40th International Conference on Software Maintenance and Evolution
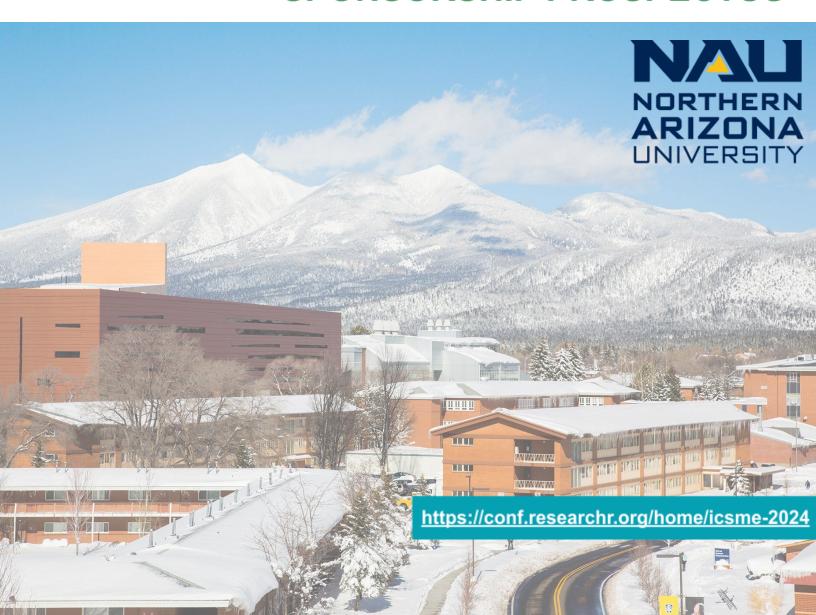
06-11 October 2024
High Country Conference Center
Flagstaff, AZ, USA

IEEE
Advancing Technology for Humanity

ICSME 2024
FLAGSTAFF, ARIZONA

SPONSORSHIP PROSPECTUS

NAU
NORTHERN ARIZONA UNIVERSITY

https://conf.researchr.org/home/icsme-2024

Dear Colleagues,

The **40th IEEE International Conference on Software Maintenance and Evolution (ICSME 2024)** will be held in Flagstaff, AZ in October 2024. IEEE ICSME is the premier, flagship academic conference on Software Maintenance and Evolution and is attended by approximately 200 attendees from all over the globe. These include many students and an increasing number of industry practitioners.

ICSME attracts the very best emerging research on the topic and provides a multifaceted showcase. This includes but is not limited to:

- a research track of around 30 papers selected from over 150 submissions from the top research groups around the world
- a new ideas track, formal research demos track, late breaking results track, industry showcase track, and technical briefings program
- two colocated conferences: the prestigious IEEE International Working Conference on Source Code Analysis and Manipulation (SCAM), and the top conference on software visualization, the IEEE Working Conference on Software Visualization (VISSOFT)
- one workshop and a doctoral symposium that bring new ideas, and the best PhD students in the field, working on their cutting edge research.
- a wide range of networking events are organized including opportunities to recruit soon to be graduating top software engineering students, and various community development and support activities.

We invite you to consider sponsoring ICSME 2024. Opportunities exist for named sponsorship of various scientific and networking events, ICSME activities, and facilitated connection to the largest gathering of software maintenance and evolution researchers in the world.

Best Regards,

Igor Steinmacher and Marco Gerosa
NAU faculty members
ICSME 2024 General co-chairs

ICSME 2024

MAJOR OPPORTUNITIES

Platinum Sponsorship
$ 10,000

- Logo on the Conference website sponsors page, first listing status as Platinum Sponsor (on top, single logo per row)
- 250-word corporate description on the Conference website
- 250-word corporate description in the Conference Program
- Acknowledgement by the conference chair during the opening and closing Sessions
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Keynote Sessions
- Logo on any conference printed materials
- Logo included with Conference logo on the participant Lanyard

- Complimentary double-sized exhibition spot at the Conference
- Five complimentary sponsor registrations (full participant) to the Conference including morning and afternoon coffee breaks, lunches, access to the exhibition, access to participant sessions, tickets to the Reception and tickets to the Conference Dinner
- First access to Student resumes at the Conference prior to the Conference
- Access to private room to conduct interview with students or researchers during the conference

Gold support
$ 7,000

- Logo on the Conference website sponsors page, listing status as Gold Sponsor
- 150 word corporate description on the Conference website
- 150 word corporate description in the Conference Program
- Acknowledgement by the Chair during the Opening and Closing Sessions
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Keynote Sessions
- Logo on any conference printed materials
- Logo included with Conference logo on the participant Lanyard

- Complimentary exhibition spot at the Conference
- Three complimentary sponsor registrations (full participant) to the Conference including morning and afternoon coffee breaks, lunches, access to the exhibition, access to participant sessions, tickets to the Reception and tickets to the Conference Dinner
- Access to Student resumes on site at the Conference

ICSME 2024

MAJOR OPPORTUNITIES

Silver Sponsorship
$ 5,000

- Logo on the Conference website sponsors page, listing status as Silver Sponsor
- 75 word corporate description on the Conference website
- 75 word corporate description in the Conference Program
- Acknowledgement by the Chair during the Opening and Closing Sessions
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Keynote Sessions
- Logo on any conference printed materials

