The 42nd International Conference on Software Engineering

ICSE 2020

23–29 May, 2020 | Seoul Dragon City, Seoul, South Korea

Sponsorship Prospectus

Conference Information

Conference Title

The 42nd International Conference on Software Engineering (ICSE 2020)

Date

May 23 (Sat.) – 29 (Fri.), 2020

Location

Seoul Dragon City, Seoul, Korea

Sponsored By

General Co-Chairs

Gregg Rothermel (North Carolina State University, USA)

Doo-Hwan Bae (Korea Advanced Institute of Science and Technology, South Korea)

Sponsorship Co-Chairs

Jongmoon Baik (Korea Advanced Institute of Science and Technology, South Korea)

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ICSE 2020 Secretariat

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ICSE 2020 is the premier international conference for professionals interested in all aspects of software engineering research. ICSE attracts over 1,500 participants from 50 countries around the world, including academic, industrial, and governmental researchers and advanced practitioners, of which over 30% are senior graduate students.

ICSE is a week-long event composed of workshops, co-located conferences, tutorials, keynotes, paper presentations, interactive sessions, networking events, and posters.

ICSE 2020 is looking forward to receiving contributors from academia, industry, and government to help us share leading-edge software engineering ideas.

Please join us in contributing and participating in ICSE 2020 in Seoul, South Korea: 23-29 May 2020.

1. Financial Support

This package is carefully designed to include separate sponsorship programs in packages that provide affordable, effective turn-key opportunities at a reduced cost.

BENEFITS	Level				
	Diamond	**Platinum**	**Gold**	**Silver**	**Bronze**
CONTRIBUTION	**$40k USD**	**$25k USD**	**$15k USD**	**$10k USD**	**$3k USD**
Linked company logo on conference website	Large	Large	Medium	Small	Small
Logo on publicity fliers & displayed on-site	Large	Large	Medium	Small	Small
Advertisement in conference program	Full page	Full page	Half page	Quarter page	-
Three minute plenary session welcome to attendees	Yes	Yes	No	No	No
Student luncheon	Yes	Yes	Yes	Yes (if early)	Yes (if early)
Material included in registration packet	Yes	Yes	Yes	Yes	Yes
Complimentary conference registration passes	10	5	3	2	1
ACM/IEEE membership conference rates (all events)	√	√	√	√	√
Exhibition Booth (3*2) – *First come first served basis Only 15 booths*	3(Priority)	2(Priority)	2	1	-
Event Naming*	√	√	√	-	-

- **Reception naming available to Diamond only**.
- **Lunch, break, and session naming available to Platinum and Gold.**
  Level and date of commitment used for assignments.

2. Item Support

We also encourage you to support specific events or items associated with the ICSE conference. Your company logo will appear with all such events or items.   In addition, if you support a major event (Reception, Banquet), you will be given an opportunity to offer a congratulatory message during the event.

No	Category	Cost	Benefits
1	**Banquet**	$30k USD	- The company logo will be printed on the banner. - One slide of acknowledgement will be presented at dinner intervals. - Time will be provided for a congratulatory message during the banquet.
2	**Welcome Reception**	$15k USD	- The company logo will be printed on the LED Screen. - Time will be provided for a congratulatory message during the welcome reception.
3	**Coffee Break**	$10k USD	- The company logo will be printed on the X-banner.
4	**Lanyard**	$10k USD	- The company logo will appear on every lanyard that contains nametags for all of our participants
5	**Conference KIT**	$10k USD	- Every participant may carry this large, beautiful bag during the conference with your company logo printed on it. He / she may even carry this bag with them after the conference.
6	**Conference Souvenirs**	$7k USD	- Your logo will be seen by all of our participants by being included on all of the souvenirs provided during the conference.
7	**Advertisement in the Program Book**	$2k USD	- You can include a message in the conference program. You will have a full page in the program on which to display your company logo and other pertinent information.

Sponsorship Application Form

Please fill out the application form below, and send it to the secretariat.

1. Company Information

Company Name	(** used in the conference program and on the website)
President	**Person in charge**
Department	
Address	
Zip Code	**Country**
Tel.	**Fax**
E-mail	

2. Sponsorship Level (USD)   *Please check your sponsorship level.

☐ **Diamond**	$ 40,000 or above / *Event Naming - **Reception**, Lunch, Breaks, Sessions
☐ **Platinum**	$ 25,000 or above / *Event Naming – Lunch, Breaks, Sessions
☐ **Gold**	$ 15,000 or above / *Event Naming – Lunch, Breaks, Sessions
☐ **Silver**	$ 10,000 or above
☐ **Bronze**	$ 3,000 or above
☐ **Item Support**	(No.)

3. Payment

Upon submission of this form, the secretariat will send you a detailed invoice including taxes and payment terms. Payment should be made to the Korea Institute of Information Scientists and Engineers (KIISE) by bank transfer with the completed application form. Please make use of the information below (* All bank charges should be borne by the company.):

Account Holder	Korea Institute of Information Scientists and Engineers (KIISE)
Name of Bank	WOORI BANK PANGBAEYOK BR.
Swift Code	HVBKKRSEXXX
Account No.	1005-401-554782
Address	1585, Sangam-dong, Mapo-gu, Seoul, Korea

Date: _____   **Name of Applicant:** _____   **Signature:** _____