



CONFIDENTIAL DOCUMENT — 2026-2027

Partnership Plan

2026 – 2027

agilequebec.ca

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Since 2005, **Agile Québec** has been a key player in the professional ecosystem of the greater Québec City region.

OUR MISSION

To foster knowledge sharing, collaboration and innovation within local organizations, through meaningful and concrete community events.

WHY SUPPORT US?

By becoming an Agile Québec partner, you join a dynamic and engaged community of professionals, practitioners, leaders and organizations striving to improve the way they work.

- » Monthly conferences & practical workshops
- » Communities of practice & Agile Playground
- » Flagship events: Agile Tour Québec and Q2N

AGILE TOUR QUÉBEC — 2025 EDITION

450

participants

8

partners

43

speakers

2

international
keynotes

4

workshops

29

conferences

Q2N — 2025 EDITION

180

participants

21

speakers

19

sessions

5

partners



2 WHAT YOUR SPONSORSHIP BRINGS YOU

Targeted Visibility

Credible visibility within an agile & tech community of over **5,000 members** in the Québec City region.

Demonstrated Commitment

Show your commitment to innovation and the transformation of organizational practices.

Quality Networking

Build direct connections with influential professionals and forward-thinking organizations.

Local Ecosystem

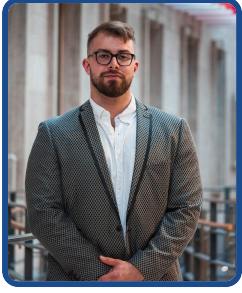
Actively contribute to the growth of a strong, connected and engaged local ecosystem.

Media Visibility

Video clips, podcasts, newsletters and collaborative content to extend your presence year-round.

Annual Partnership

Commit to both events for continuous presence throughout the year and attractive discounts.



Lasting change is born from collaboration, sharing and the passion of people who build together.

For nearly twenty years, Agile Québec has worked to create spaces for dialogue, learning and innovation to promote agile practices in our professional ecosystem.

Now more than ever, organizations are seeking to adapt, innovate and transform in a constantly evolving world. Agile Québec supports this movement by offering concrete opportunities for reflection, training and networking.

By partnering with Agile Québec, you play an active role in the **positive transformation of local organizations.**

Jean-Simon Ratté
President – Agile Québec

For any questions regarding the partnership plan, please don't hesitate to reach out. Our team will be happy to assist you.



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Find us also on:

- agilequebec.ca
- [LinkedIn](#)
- [Facebook](#)
- [YouTube](#)

In addition to our two flagship events, Agile Québec offers an **open, flexible sponsorship approach tailored to your goals.**

Progressive Commitment Discount

Benefit from a preferred rate on a second sponsorship during the same year. Up to 20% discount.

Tailor-Made Collaboration

We're open to building customized partnerships to suit your needs (panel presence, workshop facilitation, media content, etc.).

One-Time Partnerships

Visibility opportunities across other events in our annual programming (workshops, conferences, Agile Playground).

Collaborative Projects

A collaborative project template to co-create value-added initiatives (educational content, webinars, video clips).

6 VISIBILITY & PARTNER RECOGNITION

Each partnership level offers distinct benefits designed to maximize your company's visibility.

Named Rooms

Exclusive visibility in one of the event rooms based on your level. Selection in order of confirmation. Up to **two roll-up banners** per named room.

On-Stage Address

3-minute address on the main stage. Available for Propulseur and Collaborateur/Excellence partners. Content validated by Agile Québec.

Participant Badge

Propulseur: logo on the front of every attendee's badge.
Other levels: logo on the back (size varies by level).

Exhibitor Booth

Booth space at the event. Location determined by partnership level. *Note: Q2N is limited to 4 booths.*

Newsletters & Social Media

Newsletters sent on your behalf according to your level. Thank-you posts on LinkedIn and Facebook before and after the event.

Complimentary Tickets

From 3 to 12 tickets depending on level, plus a **promotional code** for additional discounts.



In 2026-2027, Agile Québec is strengthening its **media visibility offering** for partners — new ways to showcase your expertise before, during and after events.

Video Clips

Clips published before and after the event on digital platforms and social media. Co-developed with the partner.

Podcasts

Participation in a podcast series to discuss challenges, innovations and trends in your area of expertise.

LinkedIn Live

Live sessions with partner representatives, linked to event themes, broadcast on our LinkedIn page.

On-Site Interviews

Short videos or discussions captured at the event and shared online to reach a broader audience.

Post-Event Content

Virtual roundtables, expert discussions and thematic series to extend your visibility well beyond event day.

Included or Optional

LinkedIn Live and commercial conference **included for the Propulseur level** and available as an add-on for other levels.

« As a partner, you're not just sponsoring an event — you become a voice within an active and engaged community, throughout the entire year. »

— Agile Québec Team

All media content is co-developed with the partner and reviewed by the Agile Québec team before publication, to ensure alignment with community values and programming.





June 8, 2026

Université Laval – Pavillon Desjardins

2026 Theme: "Digital Quality: Deciding in Complexity and Diversity"

Quality as a strategic decision lever in complex, evolving and constrained digital environments.

PROGRAMMING — 4 THEMATIC TRACKS

Track 1

Governance & Quality

Decide, measure and take ownership

DORA metrics, TMMi, risk and value-driven management, quality decision governance.

Track 2

Business & Product

Create value without blind spots

Perceived vs. measured quality, product decisions under uncertainty, aligning quality with business goals.