- Complimentary exhibition table at the Conference
- Two complimentary sponsor registrations (full participant) to the Main Conference including morning and afternoon coffee breaks, lunches, access to the exhibition, access to participant sessions, tickets to the Reception and tickets to the Conference Dinner
- Access to Student Resumes on site at the Conference site

Bronze support
$ 3,000

- Logo on the Conference website sponsors page, listing status as Bronze Sponsor
- 50 word corporate description on the Conference website
- 50 word corporate description in the Conference Program
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Keynote Sessions
- Logo on any conference printed materials

- Complimentary exhibition table at the Conference
- One complimentary sponsor registration (full participant) to the Main Conference including morning and afternoon coffee breaks, lunches, access to the exhibition, access to participant sessions, tickets to the Reception and tickets to the Conference Dinner

SOCIAL/CATERING OPPORTUNITIES

Coffee break Sponsorship
$2,000

- Logo on morning and afternoon coffee break signage
- Logo on Conference Website
- Opportunity to place one company-provided free standing pull up banner within the coffee break venues (max. 2m high and 1m wide)

Lunch Sponsorship
$2,000

- Logo on morning and afternoon coffee break signage
- Logo on Conference Website
- Opportunity to place a company- provided pull-up banner at the entrance to the Opening Ceremony venue (max 2m high and 1m wide)

Welcome Reception
$2,000 (or $4,000—exclusive)

The Opening day is followed by a Welcome Reception, open to all participants, taking place in the conference venue. Sponsorship of this event offers excellent branding and networking opportunities. The price of this evening is included in the participant registration fee.

- Logo included on Welcome Function signage
- Logo on Conference Website
- Opportunity to place a company-provided pull-up banner at the entrance to the Welcome reception venue (max 2m high and 1m wide)
- Complimentary exhibition table at the Welcome Reception Conference
- Three tickets to the Welcome Reception

Banquet Sponsorship
$6,000—exclusive sponsor

The Banquet is the main social event of the conference. It happens on Thursday (October 10) and is open to all participants, taking place in a traditional spot of the hosting town. Sponsorship of this event offers excellent branding and networking opportunities. The price of this evening is included in the participant's registration fee and includes great food, drinks, and a lot of networking.

- Naming rights on the banquet **(COMPANY-X Social Banquet)**
- Logo included on Banquet signage
- Logo on Conference Website
- Logo included on the printing materials
- Logo on the banquet ticket
- Opportunity to place a company-provided pull-up banner at the entrance to the Banquet venue (max 2m high and 1m wide)
- Opportunity to give away swag to the participants
- 5-minute opportunity to address the participants from the stage (mic and projector available) at the beginning of the banquet
- Four tickets to the Banquet

OTHER OPPORTUNITIES

Charging Area
$ 3,000—Exclusive sponsor

The opportunity to sponsor the exclusive Charging Lounge operating within the Exhibition Area. The Charging Lounge will be used regularly by participants, Speakers' and exhibitors to charge their devices onsite.
- Logo at the exclusive Charging Area
- Logo in the Conference Website

Single exhibition table
$ 1,800 (or $ 500 per day)

- Table at the conference venue
- Two complimentary exhibitor registrations, including coffee breaks and lunch during the Conference

Participants from underrepresented groups
$2,000 per participant

Participants from low-income countries and other underrepresented groups will be provided with airfare and accommodation costs to enable their participation in the Conference.
(Participants are to be selected by the Conference Organising and Scientific Program Committee)
- Logo in Conference print materials
- Logo on Conference website
- A welcome letter from your organization to the participant in their registration pack
- Acknowledgement in the opening session

See a different opportunity? Reach out and let's discuss the terms!

PARTICIPATION FORM

40th International Conference on Software Maintenance and Evolution

PERSONAL DETAILS

Please note all correspondence including invoices will be sent to the contacts supplied below.

Organization Name (for invoicing purposes) _____

Contact Person (for invoicing purposes) _____

Email _____

Organization Name (for marketing purposes) _____

Contact Person (for marketing purposes) _____

Position _____

Email_____ **Phone** _____

Address_____

City_____ **State**_____ **Postcode**_____

Country _____ **Website**_____

PARTICIPATION OPPORTUNITIES (Please tick the appropriate box. All prices are in USD)

Platinum	▢ $10,000
Gold	▢ $7,000
Silver	▢ $5,000
Bronze	▢ $3,000
Coffee Break	▢ $2,000
Lunch	▢ $2,000
Banquet	▢ $6,000 (exclusive)
Opening Reception	▢ $2,000 ▢ $4,000 (exclusive)
Exhibition table	▢ $1,800 (all days) ▢ $500 (per day)
Charging Area	▢ $3,000
Underrepresented Participants	▢ $2,000 How many? [ ]

CONDITIONS OF PAYMENT

- Payment of a 50% deposit is required upon confirmation of your sponsorship selections. The remaining 50% will be due on July 31st, 2024 prior to the event. Please advise if you prefer to be invoiced for the full amount.
- Applications received after July 1st will be invoiced for the full amount. Payment plans can be arranged. Failure to pay your sponsorship invoice may result in your sponsorship being released for sale.

PRIVACY STATEMENT

▢ **YES,** I consent to my details being shared with suppliers and contractors of the Conference to assist with my participation and planning. Also for the information distribution in respect of other relevant events that may be of interest to me that are organized by the Conference Manager.

▢ **NO,** I do not consent.

Please return the completed Participation Form as soon as possible via email to:
Igor Steinmacher (igor.steinmacher@nau.edu)
and Marco Gerosa (marco.gerosa@nau.edu)