

Sponsor & Exhibitor Opportunities



Presented by:



13th International Conference on Software Quality Dallas, Texas October 6-9, 2003

For more information on the
13th International Conference
on Software Quality, visit our
official Web site of at ...

www.icsq.org

13th International Conference on Software Quality

October 6-9, 2003 - Dallas, Texas

Conference – October 7-8

Tutorials – October 6 & 9

Renaissance Dallas-Richardson Hotel - Richardson, Texas

About the 13ICSQ Conference: The 13th International Conference on Software Quality is presented by the ASQ Software Division www.asq-software.org

The purpose of the conference is to promote the use of quality principles, philosophies and practices in our software processes. Objectives of this year's conference include the Software Division's desire to:

- Provide attendees with an understanding of those software quality practices that have proved effective in a wide range of industries, applications and organizational settings.
- Enhance personal and professional growth as a forum for exchanging practical ideas and experiences.
- Improve the professionalism of practitioners, the satisfaction of customers, and the well-being of the larger society.

Key Note Speakers

- Jerry Weinberg
- Bill Curtis
- Karl Wiegens
- James Bach

Invited Speakers

- Robin Goldsmith
- Herb Krasner
- Mark Paulk
- Neil Potter
- Johanna Rothman
- Mary Sakry

Presentations and tutorials will address software quality related topics including:

- Software quality management at the strategic, tactical and operational levels
- Software peer reviews, testing, verification and validation
- Software processes
- Software metrics, measurement and analytical methods
- Software project management
- Software audits
- Software standards

Attendance is expected to range between 200-400, with representatives from across North America and around the world.

Exhibition hours will be (tentative, subject to change):

Tuesday, October 7, 2003: 7:30 a.m. – 7:00 p.m. including a reception with the exhibitors

Wednesday, October 8, 2003: 7:30 a.m. – 3:00 p.m.

As an organization known for its emphasis on quality and performance excellence, you have a special interest in the improvement of software as it relates to our economic future. Thus, we want you to have an opportunity to provide support for our conference. We are asking your help to ensure the success of the conference by supporting any of the suggested sponsorship formats enclosed. Additionally, sponsorship is an excellent means of gaining international recognition for your organization, as one committed to software quality and business excellence.

Sponsor & Exhibitor Levels:

All Sponsors & Exhibitors will receive the following promotional opportunities with our 13ICSQ attendees:

- 2 continental breakfasts
- 4 refreshment breaks – a.m. and p.m.
- 1 evening conference reception

\$7,500 Platinum Sponsorship Level

EDUCATION: Sponsor full-day conference tutorial. Your company's name prominently displayed in area where tutorials are held.

ADVERTISEMENT:

- Special recognition during the conference general session
- ¼ page Sponsor's Ad in the next issue of *Software Quality Professional*
- Full page Sponsor's Ad in *Software Quality Newsletter*, Summer 2003
- 2-page promotional insert for conference attendee tote bag - Optionally sponsor may provide a company favor for inclusion in bag.
- Full page Sponsor's Ad in the On-Site Conference Program

RECOGNITION: Your company's name and logo prominently displayed:

- On conference tote bags
- On conference website with link
- In conference proceedings (cd-rom) (if commitment is received prior to production deadline of September 1, 2003)
- Inside the Preliminary Conference Brochure (if commitment is received prior to print deadline of June 1, 2003)
- Inside On-Site Conference Program

COMPLIMENTARY:

- Two admissions to the two-day conference, valued at \$695 each
- Breakfast, lunch and refreshment breaks for two exhibitor reps for both conference days

EXHIBIT SPACE: Two 6-ft. tables for a Tabletop Exhibit – (no pipe & drape) – pop-up displays and booths allowed

PRESENTATION: An opportunity to present a 60-minute product demonstration and/or presentation in Exhibitors' Track

SPONSORSHIP: (choose one of the following – awarded on a first-come, first-served basis)

Your company's name prominently displayed in the gathering area.

