

# Sponsorship and Exhibitor's Prospectus ASWEC 2013

Swinburne University, Melbourne June 4<sup>th</sup> – 7<sup>th</sup>

ASWEC is the premier technical meeting for the Australian Software Engineering Community. ASWEC attracts software engineering researchers, academics and industry representatives from across Australia and New Zealand as well as significant international participation.

## An Invitation to Participate in ASWEC 2013

ASWEC is the recognized forum for:

- The exchange of industrial experience and new research results in software engineering in Australia and New-Zealand
- Facilitating the interaction between software engineering academics, researchers and industry practitioners.

ASWEC was established in 1986 and is hosted by the Australian Computer Society and Engineers Australia. The ASWEC series of conferences is organized through their joint Board on Software Engineering and the ASWEC Steering Committee.

ASWEC has always strived to maintain a strong technical program and this year also features workshops, tutorials and a PhD symposium.

The conference will be held in Melbourne at Swinburne University. Melbourne boasts one of the finest and widest ranges of restaurants and cafes and Swinburne University is well situated for delegates to take advantage of these.

## ASWEC 2013 At a Glance!

Technical Program	The technical program features research results and academic papers as well as industrial papers and experience reports.
Workshops	ASWEC features workshops held by experts in the field.
PhD Symposium	A symposium for PhD students to present their ideas will be held.
Conference Events	Conference events offer a chance to meet people and talk informally.

ASWEC is proudly hosted by the Australian  
Computer Society and Engineers Australia



## How can my company Participate?

### Join us in Melbourne

Come along to conference and take part in the active research program, tutorials and discussions!

### Write a Paper or Give a Demonstration

Contribute to the technical program, workshops and tutorials. ASWEC is seeking original submissions from researchers, industry practitioners and developers. Presentation of industry reports at ASWEC provides a unique opportunity for you to communicate your experiences to other practitioners, researchers and the entire software engineering community.

There are two submission categories for ASWEC papers:

1. Industry papers on the application of software engineering techniques and tools
2. Peer-reviewed 'academic-style' research papers to be published by Conference Publishing Services

Space will be made available for demonstration of software and tools. For details, please visit:

## Become an ASWEC Sponsor

**Sponsorship** packages are available. Starting at as little as \$2,500, packages include:

- General sponsorship opportunities – Bronze, Silver and Gold - offering a range of acknowledgement, branding, advertising keynote speaking spots and exhibition spaces;
- A range of more tailored "event" sponsorship opportunities including the conference dinner, catering, welcome reception and speaker sponsorship.

Sponsors receive complimentary full conference registrations, discounts and a number of opportunities for promotion. See the Sponsorship Options below for the details.

Sponsorship packages can be combined and customized to suit individual needs.

## Why Sponsor ASWEC?

Sponsors of ASWEC can expect branding, various forms of acknowledgement and special benefits depending on the type and level of sponsorship.

Sponsors will have the opportunity to engage with the leading engineering experts, researchers and industry practitioners such as developers, quality assurance staff and project managers from across Australia and New-Zealand. This conference also draws some of the best and brightest international contributors to the field of Software Engineering. In recent years ASWEC sponsors have included: Sun Microsystems, Infosys, IBM, Microsoft, Thales, Motorola, L3-Nautronix and Object Consulting.

## Who Will Attend ASWEC?

Delegates typically attend ASWEC from government, various industries and companies, educators, researchers, trainers and students of software engineering. A typical cross-section of the delegates includes:

- Accounting/Financial Services
- Information Management
- Aerospace
- Business
- Telecommunications
- Defence
- Education
- Government
- Health
- Human Resources
- IP/Legal Services
- Manufacturing
- Project Management
- Research & Development

## What are the Benefits of Sponsoring

The Conference provides an excellent opportunity for your organization to:

- Gain **face-to-face exposure** to national and international delegates
- Maintain a high profile with **your target markets**
- Network with **industry delegates** and **evaluate market trends** to generate new business opportunities
- Mix informally with **key decision-makers**
- Show your **involvement, commitment and support** of the industry, and
- **Launch new products and services** in front of an audience who can influence decisions

## Gold Sponsorship \$10,000

Gold sponsors can expect a range of benefits that include a number of conference registrations and opportunities for acknowledgement, exhibiting and branding.

