



# 43<sup>rd</sup> INTERNATIONAL CONFERENCE ON SOFTWARE ENGINEERING

MAY 23-29, 2021  
MADRID, SPAIN

## *Invitation to Supporters*

### ABOUT ICSE

- ICSE is the **Premier international conference** for professionals interested in all aspects of **Software Engineering** research (<http://www.icse-conferences.org>).
- A **three weeks long event** comprising paper presentations, workshops, tutorials, co-located conferences, keynotes, interactive sessions, networking events, and posters.
  - Main Event: **May 25-28**
  - Workshops: **May 23 – June 4**
  - Co-located Events: **May 17-21**
- **Over 1,700 participants** from 50 countries around the world — academic, industrial, governmental researchers and advanced practitioners, of which over 30% are senior graduate students.

### ABOUT ICSE 2021

- **ICSE 2021 goes virtual.** The current trends in the global Covid-19 pandemic make it very unlikely that we will be able to hold a physical conference in Madrid in May 2021 with sufficient assurances of safety. Thus, ICSE 2021 will be held virtually.
- Despite the challenges that everybody is facing these days, we are delighted that ICSE continues to be the prime venue for high quality software engineering research. **ICSE 2021's submissions follow the numbers of previous years** and we are excited about a great program to come.
- We have studied past virtual conferences and have reached out ICSE audience on social media, to understand how we can make the virtual ICSE experience a great success for everybody. **Social interaction**, which is so important for our community, is **our number one goal**. ICSE 2021 will introduce innovative instruments, such as Watch Parties, to foster social interaction.

***The whole ICSE Organizing team is fully committed to making the virtual ICSE an awesome experience for everybody. We hope that you are on board, too!***



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BENEFITS		Diamond	Platinum	Gold	Silver	Bronze
General Benefits	Linked company logo on ICSE 2021 public website ( <a href="https://conf.researchr.org/home/icse-2021">https://conf.researchr.org/home/icse-2021</a> )	Large prominently displayed	Large	Medium	Medium-Small	Small
	Logo on proceedings	Large prominently displayed	Large	Medium	Medium-Small	Small
	Logo on conference program	Full page	Half page	Quarter page	Quarter page	-
	Acknowledgement of support at Conference Opening	✓	✓	✓	✓	✓
	30-second video ad on ICSE public website	✓	✓	-	-	-
	3 minutes Plenary Session welcome to attendees	✓	-	-	-	-
	ACM/IEEE membership conference rates (all events)	✓	✓	✓	✓	-
Virtual Platform	Company logo on virtual platform welcome page ( <a href="https://clowdr.org">https://clowdr.org</a> )	Large prominently displayed	Large	Medium	Medium-Small	Small
	Logo on slideshow between streamed sessions	Full slide	Half slide	Quarter slide	Quarter slide	-
	Logo on session chair background during sessions	Prominently displayed	Prominently displayed	✓	✓	-
	Sessions available in YouTube (including sponsors' ads)	✓	✓	✓	✓	✓
	Promotion materials in virtual registration bag	2 inserts	1 insert	1 insert	-	-
	Logo displayed in Plenary Sessions' organizer background	✓	✓	✓	-	-
	Virtual event naming (to be defined)	✓	✓	✓	-	-
	Complimentary conference registration passes	As many as needed	10	5	2	-
	- Main event (3 conference days)					
	- One day (of main event or tutorials)					
	- Tutorials day (technical briefings)		10	-	-	-
	Virtual booth in virtual conference platform	✓	✓	✓	-	-
	Ability to schedule exhibitions in your booth that will appear in the conference program	✓	✓	✓	-	-
CONTRIBUTION		25000€	20000€	15000€	8000€	2500€

*Curious to see how the virtual platform will look like? Check next slides!*



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## Sponsor's Virtual Booth

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SPLASH 2020

Ed Nutting

Followed chats

Followed items

My program items

Exhibition

Attendees

Contact moderators

Program

No upcoming events in the next 2 hours.