- Two Continental Breakfasts (Tuesday & Wednesday)
- One Lunch (Tuesday & Wednesday)
- Evening Conference Reception (Tuesday)

\$5,000 Gold Sponsorship Level

EDUCATION: Sponsor full-day conference tutorial. Your company's name prominently displayed in area where tutorials are held.

ADVERTISEMENT:

- Special recognition during the conference general session
- Sponsor recognition in the next issue of *Software Quality Professional*
- ½ page Sponsor's Ad in *Software Quality Newsletter*, Summer 2003
- 1-page promotional insert for conference attendee tote bag - Optionally sponsor may provide a company favor for inclusion in bag
- ½ page Sponsor's Ad in the On-Site Conference Program

RECOGNITION: Your company's name and logo prominently displayed:

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- On conference website with link
- In conference proceedings (cd-rom) (if commitment is received prior to production deadline of September 1, 2003)
- Inside the Preliminary Conference Brochure (if commitment is received prior to print deadline of June 1, 2003)
- Inside On-Site Conference Program

COMPLIMENTARY:

- Two admissions to the two-day conference, valued at \$695 each
- Breakfast, lunch and refreshment breaks for two exhibitor reps for both conference days

EXHIBIT SPACE: One 6-ft. table for a Table Top Exhibit – (no pipe & drape) – pop-up displays and booths allowed

PRESENTATION: An opportunity to present a 60-minute product demonstration and/or presentation in Exhibitors' Track

SPONSORSHIP: (choose one of the following – awarded on a first-come, first-served basis)

Your company's name prominently displayed in the gathering area.

- Two Refreshment Breaks - a.m. and p.m. (Tuesday & Wednesday)
- One Lunch (Tuesday & Wednesday)

\$3,500 Silver Sponsorship Level

ADVERTISEMENT:

- Sponsor recognition in the next issue of *Software Quality Professional*.
- ¼ page Sponsor's Ad in *Software Quality Newsletter*, Summer 2003
- 1-page promotional insert for conference attendee tote bag

RECOGNITION: Your company's name and logo prominently displayed:

- On conference tote bags
- On conference website with link
- In conference proceedings (cd-rom) (if commitment is received prior to production deadline of September 1, 2003)
- Inside the Preliminary Conference Brochure (if commitment is received prior to print deadline of June 1, 2003)
- Inside On-Site Conference Program

COMPLIMENTARY:

- One (1) admission to the two-day conference, valued at \$695 each
- Breakfast, lunch and refreshment breaks for two exhibitor reps for both conference days

EXHIBIT SPACE: One 6-ft. table for a Table Top Exhibit – (no pipe & drape) – pop-up displays and booths allowed.

PRESENTATION: An opportunity to present a 60-minute product demonstration and/or presentation in Exhibitors' Track

SPONSORSHIP: (*awarded on a first-come, first-served basis*)

- Your company's name prominently displayed in the gathering area at (2) Refreshment Breaks - a.m. and p.m. (Tuesday or Wednesday)

\$2,000 Bronze Sponsorship Level

RECOGNITION: Your company's name and logo prominently displayed:

- On conference website with link
- In conference proceedings (cd-rom) (if commitment is received prior to production deadline of September 1, 2003)
- Inside the Preliminary Conference Brochure (if commitment is received prior to print deadline of June 1, 2003)
- Inside On-Site Conference Program

COMPLIMENTARY: Breakfast, lunch and refreshment breaks for two exhibitor reps for both conference days

EXHIBIT SPACE: One 6-ft. table for a Table Top Exhibit – (no pipe & drape) – pop-up displays and booths allowed

PRESENTATION: An opportunity to present a 60-minute product demonstration and/or presentation in Exhibitors' Track

\$1,300 Exhibitor Level

RECOGNITION: Your company's name and logo prominently displayed:

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- Inside On-Site Conference Program

COMPLIMENTARY: Breakfast, lunch and refreshment breaks for two exhibitor reps for both conference days

EXHIBIT SPACE: One 6-ft. table for a Table Top Exhibit – (no pipe & drape) – pop-up displays and booths allowed

If you have questions or need more information, please contact Michelle Dovel-Cash the 13ICSQ Sponsor & Exhibit chair at 407-658-0044 x 255 or by email to michelle.dovel-cash@veridian.com.

