



Agile, the New Mainstream

Sponsorship Opportunities

The 20th Australian Software Engineering Conference

14 – 17 April 2009

Courtyard by Marriott Surfers Paradise Resort

Gold Coast, Queensland

Hosted by:



**ENGINEERS
AUSTRALIA**



Contents

OPPORTUNITY OVERVIEW	3
SPONSORSHIP DETAILS	4
Gold Sponsor	5
Silver Sponsor	6
Bronze Sponsor	7
Dinner Sponsor	8
Welcome Reception Sponsor	8
Lunch Sponsor	8
Other Sponsorship Options	9
Logo Package	9
Satchel Sponsor	9
Satchel Insert	9
Best Conference Paper Sponsor	9
Design Your Own	9
Banner Privilege	9
Featured industry presentation (invitation only)	9
SPONSORSHIP TERMS & CONDITIONS	10
SPONSORSHIP APPLICATION FORM	11
PAYMENT GUARANTEE FORM	12

Opportunity Overview

ASWEC is the Australian Software Engineering Conference. Established in 1986, ASWEC is the premier technical meeting for the Australian Software Engineering Community. It also attracts a significant number of international participants. The Australian Computer Society and Engineers Australia support and organise the ASWEC conference series through their joint Board on Software Engineering and the ASWEC Steering Committee. In April 2009, ASWEC will be held on the Gold Coast, at Courtyard by Marriott Surfers Paradise Resort.

ASWEC provides a recognised forum for exchanging experience and new research results in software engineering, and is designed to offer the opportunity for interaction between software engineering researchers and industry practitioners. To deliver extra value to participants, ASWEC 2009 will include a program of workshops and tutorials on current topics in software engineering led by experts in their fields.

ASWEC 2009 has been designed with the particular aim of bringing together research and industry practitioners in software engineering, whilst recognising the differences in interests, motivation, reward systems and availability of funding for academics and industry people are very different. This provides an outstanding opportunity for you to reach the 'thought leaders' in this industry with your message, and for your software engineering team to network and exchange ideas with their peers in this unique and innovative forum.

There are three ways for your company to benefit:

a. Sponsor

There are several ways you can take advantage of sponsorship to reach this important community of software development practitioners and researchers. Exhibiting sponsor packages start from as little as \$2500 and can be combined and customised to suit individual needs.

Lunch, cocktail mixer and dinner sponsorships are available, keynote speaking spots, as well as standard (Bronze) and premium (Gold and Silver) branding opportunities.

Sponsors receive complimentary full conference registrations, discounts and various opportunities for promotion. See Sponsorship Options for further information.

b. Contribute

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/or tools
2. Peer-reviewed 'academic-style' research papers to be published by IEEE

Visit aswec2009.itee.uq.edu.au for more information.

c. Attend

ASWEC provides an exceptional forum for exchanging experiences and new research results in software engineering. It is the premier technical meeting for the Australian software engineering community and attracts a significant number of overseas visitors. At ASWEC 2009 you will learn from leading researchers and practitioners about the latest software engineering techniques and their application in industry.

Visit aswec2009.itee.uq.edu.au for more information.

Conference Theme

Agility, the new mainstream

Agile software development methodologies generated extraordinary interest when they first appeared in the late 1990s. The Agile pitch offered high quality software without telephone book scale documentation and endless process rules, freeing technical people to focus on technical outcomes and requiring customers to take responsibility for trade-offs between cost and scope. Developers embraced Agile without reservation while the reception from management was decidedly frosty, yet both views reflected a misunderstanding of Agile's key themes. It is the focus on delivering business value early and responding to changing customer needs, within a quality driven framework, that has seen organisations turning to Agile to gain competitive advantage.

Sponsorship Details

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 Australia. 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, Borland, Thales, Motorola, L3-Nautronix and Object Consulting

Benefits of Sponsorship

The Conference provides an excellent opportunity for your organisation to:

1. Gain **face-to-face exposure** to national and international delegates
2. Maintain a high profile with **your target markets**
3. Network with **industry delegates** and **evaluate market trends** to generate new business opportunities
4. Mix informally with **key decision-makers**
5. Demonstrate your **involvement, commitment and support** of the industry, and
6. **Launch new products and services** in front of an audience empowered with decision-making authority

Who will attend?