### Acknowledgement and Branding

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program
- Non-exclusive display of your company stand up banner inside the plenary room at the conference (one only, banner to be supplied by Sponsor)
- Non-exclusive display of your company stand-up banner at the Welcome reception and Farewell drinks
- Non-exclusive display of your company pull-up banner at the plenary hall
- Acknowledgement as a Gold Sponsor by the chairperson during the conference program
- Three (3) full conference registrations including the Welcome Reception, Farewell drinks and conference dinner
- A choice of breakout session to sponsor including:
  - Acknowledgement in the program that your company is a session sponsor
  - A stand up banner supplied by the company displayed throughout the session
  - Opportunity to chair the session (subject to committee approval)
- Two (2) A4 size inserts into delegate satchels

### Online Promotion and Exhibitions

- A ½ page advertisement for your company and a link to your company website on the ASWEC website.
- Two (2) 2.1m x 1.5m exhibition spaces for the duration of the conference, including table and power access

# Silver and Bronze Sponsorship

## Silver Sponsorship - \$5,000

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Silver sponsors can expect a range of benefits that include opportunities for acknowledgement, exhibiting and

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### Acknowledgement and Branding

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program
- A choice of breakout session to sponsor including:
  - Acknowledgement in the program that your company is a session sponsor
  - A stand up banner supplied by the company displayed throughout the session
  - Opportunity to chair the session (subject to committee approval)
- Acknowledgement as a Silver Sponsor by the

### Online Promotion and Exhibitions

- One (1) 2.1m x 1.5m exhibition spaces for the duration of the conference, including table and power access

## Special Benefits

- Two (2) full conference registrations including the Welcome Reception, Farewell drinks and conference dinner
- Two (2) A4 size inserts into delegate satchels

## Bronze Sponsorship - \$3,000

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Bronze sponsors can expect a range of benefits that include opportunities for acknowledgement and branding.

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### Acknowledgement and Branding

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program
- Acknowledgement as a Bronze Sponsor by the chairperson during the conference program.

## Special Benefits

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program
- Acknowledgement as a Bronze Sponsor by the chairperson during the conference program

# Events to Sponsor!

ASWEC contains a number of events that can be sponsored. Events provide good opportunities for branding, presentation opportunities and exclusive and

## The Conference Dinner

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Two available at \$6,000 each

### Special Benefits

- The opportunity to make a 10 minute presentation at the dinner
- Two (2) full conference registrations and accompanying dinner ticket
- One A4 sized insert into delegate satchels

### Acknowledgement and Branding

- Company logo on the ASWEC website acknowledging that your company is sponsoring the conference dinner
- Company logo on all the ASWEC literature where the conference dinner is mentioned
- Acknowledgement in the program that your company is a sponsor of the conference dinner
- Stand up banner supplied by the company displayed throughout the dinner
- Acknowledgement as a sponsor of the conference dinner by the chairperson.

It is also possible to take out both sponsorships for \$12,000 and receive many of the benefits of a gold sponsor including three (3) conference registrations and the opportunity to make a 15-minute presentation at the conference dinner.

### Benefits Include:

- Company logo on the ASWEC website as a sponsor of the Welcome Reception
- Company logo on all the ASWEC literature where the Welcome reception is mentioned
- Acknowledgement as the Welcome Reception Sponsor by the chairperson during the conference program
- Display of stand up company banner during the Welcome reception
- One (1) full conference registrations and accompanying reception and dinner tickets

### Benefits Include:

- Company logo on the ASWEC website as a sponsor of the Farewell drinks
- Company logo on all the ASWEC literature where the Farewell drinks is mentioned
- Acknowledgement as the Farewell Drinks Sponsor by the chairperson during the conference program
- Opportunity to display your organization's stand up banner at the Lunch (sponsor to supply)
- One (1) A4 size insert into delegate satchels

# More Events to Sponsor!

## Catering

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Three are available at \$2,500 each

Catering sponsorship covers the morning coffee service, morning and afternoon tea and lunchtime service.

### Benefits Include:

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program
- Acknowledgement as a Catering Sponsor by the chairperson during the conference program
- Opportunity to display your organization's stand up banner at the lunch venue during the day (sponsor to supply)
- One (1) A4 size insert into delegate satchels

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### Benefits Include:

- Your company logo will be exclusively printed on all the satchels
- A single A4 flyer inserted in the satchels
- Acknowledgement as sponsor of the satchels by the chairman of the conference.

## PhD Symposium - \$2,500

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### Benefits Include:

- An **opportunity to address the symposium** to be negotiated with the symposium chair.
- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program where the symposium is mentioned
- Acknowledgement as a PhD Symposium Sponsor by the chairperson of the symposium
- Opportunity to display your organization's stand up banner at the symposium venue (sponsor to supply)
- One (1) A4 size insert into delegate

## Paper Prizes - \$1,500

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There are nominally awards for **Best Paper** and **Best Student Paper**.