Thank you in advance for your support.

Rules and Regulations

By signing the enclosed agreement form the exhibitor/sponsor agrees to make no claim for any reason against the Renaissance Dallas-Richardson or American Society for Quality (ASQ), ASQ Software Division, or the agents of any of the aforementioned. The Renaissance Dallas-Richardson, ASQ, and ASQ Software Division will not be liable for the fulfillment of this contract as to the delivery of space, and further will not be responsible for delays, damage, loss, increased costs, or any other unfavorable conditions due to the following: the building being destroyed by fire, act of God, public enemy, national emergency, strikes, the authority of the law, or any causes beyond their control. The exhibitors/sponsors agrees to indemnify the aforementioned groups against and hold them harmless from any claims arising from the acts or negligence of the sponsor, its agents, or employees.

CANCELLATION POLICY

The exhibitor is required to give notice of cancellation or withdrawal in writing. If cancellation is received on or before September 22, 2003 the exhibitor will receive a full refund less a \$100 processing fee. Cancellations after September 22, 2003, will be responsible for the full fee.

EXHIBIT SPACE ALLOCATION

Exhibit space selection will be assigned on a first-come, first-served basis determined by ASQ Software Division receipt of an exhibitor's signed contract and payment. ASQ Software Division will notify all exhibitors of their assigned tabletop location prior to the start of the conference. ASQ Software Division reserves the right to modify the floor plan if, in its sole judgment, it is in the best overall interest of the exposition.

USE OF EXHIBIT SPACE

Custom designed tabletop displays, pop-up displays, booths and any equipment necessary for demonstration purposes is permitted as long as it fits on top of your six-foot table or within your designated exhibit space and does not exceed eight feet in height (includes the three-foot table supplied by show management). Pipe and drape is not included or appropriate for this conference. Show management reserves the right to determine appropriate equipment.

SECURITY

Although security will be furnished for the show, exhibitors must make provisions for safeguarding their goods, materials, equipment, and stations at all times. ASQ Software Division, the show manager, or the Renaissance Dallas-Richardson will not be responsible for the loss or theft of property belonging to any exhibitor, its agents, employees, visitors, or guests.

PRODUCT SELLING

The selling of goods and services in the exhibit hall is allowed for any sponsor or exhibitor with the proper permits and/or licenses for selling/reselling goods in the state of Texas. You may also take orders and invoice customers after the conference.

Sponsor & Exhibitor Agreement 13th International Conference on Software Quality



Please print clearly or type:

Company Name: _____

As it will appear in program and on all signage

Contact: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail address: _____ Web site: _____

Contact signature*: _____

- By signing this contract the exhibitor agrees to the rules and regulations of the conference.

Reserve the following Exhibit/Sponsorship opportunity for my company:

- Platinum Sponsorship \$7,500
- Gold Sponsorship \$5,000
- Silver Sponsorship \$3,500
- Bronze Sponsorship \$2,000
- Exhibit Only \$1,300

Sponsors & Exhibitors:

Please submit company logo at the time of contract submission to michelle.dovel-cash@veridian.com.
2 logos needed:

- ESP 300+ dpi
- TIFF 300+ dpi

Please provide a 25-word description of your organization and the products/services to be exhibited: ASQ reserves the right to edit as needed. (please print)

- My check for \$_____ is enclosed. Make checks payable to ASQ.
(Payment must be in U.S. funds, drawn on a U.S. bank)

- Charge the full payment of \$_____ to my credit card.

MC VISA AMEX

Card number: _____ Expiration date: _____

Cardholder name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Cardholder signature: _____

- Please bill me. Invoice is payable net 30 days. You must pay your balance prior to the conference in order to set up your exhibit.

**Please mail or fax completed contract to Marjorie Maupuy, ASQ Education Services,
P.O. Box 3005, Milwaukee, WI 53201-3005, fax 414-765-8664.**