

# Sponsor Information

# XP2025

Brugg, Switzerland  June 2 – 5



# About XP Conference

- The XP conference series is the longest running conference on agile Software Development. It enjoys a broad participation, both from industry and academia, with typically more than two thirds of the participants coming from industry.
- XP2025 is the major conference in Europe on Agile and Lean Methodologies for Software Development in 2025, and we expect 200 - 300 participants.
- Come to the XP conference and:
  - Meet thought leaders and leading researchers
  - Engage with practitioners and coaches and excite them about your products and solutions
  - Demonstrate your solutions and successes
  - Learn about current and future trends in software development
  - Present yourself to over 300 participants from all over Europe, North and South America, and other countries

The XP is a non-profit conference.

All sponsorship fees are invested into creating the best possible experience for delegates and partners.

# XP 2025 Theme

## **Adapt - Uncovering better ways to deliver valuable software products**

Software has become part of the critical infrastructure of the entire economy and society – it has become ubiquitous, and its ubiquity will steadily grow.

In recent years, practitioners have adopted new tools and techniques for continuous and faster delivery and deployment. At the same time emerging trends are on their way to dramatically change the way we develop, operate, and evolve software in the future. We continuously need to adapt

Join us in Switzerland in June 2025!

# Keynote Speakers



**Birgitta Böckeler**  
**Thoughtworks**



**Darja Šmite**  
**Blekinge Institute of Technology**

**TBD**



# Program Highlights

## Main Tracks

- Research Papers
- Industry & Practice Tracks
- Agile in Training and Education
- Experience Reports

## Interactive Tracks

- Open Space
- Full day Workshops
- Poster Sessions

## Networking

- Social Events
- Coffee Breaks



# Regular Sponsoring

	Platinum	Gold	Silver	XP Friends
Fee (CHF, excl. VAT)	10'000	7'000	3'000	100+
Logo on website and programm	Large	Medium	Small	name listed
Mention on social media, newsletter and e-mails	yes	yes	yes	
Mention on opening and closing sessions	yes	yes	yes	
Free tickets*	3	2	1	
Booth**	Large	Medium	Small	
Mention at conf. dinner	yes	yes		
Logo on Lanyard	yes	yes		
Pitch (1') opening at session	yes			

\* More with 50% discount

\*\* 5x2m, 3x2m, table with chairs and sockets

# À la carte sponsoring

	Conference Dinner	Welcome Reception	Evening Drinks	Coffee Break
Fee (CHF, excl. VAT)	7'000	4'000	3'000	2'000
Availability	1	1	1	2 of each/day
Logo on website and programm	yes	yes	yes	yes
Mention on social media, newsletter and e-mails	yes	yes	yes	yes
Banner at place of event	2	2	1	1
Free tickets at day of sponsored event*	Large	Medium	Small	
Mention at event	yes	yes		
Logo on event ticket	yes			
Additional options		logo on napkins*	logo on napkins*	logo on napkins*

\* More with 50% discount

# Venue



Campus Brugg-Windisch  
Switzerland





# Welcome to XP2025



## First time in Switzerland

We are looking forward to getting your company involved and connected to our broad audience!

For more information, please contact the general co-chairs:

Martin Kropp, [martin.kropp@fhnw.ch](mailto:martin.kropp@fhnw.ch)

Sibylle Peter, [sibylle.peter@fhnw.ch](mailto:sibylle.peter@fhnw.ch)