### Benefits Include:

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program where the paper prizes are mentioned
- The opportunity to award the prizes

# Terms and Conditions

1. The Exhibitor will be responsible for any damage to the walls or the floor of the building as may be occupied by the Exhibitor and will reinstate such damage to the satisfaction of the Organizer.
2. The Exhibitor will be responsible for any loss or damage to the display booth, partitions, electrical fittings, and spotlights provided for the Exhibitor and will reinstate such damage to the satisfaction of the Organizer.
3. The Exhibitor will comply with all the rules and regulations of the authority having control over the Building.
4. The Organizer may in the event of any circumstances, which render it necessary, alter the location of the space allocated to the Exhibitor.
5. The Organizer may postpone or amend the time for the holding of the exhibition to such time, which in the opinion of the Organizer is more suitable for the exhibition.
6. The Organizer may cancel the allocation of space to any Exhibitor, which in the opinion of the Organizer is creating a disturbance or nuisance or carrying any activity contrary to the law.
7. The Organizer may allocate to any person any space allotted to an Exhibitor which may be forfeited pursuant to the terms hereof.
8. The Organizer will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition or any loss of property suffered during the course of the exhibition.
9. Where there is more than one Exhibitor occupying space their liability shall be joint and several.
10. In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor to be observed, then all monies paid hereunder will be absolutely forfeited and the Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the Organizer. In the event of forfeiture for any reason the Sponsor or Exhibitor will not be released from any liability hereunder.
11. The Sponsor or Exhibitor shall not be entitled to any refund in the event of cancellation of the Sponsorship or Exhibition because of Industrial action, blackouts or any cause outside the control of the Organizer.
12. The Organizer is not responsible for any loss or damage to any product exhibited.
13. The Exhibitor without limiting the generality of foregoing will comply with all statutory requirements applicable to it during the course of the exhibition.
14. Please note that the final trade exhibition floor plan may vary resulting in position changes from the original floor plan due to updated trade floor plans.
15. The deposit (50% of the total amount required for sponsorship or trade exhibition booths) is non-refundable. No refunds will be issued for cancellations notified less than 30 days prior to the event and the Exhibitor or Sponsor will be liable at this point for the full amount requested on the application form.
16. Deposit of 50% is required on submission of application for sponsorship with final balance due by Friday 5th April 2013.
17. All payments must be received by the due date. Failure to comply with payment terms may result in the Sponsor not receiving full benefits as outlined in the package.
18. This is an invitation to treat, not an offer. The Organizers of the Australian Software Engineering Conference reserve the right, in their absolute discretion, to refuse any sponsorship application and may decide not to accept an application for any reason whatsoever.

Sponsors' benefits are conditional on receiving payment, and receiving artwork, goods etcetera in a timely manner. Should a particular sponsorship benefit precede payment that benefit will no longer be available to the Sponsor.



# ASWEC Sponsorship Application Form

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## LEVEL OF SPONSORSHIP REQUESTED (please tick as appropriate):

Prices are listed in Australian Dollars and include Goods and Services Tax (GST).

TYPE	PRICE	TYPE	PRICE
Gold	<input type="checkbox"/> \$10,000	Catering (Per Day)	<input type="checkbox"/> \$2,500
Silver	<input type="checkbox"/> \$5,000	Conference Dinner	<input type="checkbox"/> \$6,000
Bronze	<input type="checkbox"/> \$3,000	Welcome Reception	<input type="checkbox"/> \$2,500
Best Papers	<input type="checkbox"/> \$1,500	Farewell Drinks	<input type="checkbox"/> \$2,000
Satchel	<input type="checkbox"/> \$2,000	PhD Symposium	<input type="checkbox"/> \$2,500

On our receipt of this completed sponsorship application, you will be sent an invoice. 50% of the total is non-refundable and must be received by us before your sponsorship can be confirmed. If you choose to pay your deposit by completing and returning the Payment Guarantee Form, a Tax Invoice will be sent to you.

**Payment in full is due by the close of business Friday, April 5<sup>th</sup>, 2013.**

By returning this form it is understood that you have read and agree to the Terms & Conditions contained on page 9.

**Please POST or FAX completed form to:**

**gener8 events**  
PO Box 1167  
Armadale North, VIC 3143 Australia

# ASWEC Payment Form

Sponsorship payment will be accepted by EFT, Cheque or Credit Card. Cheques should be made payable to Gener8, PO Box 1167 Armadale North VIC 3143. To pay by credit card please call Gener8 on 03 9018 9070. **Please note that a surcharge of 2% applies to all Visa and Mastercard payments and 3.5% surcharge for Amex.** All payments will be processed and collected by Gener8 Events on behalf of ASWEC. Please contact gener8 on 03 9018 9070 for direct transfer details.

**Payment in full is due by the close of business Friday, April 5<sup>th</sup>, 2013.**

- Please debit my credit card as provided below for the nominated amount.
- Please use the credit card number below only to guarantee the outstanding amounts. If another form of payment is not received within 14 days, I understand that the credit card as per the details provided below will be debited for all outstanding amounts.

## CONTACT DETAILS:

NAME: \_\_\_\_\_

ORGANISATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STATE: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

MOBILE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

## CREDIT CARD DETAILS:

- Please debit my credit card nominated below \$ \_\_\_\_\_
- MasterCard                       Visa                                       Amex (id# \_\_\_\_\_)

Credit Card Number:

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## OFFICE USE ONLY

ID Number: \_\_\_\_\_ Amount to pay: \$ \_\_\_\_\_