



# International Conference on Software Engineering 2009

Westin Bayshore, Vancouver  
Vancouver, BC Canada

16-24 May, 2009 Conference Dates  
20-22 May 2009 Exhibit Dates

## Exhibitor Prospectus

### Contents

Exhibitor Deadline Dates, Program Schedule, and Meeting Contacts .....	2
Space Assignment and Fees .....	3
Contractual Considerations .....	4
1997-2008 Attendee History .....	5
Exhibit Application .....	6

# ICSE 2009

Westin Bayshore, Vancouver  
Vancouver, BC Canada  
16-24 May, 2009

## DEADLINES

*Friday, 20 March, 2009*

- Deadline for Application and Full Payment

*Tuesday, 31 March, 2009*

- Space Assignments Mailed or E-mailed

*Friday, 10 April, 2009*

- No Refunds for Cancellation
- Exhibitor Staff Registration Form Due

*Friday, 1 May, 2009*

- Deadline for Hotel Reservation

## MEETING CONTACTS

ICSE Conference Exhibit Contacts:

### *Exhibits Chair*

Peggy J. Reed, University of Virginia,  
Charlottesville, Virginia  
peggy@virginia.edu

### *Conference Chair*

Steven Fickas, University of Oregon  
Eugene, Oregon  
fickas@cs.uoregon.edu

### *Hotel Contact*

Mo Dupuis  
The Westin Bayshore, Vancouver  
1601 Bayshore Drive  
Vancouver, British Columbia v6g 2v4 Canada  
mo.dupuis@westin.com

## PRELIMINARY PROGRAM SCHEDULE

*Tuesday, 19 May 2009*

Exhibits Installation 2:00 pm - 6:00 pm

*Wednesday, 20 May 2009*

Exhibit Hall Hours 9:30 am - 4:00 pm  
Morning Session  
Break with Exhibitors  
Lunch  
Afternoon Session  
Break with Exhibitors

*Thursday, 21 May 2009*

Exhibit Hall Hours 9:30 am - 4:00 pm  
Morning Session  
Break with Exhibitors  
Lunch  
Afternoon Session  
Break with Exhibitors

*Friday, 22 May 2009*

Exhibit Hall Hours 9:30 am - 4:00 pm  
Morning Session  
Break with Exhibitors  
Lunch  
Afternoon Session  
Break with Exhibitors

*Friday, 22 May 2009*

Exhibits Dismantle 4:00 pm - 7:00 pm

## *Space Assignments and Fees*

### *Purpose*

The purpose of all exhibits is to inform meeting participants of the types and nature of the products displayed related to applications in Software Engineering and to provide information and explanation concerning related products and services.

### *Space Assignments*

The following rules and regulations governing the exhibit under the auspices of the ICSE 2009 Conference are part of the application for space and constitute a contract between the Exhibitor and the Conference. They have been formulated in the best interest of the Exhibitor and full cooperation of the Exhibitor in their observance is asked. Any detail not specified is subject to decision by the Chair of the Conference.

*Exhibit space will be assigned based on the date the application is received.*

### *Space Selections*

The Exhibitor agrees to accept the space assigned. The application, along with full payment for space, should be returned to the ICSE 2009 office by Friday, 20 March 2009. The Conference reserves the right to modify the designated exhibit space in the event a change in the original assignment is necessary.

### *Contract for Space*

The acceptance of the application by the ICSE 2009 and the full payment for rental charges constitute a contract. A completed application for space with full payment and all requested information must be submitted by mail or facsimile. Facsimile applications must include a credit card number, expiration date, and signature. Telephone requests will not be honored.

### *Space Rental Fees*

One table: \$750.00

Two tables: \$1,400.00

Three tables: \$2,000.00

### *Exhibits - What is included with your exhibit fee?*

The Conference will furnish a 6' x 30" table and two chairs. Exhibitors are responsible for electrical, internet and any other requirements needed.

### *Terms of Payment*

Full payment MUST accompany the application for space. No application will be processed without remittance of full payment.

### *Cancellations*

Exhibitors are requested to notify the Exhibit Chair of ICSE 2009 by fax at +1 434-243-5571 or by email at gc09@cs.uoregon.edu with cancellations. Cancellations are not effective until they have been submitted in writing to the Exhibit Chair of ICSE 2009. The date the Exhibitor's written notice of cancellation is received will be the official cancellation date. Cancellation of space after Friday, 10 April, 2009 will result in NO REFUND.

Space reductions are considered cancellations and are subject to cancellation fees. It is understood that the ICSE 2009 Conference reserves the right, at its option, to reassign a cancelled table regardless of the cancellation rate assessed.

### *Refunds*

Refunds will not be granted after Friday, 10 April, 2009.

### *Failure to Occupy Space*

Any Exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The Conference shall have the right to use exhibit space as it sees fit, provided the space is not occupied by the scheduled exhibit hall opening, unless prior alternative arrangements have been agreed upon.

### *Sharing Space*

Subletting of space is not permitted.

### *Badges and Staffing*

Each exhibiting company is limited to three (3) complimentary printed representative badges per table. This will give exhibit staff access to the exhibit area only. Any exhibit staff wishing to attend the conference technical program must also register for the conference at the regular registration fee.

