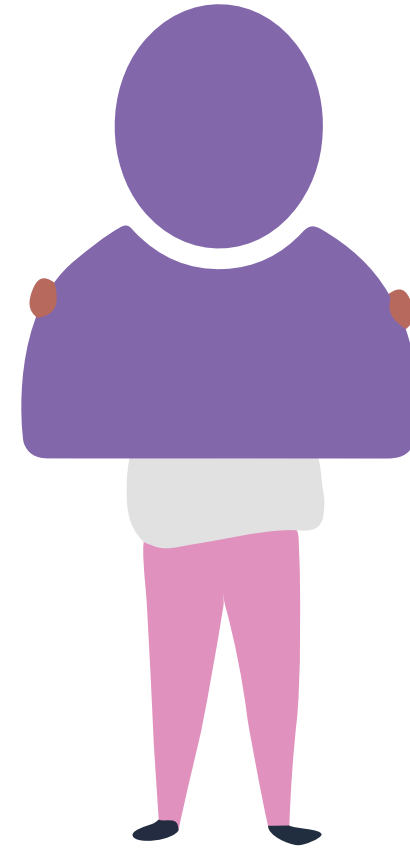
We count on you and your company :) However, at ACE! you can meet:



Lean & Agile  
Practitioners



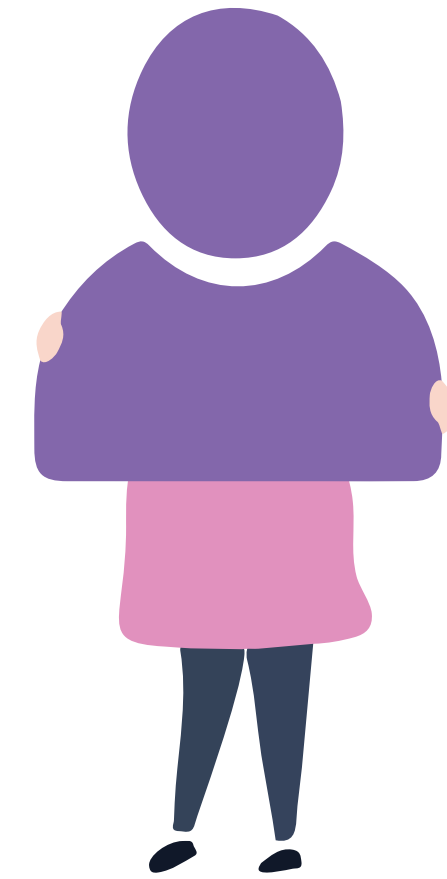
Programmers/  
Testers



Scrum  
Masters/ Agile  
Coaches



UI/UX/  
Product  
Designers



IT /Managers



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# Some of our previous speakers



**Mary Poppendieck**



Naomi Ceder



**Claudio Perrone**



Jim Benson

Check the ACE! past to see all experts who joined us!



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## Don't take our words for granted...

### Check what our past Attendees like about ACE!

" I really enjoyed the wide selection of talks, definitely an place to get some fresh ideas and inspiration. At times it was really difficult to choose only one track! Lots of interesting accompanying activities and events, most notably the open space sessions. Keep up the good work! "



**Wojciech Chojnacki**  
Strategy Director  
at Symetria

" ACE! Conference is a must for agile professionals. As a speaker, I feel informed, motivated, and inspired to meet the challenge. As an attendee, I filled my brain with new ideas and experiences. You will not walk away disappointed. "



**Ewa Koprowska**  
Agile Coach  
@PZU, Happiness Officer



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## Don't take our words for granted...

### Check what our past Speakers like about ACE!

" ACE! is one of those unique conferences where you get inspired by every single speaker since they are so carefully chosen. At ACE! I learned a lot and I met amazing people. Additionally, I always felt so welcome there. I have attended the ACE! conference 2 times by now and I would like to attend it again! "



**Mina Boström Nakicenovic**  
Head of Development  
@ NetEnt

" ACE! is an ace conference. Instant community of speakers and attendees with interesting chats from and around thought-provoking sessions. I just hope they invite me to speak again! "



**Russ Lewis**  
Lean/Agile Coach,  
Trainer & facilitator



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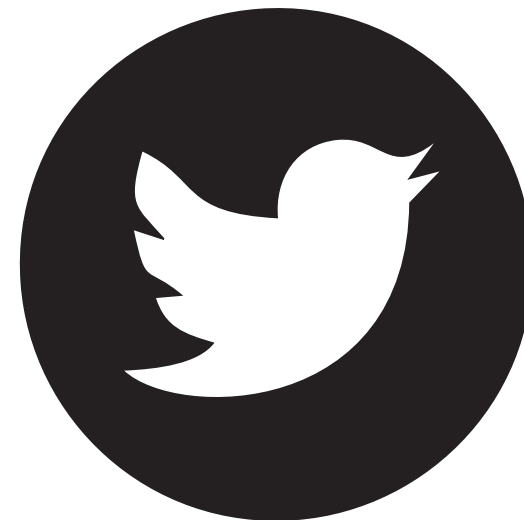
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## ACE! social reach



**+ 1500** followers



**+ 1200** followers



**+ 450** followers



**+4500** ACE! Friends  
for the newsletter

We partner up with UX communities such as: Juicy UX, Ladies that UX, UX Tipi, User Experience and Product Design, KrkUX, Methods and Tools,



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# Ok! Count us in.