- ◆ Government and corporate departments and organisations
- ◆ Educators, trainers and students of software engineering
- ◆ Representatives from:
 - Accounting/Financial Services
 - Information Management
 - Aerospace
 - Business
 - Telecommunications
 - Defence
 - Education
 - Government
 - Health
 - Human Resources
 - IP/Legal Services
 - Manufacturing
 - Project Management
 - Research & Development

Gold Sponsor

\$10,000

Acknowledgements and Branding

- ◆ Your organisation logo to appear on the conference website with a “hotlink” to your organisation’s home page
- ◆ Your organisation logo printed on all conference literature
- ◆ Non-exclusive display of your pull up banner inside the plenary room at the conference (one only, banner to be supplied by Sponsor)
- ◆ Acknowledgement as a Gold Sponsor by the chairperson during the conference programme

Exclusive Benefit

- ◆ **Conference Lunch (2 lunches available)** – benefits include:
 - Text acknowledgement of your organisation as the sole supporter of a nominated lunch time in all conference literature
 - Opportunity to have your organisation banner displayed in the lunch area for the duration of the specified lunch time (Sponsor to supply)
 - Display of promotional literature during the specified lunch time (Sponsor to supply)
 - 15 minute lunchtime address
- ◆ **Sponsor a Non-Plenary Breakout Session** – benefits include:
 - Text acknowledgement of your organisation as the sponsor of the session in all conference literature
 - Opportunity to have your organisation banner displayed in the session room for the duration of the specified sponsored session (Sponsor to supply)
 - Opportunity to chair the session (subject to Programme Committee approval)

Additional Benefits

- ◆ Two (2) A4 size inserts into delegate satchels
- ◆ Two (2) 2.1m x 1.5m exhibition spaces for the duration of the conference, including table and power access
- ◆ Reduced rate on other sponsorship options
- ◆ Three (3) full conference registrations including Welcome Reception and Conference Dinner tickets

Silver Sponsor

\$5,000

Acknowledgements and Branding

- ◆ Your organisation logo to appear on the conference website
- ◆ Your organisation logo printed on all conference literature
- ◆ Acknowledgement as a Silver Sponsor by the chairperson during the conference programme

Exclusive Benefit

- ◆ **Sponsor a Non-Plenary Breakout Session** – benefits include:
 - Text acknowledgement of your organisation as the sponsor of the session in all conference literature
 - Opportunity to have your organisation banner displayed in the session room for the duration of the specified sponsored session (Sponsor to supply)
 - Opportunity to chair the session (subject to Programme Committee approval)

Additional Benefits

- ◆ One (1) A4 size insert into delegate satchels
- ◆ One (1) 2.1m x 1.5m exhibition spaces for the duration of the conference, including table and power access
- ◆ Reduced rate on other sponsorship options
- ◆ Two (2) full conference registrations including Welcome Reception and Conference Dinner tickets

Bronze Sponsor

\$2,500

Acknowledgements and Branding

- ◆ Your organisation logo to appear on the conference website
- ◆ Your organisation logo printed on all conference literature
- ◆ Acknowledgement as a Bronze Sponsor by the chairperson during the conference programme

Additional Benefits

- ◆ One (1) A4 size insert into delegate satchels
- ◆ Reduced rate on other sponsorship options
- ◆ One (1) full conference registration including Welcome Reception and Conference Dinner tickets

Dinner Sponsor

\$3,500

- ◆ Logo and text branding as Dinner sponsor in all conference material in which the Dinner is mentioned
- ◆ Opportunity to display your organisation's stand up banner at the Dinner (sponsor to supply)
- ◆ One (1) A4 size insert into delegate satchels
- ◆ Opportunity to provide a ten (10) minute welcome address to delegates at the Dinner
- ◆ One (1) full conference registration including one ticket to the Welcome Reception and Dinner
- ◆ Two (2) additional Dinner tickets for your staff or clients

Welcome Reception Sponsor

\$1,500

- ◆ Logo and text branding as Welcome Reception sponsor in all conference material in which the Welcome Reception is mentioned
- ◆ Opportunity to display your organisation's stand up banner at the Welcome Reception (sponsor to supply)
- ◆ One (1) A4 size insert into delegate satchels
- ◆ Opportunity to provide a five (5) minute welcome address to delegates at the Welcome Reception
- ◆ Two (2) Welcome Reception tickets

Lunch Sponsor

\$1,350

- ◆ Logo and text branding as Lunch sponsor in all conference material in which your nominated lunch is mentioned
- ◆ Opportunity to display your organisation's stand up banner at the Lunch (sponsor to supply)
- ◆ One (1) A4 size insert into delegate satchels

Other Sponsorship Options

Logo Package

\$1,350

- ◆ Your organisation logo printed on conference literature and on the website with a link to your website
- ◆ Opportunity to display your organisation's banner (max size 1m x 2m), position to be determined, sponsor to supply

Satchel Sponsor

\$3,500

Each delegate will be provided with a satchel – this is a good opportunity to provide a lasting reminder of your logo and services.