Track 3

Technology & Engineering

Building reliable systems

CI/CD quality, observability, AI and digital quality, resilience and operational continuity.

Track 4

People & Culture

Align people before practices

Quality mindset, evolution of QA roles, quality leadership, psychological safety.

Panel 1 – Diversity & Inclusion

How diversity of profiles and backgrounds is a key factor in the quality of decisions and digital products.

Panel 2 – Transformation & Case Studies

Honest and concrete lessons from digital transformation — what worked, what failed, and lasting takeaways.





21
speakers
2025 edition

180
participants
2025 edition

19
sessions
2025 edition

5
partners
2025 edition

200+
participants
targeted 2026

BENEFIT	Propulseur \$6,000 Max. 1	Excellence \$4,000 Max. 2	Fiabilité \$2,000 Max. 1	Intégration \$1,000 Unlimited
Named room	Main Hall	Conference	Workshop	—
On-stage address (3 min)	AM opening	PM opening	—	—
Exhibitor booth *	✓	✓	✓	—
Social media acknowledgements	2 before + 2 after	1 before + 1 after	1 before	1 before
Newsletter	2	1	—	—
Badge logo	Front	Back	Back	Back
Logo on communications & visuals	✓	✓	✓	✓
Complimentary tickets	12	8	6	4
Commercial conference	✓	✓	+\$1,000	+\$1,000
Podcast / LinkedIn Live	✓	+\$250	+\$250	+\$250

* Limited to 4 booths for Q2N. | 2025 edition photos: agilequebec.ca/ambiance_q2n

Q2N is designed for:

- Developers
- Quality Assurance Experts
- Software Architects
- IT Managers
- Students & Young Professionals
- Digital Decision-Makers





October 8, 2026

Québec City Convention Centre

2026 Theme: "Making Agility a Collective Skill"

Agility is no longer reserved for IT teams. It is a collective skill, essential for every function within an organization.

PROGRAMMING — 5 THEMATIC TRACKS

Track 1

Deciding & Prioritizing in Complexity

Clarify to act better

Navigate effectively with strategic agility, OKRs and lightweight value-focused governance.

Track 2

Organizing to Work Better Together

Streamline collaboration

Optimize interactions between business and product teams with adapted organizational models, including hybrid setups.

Track 3

Reliability, Quality & System Durability

Building robust systems

Strengthen your DevOps practices and platforms to balance quality, observability, performance and cost control.

Track 4

Using AI Responsibly & Effectively

Transform with discernment

Deploy concrete use cases combining business impact, ethics, security and human-AI collaboration.

Track 5

Evolving the Organization & Leadership

Guiding change

Develop adaptive and engaging leadership to support transformation and foster collective learning.





43
speakers
2025 edition

450
participants
2025 edition

33
sessions
2025 edition

8
partners
2025 edition

500+
participants
targeted 2026

SPONSORSHIP OPTIONS GRID

BENEFIT	Propulseur \$10,000 Max. 1	Collaborateur \$6,000 Max. 2	Supporteur \$3,500 Max. 2	Allié \$2,500 Unlimited
Named room	Main Hall	Conference	Workshop	—
On-stage address (3 min)	✓	✓	—	—
Exhibitor booth	Choice of location	✓	✓	✓
Social media acknowledgements	2 before + 2 after	1 before + 1 after	1 before	1 before
Newsletter	2	1	+\$100	+\$200
Badge logo	Front	Back	Back	Back
Logo on communications & visuals	✓	✓	✓	✓
Complimentary tickets	12	8	5	3
Commercial conference	✓	+\$1,000	+\$1,000	+\$1,000
Podcast / LinkedIn Live	✓	+\$250	+\$250	+\$250

Previous edition photos: agilequebec.ca/ambiance



At Agile Québec, we believe in the power of lasting and strategic collaborations. An **annual partnership** ensures continuous presence with our community throughout the year.

- » Visibility on the website, social media and annual newsletter
- » Extended visibility in year-round communications
- » Alignment with initiatives tailored to your goals
- » Renewal priority for the following year
- » Priority choice of sponsorship levels

À la Carte Visibility

Options that can be added to your partnership plan:

- Lunch
- Coffee breaks & snacks
- Closing reception
- Photobooth
- Photographer
- Promotional items

11 ADDITIONAL BENEFITS & DISCOUNT STRUCTURE

Second Sponsorship Discount

20% discount

On the second sponsorship, for partners who sponsor both events (ATQC and Q2N). This does not need to be on the same contract and can be arranged later. Applied to the lesser-priced plan.

Annual Partnership Bundle

15% additional discount

On the combined total of both sponsorships, when signed for both events simultaneously on a single contract.

SME / Non-Profit Discount

\$1,000 discount

For SMEs (under 30 employees or less than 2 years old) and non-profit organizations. Additional **\$500 discount** if participating in both events. Proof may be requested.

Partner Loyalty Incentive

Partners participating in both events in the same year receive:

- » Renewal priority
- » Priority choice of sponsorship levels
- » Priority access to exhibit spaces
- » Extended visibility in year-round communications





THANK YOU

We sincerely thank you for your interest in Agile Québec and our mission to promote agility within the Québec City region.

Your support, financial, logistical or symbolic, helps make our events moments of learning, sharing and connection that have a real impact on individuals and organizations.

Thanks to the commitment of our partners, we can continue to offer quality, accessible and inspiring experiences for everyone who wants to thrive in a more collaborative and human world.

Thank you!



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