Exhibits must be staffed during show hours. Please note that you will be in violation of regulations if the exhibit is not staffed. Identification badges may be picked up at the registration desk.

### *Operation of Exhibits*

The management reserves the right to restrict exhibits which, because of sound, method of operation, materials, content or any other reason are deemed objectionable, and also to prohibit or evict any exhibit as a whole.

### *Size of Exhibits*

Exhibits must be arranged so as not to obstruct the view or otherwise interfere with the displays of other Exhibitors. This restriction includes person(s), things, conduct, printed material, noise, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, ICSE 2009 is not liable for any refunds, rentals or other exhibit expenses.

### *Hotel Information*

Reservations must be made by Friday, May 1, 2009.

## *Contractual Considerations*

### *Violations*

As a condition for exhibiting, each Exhibitor shall agree to observe all policies. Violators will not be eligible to exhibit at future ICSE Conference meetings.

### *Insurance*

Advise your agent! Insurance on all exhibits is the responsibility of the Exhibitor. ICSE 2009 will not assume any responsibility for property loss or damage to personal property, as stated in the section on Limitation of Liability. Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

### *Limitation of Liability*

Exhibitor agrees with ICSE 2009 that ICSE 2009 shall not be liable for any damage or liability of any kind or for any damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by Exhibitor or any person thereon with the consent of Exhibitor and that Exhibitor will indemnify and hold harmless ICSE 2009 from all liability whatsoever, on account of such damage, or injury, whether or not caused by negligence of or breach of an obligation by Exhibitor or its employees or representative.

### *Catastrophe*

In the event of fire, strikes, or other unavoidable occurrence rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.



## ICSE Conference Attendance History

2008 ICSE Conference  
Leipzig, Germany  
Attendance – 827

2007 ICSE Conference  
Minneapolis, Minnesota, USA  
Attendance – 957

2006 ICSE Conference  
Shanghai, China  
Attendance – 811

2005 ICSE Conference  
St. Louis Missouri, USA  
Attendance – 921

2004 ICSE Conference  
Edinburgh, Scotland, United Kingdom  
Attendance – 638

2003 ICSE Conference  
Portland, Oregon, USA  
Attendance – 631

2002 ICSE Conference  
Orlando, Florida, USA  
Attendance – 808

2001 ICSE Conference  
Toronto, Ontario, Canada  
Attendance – 869

2000 ICSE Conference  
Limerick, Ireland  
Attendance – 737

1999 ICSE Conference  
Los Angeles, CA, USA  
Attendance – 667

1998 IEEE ABC Conference  
Kyoto, Japan  
Attendance – 665

*Numbers shown, indicate total paid conference registrations.*

ICSE 2009



International Conference on Software Engineering 2009  
2302 Wakefield Rd  
Charlottesville, VA 22901

Please type company name as it should be published.

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

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
(No P.O. Box addresses please)

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

I would like to be contacted regarding corporate support opportunities.

We, the undersigned, hereby apply for exhibit space at the ICSE 2009 Conference, subject to the rules and regulations governing the exhibition as stated in this prospectus, which we accept as part of the agreement. We agree to accept the space assigned.

We are (please circle):

Manufacture   Manufactures Rep   Resellers   Industrial Distributors  
Publishers   Government Agency   Other: \_\_\_\_\_

**TERMS FOR PAYMENT**

Full payment is due by Friday, 20 March 2009 and must accompany this application. Notification of space assignments will be mailed *Tuesday, 31 March 2009*.

Please indicate which level you will be exhibiting:

- \_\_\_\_\_ one table:     \$750.00 (6' x 30")
- \_\_\_\_\_ two tables:    \$1,400.00 (2 - 6' x 30")
- \_\_\_\_\_ three tables:   \$2,000.00 ( 3 - 6' x 30")

Cancellation of space by Friday, 10 April 2009 will result in a penalty of 50% of the total cost of the space assigned. No refunds will be granted after Friday, 10 April 2009.

**Return Application and Full Payment To:**

International Conference on Software Engineering 2009  
Attn: Peggy Reed  
2302 Wakefield Rd  
Charlottesville, VA 22901  
FAX: +1 434-243-5571    Questions? +1 434-982-2394  
gc09@cs.uoregon.edu

Each exhibiting company is limited to three (3) complimentary printed representative badges per table. This will give exhibit staff access to the exhibit area only. Any exhibit staff wishing to attend the conference technical program must also register for the conference at the regular registration fee.

As an authorized representative of the Company named above, I have read and understand the rules, regulations, and contractual considerations outlined in the ICSE 2009 Conference Exhibitor Prospectus. I understand and agree to accept and abide by those rules and regulations. The acceptance of our application by ICSE 2009 and the full payment on rental charges, constitute a contract.

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

Name (Please Print): \_\_\_\_\_ Title: \_\_\_\_\_

Make All Checks Payable To: International Conference on Software Engineering - 2009     *Checks must be in U.S. dollars drawn on a U.S. bank.*

Please charge the following credit card for all exhibit fees.

American Express      MasterCard      VISA

Card Number: \_\_\_\_\_ Exp.Date: \_\_\_\_\_ 3 Digit Security Code: \_\_\_\_\_

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