- ◆ Your organisation's logo and the conference logo branded on the conference satchel
- ◆ Your organisation name and logo will be profiled in Conference Publications
- ◆ Your organisation logo will be promoted as Satchel Sponsor and displayed on the conference Website
- ◆ One (1) insert into the Conference Satchel (maximum of 8 stapled A4 pages per insert).

Satchel Insert

\$440 per insert

Non-sponsoring companies have access to Conference satchels for a fee of \$440 per insert. This will allow you to insert one piece of promotional material (e.g.: corporate literature, caps, mouse mats, pens, pads, stress balls, etc.) into Conference satchels to be distributed to all attendees. Only one of each item will be inserted with entitlements issued on a first come, first served basis.

Best Conference Paper Sponsor

An opportunity to present the award for the Best Research Paper and/or Best Industry Paper at the Conference.

One award \$330

Both awards \$550

Design Your Own

If you have an idea that would prominently feature a key strength of your company, discuss it with us – we can help you design your own sponsorship!

Banner Privilege

Limit of 4 available

Place your standard company banners (max size 1m x 2m; sponsor to supply) within the trade exhibition area or at the entrance to the plenary room.

Entrance to Plenary Room: \$1,350 per banner; Within Exhibition area: \$660 per banner

Featured industry presentation (invitation only)

Suitable for higher profile companies and/or individuals and best complemented with an exhibiting sponsors package, featured industry presentations are part of the conference program.

Sponsorship Terms & 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 Organiser.
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 Organiser.
3. The Exhibitor will comply with all the rules and regulations of the authority having control over the Building.
4. The Organiser may in the event of any circumstances, which render it necessary, alter the location of the space allocated to the Exhibitor.
5. The Organiser may postpone or amend the time for the holding of the exhibition to such time, which in the opinion of the Organiser is more suitable for the exhibition.
6. The Organiser may cancel the allocation of space to any Exhibitor, which in the opinion of the Organiser is creating a disturbance or nuisance or carrying any activity contrary to the law.
7. The Organiser may allocate to any person any space allotted to an Exhibitor which may be forfeited pursuant to the terms hereof.
8. The Organiser 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 Organiser. 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 Organiser.
12. The Organiser 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 27 February 2009.
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 organisers of the Australian Software Engineering Conference reserve the right, in their absolute discretion, to refuse any sponsorship application and may decide not to accept any application for any reason whatsoever.

All 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 2009 Sponsorship Application Form

Sponsorship Application Form

Organisation 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 Sponsorship	<input type="checkbox"/> \$3,500 (Dinner) <input type="checkbox"/> \$1,350 (Lunch) <input type="checkbox"/> \$1,500 (Welcome Reception)
Silver	<input type="checkbox"/> \$5,000	Banner Privilege	<input type="checkbox"/> \$1,350 (outside plenary room) <input type="checkbox"/> \$660 (within trade area)
Bronze	<input type="checkbox"/> \$2,500	Best Conference Paper	<input type="checkbox"/> \$330 (please indicate type) <input type="checkbox"/> <i>research</i> <input type="checkbox"/> <i>industry</i> <input type="checkbox"/> \$550 (research and industry)
Satchel	<input type="checkbox"/> \$3,500	Satchel Insert	<input type="checkbox"/> \$440 each
Logo Package	<input type="checkbox"/> \$1,350	Design Your Own	<input type="checkbox"/> \$ _____

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 27 February 2009.

By returning this form it is understood that you have read and agree to the Terms & Conditions contained on page 10.

Please POST or FAX completed form to:
 Conference Secretariat: Eventcorp Pty Ltd
 PO Box 3873
 SOUTH BRISBANE BC QLD 4101 AUSTRALIA
Telephone: (61 7) 3334 4470 Fax: (61 7) 3334 4499
Email: aswec@eventcorp.com.au

ASWEC 2009 Payment Guarantee Form

Please note: Credit card payments attract a 2% fee. Payments made by direct transfer or cheque attract **no additional fees**. Please contact aswec@eventcorp.com.au for direct transfer details. Cheques should be made payable to: **Eventscentral - ASWEC**.

Payment in full is due by the close of business Friday 27 February 2009.

- 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: \$ _____