## So how to become a sponsor?

1. Choose the sponsorship level (gold, silver, bronze).
2. Collaborate together with us on the best way to present your company and bring value to our attendees.
3. Sign the contract.
4. Get ready fo the conference.



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# Regular Sponsorship Packages

	GOLD	SILVER	BRONZE
<b>Price</b> (net)	<b>3750 €</b> (net)	<b>2750 €</b> (net)	<b>1250 €</b> (net)
Logo <b>on the website</b>	<b>yes</b>	<b>yes</b>	<b>yes</b>
<b>Giveaways</b> in the conference bags	up to <b>three pieces</b>	up to <b>two pieces</b>	<b>one piece</b>
Posts in our <b>Social Media</b> Channels (Facebook, Twitter, LinkedIn)	<b>yes</b>	<b>yes</b>	<b>yes</b>
Logo on the <b>conference poster</b>	<b>yes</b>	<b>yes</b>	<b>yes</b>
Logo on the <b>opening screen</b> of talk videos	<b>yes</b>	<b>no</b>	<b>no</b>
<b>Booth in the venue*</b> (to coordinate with (Justyna Pindel?) before the 20th of April)	<b>yes</b> (3x3)	<b>yes</b> (2x2)	<b>no</b>
Extra <b>rollup</b> in the conference venue	<b>yes</b> (2)	<b>yes</b> (1)	<b>no</b>
Posting <b>job offers</b> on the board in the coffee area	<b>unlimited</b>	<b>yes</b> (3)	<b>yes</b> (2)
<b>Free tickets</b> and discount for more tickets (offered discount doesn't mix with any other offers)	<b>2 free tickets + 20% code</b>	<b>1 free tickets + 15% code</b>	<b>20% discount code</b>
<b>Booth tickets</b> (an additional one is 250 euro net)	<b>3</b>	<b>2</b>	<b>no</b>
<b>Sponsor's news</b> in the attendees email after the conference	<b>yes</b>	<b>no</b>	<b>no</b>



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## Do you have your idea to help us?

That's great! We also welcome other forms of collaboration.  
We strive to work with our sponsors to achieve their goals.

It doesn't matter if you are in Krakow or at the other side of the world, we would like to talk about your needs and realise them during ACE! 2025.



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# Yummy other sponsorship ideas

- Attendees bond over the food during breaks so take advantage of this and bring your own:
- coffee stand with barista (branded cups)
- smoothies/ juice stand (branded cups, bottles)
- Ice-cream truck (branded cups, napkins)
- ...



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# Build your own space at the conference

- Book corners - give everyone a place for a break and catch up on reading
- Coaching Corners - provide the expertise to our attendees
- Expert's corner - help to solve attendees problems
- Chillzone - make a place where everyone can recharge batteries
- Quiet workstation - we've all seen people squeeze their computers on their laps and trying to get some work done during the breaks. Create a space where they can do it comfortably.
- ...



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# Your benefits



## Visibility & Promotion

Find recognition as an Agile & UX company that appreciates continuous improvement



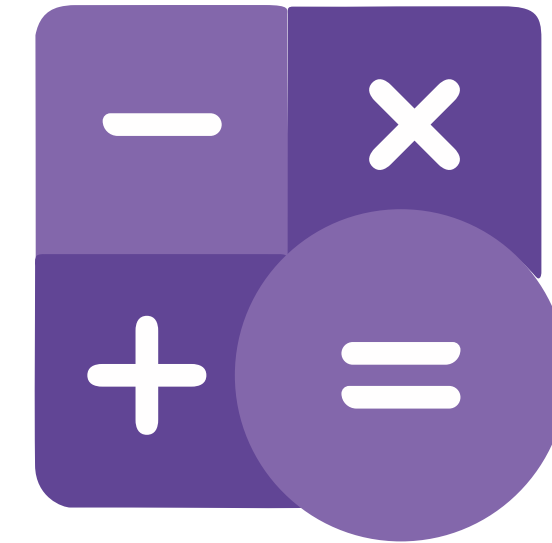
## Brand Building

Associate your brand with innovation, creativity, expertise and top management



## New Hires

Attract attention among experts, leaders and bright people who care about their professional development



## A new way to build business awareness

Get out of the crowd. Let's create an outstanding idea that everyone will remember

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# Our happy sponsors



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# Sponsors who supported us during the last years



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Join us for the **14th ACE!**

Read more about **ACE!**

Watch videos from **Past Conferences.**

Contact us at **paul@wawelhill.com**



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