View whole program

Chats

# Announcements

# Ed Nutting

# Lobby

# Opening - Opening Session

# PLMW-General

# SPLASH: Doctoral Symp.

# Technical Support

Breakout Rooms

Sponsor Booths

Google

Clowdr

Sign out

About

Legal

Help

Clowdr

Great virtual conferences without the heavy lifting

Report a technical issue

Clowdr makes it easy to create a socially-engaging virtual conference experience - giving you time to focus on the things that matter.

"How do I organise video streaming and Q&A?"

"How will attendees socialise with one another?"

"How do I run poster sessions and exhibitions?"

Learn more about Clowdr

Audiovisual production

We can collect videos from presenters, stitch them together, integrate live Q&A sessions and stream it to your conference.

Expert support

Our team has years of experience delivering great conferences. Our founders coauthored the [ACM report on virtual conferences](#).

See more of Clowdr's features

Running a virtual conference can be hard work

Clowdr solves the technical problems, giving you time to focus on the thing that really matters: bringing people together.

Realtime chat

You and your attendees can create and drift between video and text rooms. Or use our random pairing system to meet someone new!

Open source

Clowdr is open source - and we are dedicated to supporting the academic community.

Contact us about using Clowdr

Backed by a CIC

Interested in using Clowdr?

Ed Nutting (You)

Unmute

Stop Video

Share Screen

Settings

Disconnect

Beginning of chat.

Nov 12 8:47 Ross Gardiner

Hello, welcome to the Clowdr booth!

Type a message [Enter] to send, Shift+Enter for newline

# OOPSLA - A Large-Scale Longitudinal Study of Flaky Tests



## Sponsor's Virtual Booth

- A dedicated space for networking with attendees including demos, recruitment activities and more.
- The virtual booth has three main sections for:
  - **Materials** (customisable grid layout to add images, pdf documents, videos, links and text).
  - **Video breakout room** for attendees to join to a live meeting room and speak to sponsor's representatives.
  - **Text chat** for attendees to type messages to sponsor's representatives.
- When a sponsor's representative is present in the booth, their name will be shown underneath their organisation's name in the sidebar (sponsors ordered according to their sponsorship level).
- The virtual booth can be "followed" so that notifications are sent when anyone joins the breakout room or a message is sent in the text chat.
- The list of sponsor's representatives will appear in the heading as well, with links to their profiles, so that attendees can easily direct messages to representatives at any time.
- Attendees will be able to schedule times with sponsor's representatives.

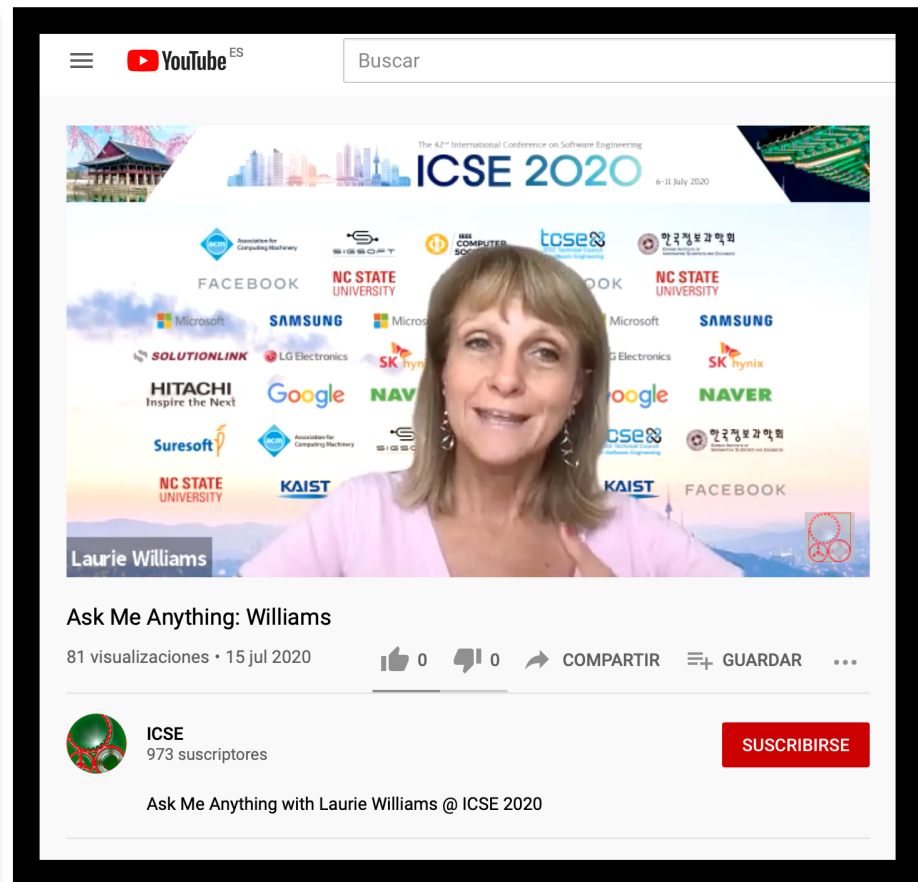
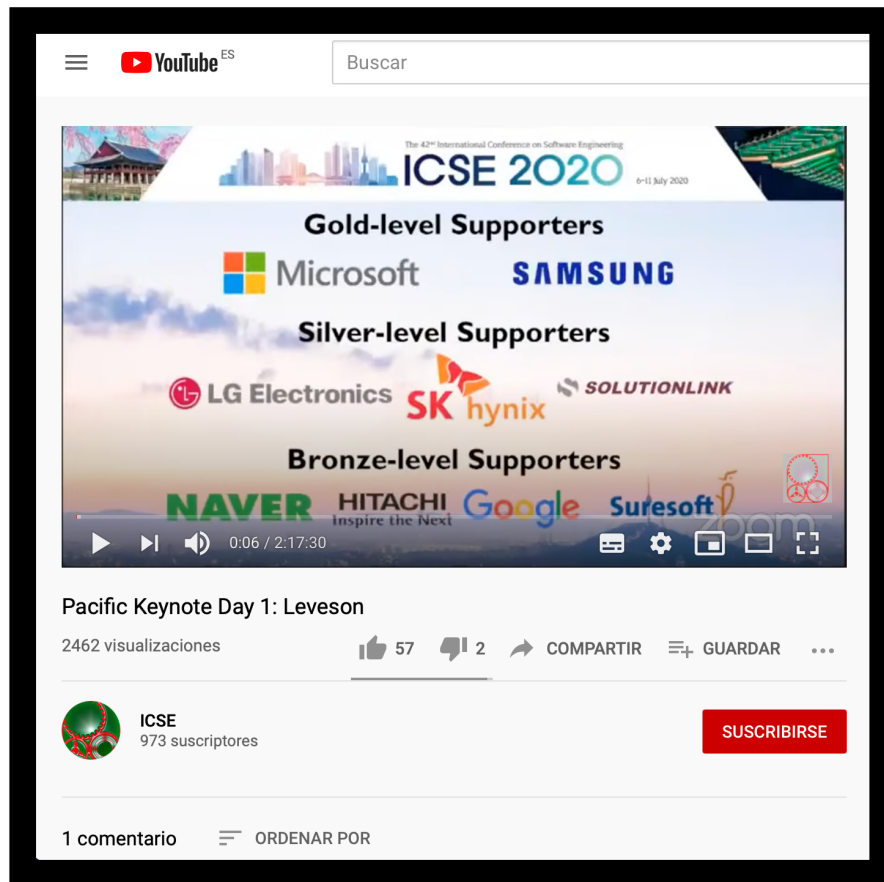


# ICSE 21

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Virtual Platform – Logo displayed during sessions, on slideshow between streamed sessions and in YouTube





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**Benefits for all packages can be customized**

**Have ideas? Talk to us!**