

Sponsorship Prospectus

ASWEC 2015

Adelaide, Sept. 28 – Oct. 1, 2015

ASWEC is the premier technical meeting for the Australasian Software Engineering Community. ASWEC attracts software engineering researchers, academics and industry representatives from across Australia and New Zealand as well as significant international participation

An Invitation to sponsor ASWEC 2015

ASWEC is the recognized forum for exchange of industrial experience and new research results about software engineering in Australia and New Zealand.

The ASWEC series of conferences was established in 1986 and is hosted by the Australian Computer Society and Engineers Australia. The conferences are organized through their joint Board on Software Engineering and the ASWEC Steering Committee. An organizing committee for ASWEC 2015 will be chaired by Professors M. Ali Babar, University of Adelaide, Australia.

ASWEC has always maintained a strong technical program and this year also features keynote talks by leading practitioners and researchers, presentations of industry and research work, workshops and tutorials and a symposium for PhD students. Social events will include a conference reception and a conference banquet.

The conference will be held in Adelaide at the North Terrace Campus of the University of Adelaide, during September 28 to October 1, 2015. It will have collocated workshops, tutorials, and doctoral symposium.

ASWEC is proudly hosted by the Australian
Computer Society and Engineers Australia



Becoming an ASWEC 2015 Sponsor

Sponsorship packages are available. Packages include:

- The main Sponsorship categories are: Gold, Silver, and Bronze – sponsorship packages offer a range of acknowledgement, branding, session involvement and exhibition spaces;
- A range of more tailored “event” sponsorship opportunities including the conference dinner, catering, and speaker sponsorship.

Sponsors receive complimentary full conference registrations, discounts and a number of opportunities for promotion. See the Sponsorship Options below for the details. Sponsorship packages can be combined and customized to suit individual needs. *Contact ali.babar @adelaide.edu.au to discuss the possibilities.*

Why Sponsor ASWEC?

Sponsors of ASWEC can expect branding, various forms of acknowledgement and special benefits depending on the type and level of sponsorship. Sponsors will have the opportunity to engage with the leading engineering experts, researchers and industry practitioners such as developers, quality assurance staff and project managers from across Australia and New-Zealand. This conference also draws some of the best and brightest international contributors to the field of Software Engineering. In recent years ASWEC sponsors have included: Sun Microsystems, Infosys, Oracle, IBM, Microsoft, Thales, Motorola, L3-Nautronix and Object Consulting.

What are the Benefits of Sponsoring?

The Conference provides an excellent opportunity for your organization to:

- Gain face-to-face exposure to national and international delegates from academia and industry
- Network with delegates and evaluate market trends and innovative ideas, to generate new business opportunities
- Mix informally with key decision makers from academia and industry
- Show your involvement, commitment and support of the industry, and
- Reach educators who teach the next generation of software engineers in Australia’s universities

Gold Sponsorship \$10,000

Gold sponsors can expect a range of benefits that include a number of conference registrations and opportunities for acknowledgement, exhibiting and branding.

Acknowledgement and Branding

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program
- Non-exclusive display of your company stand up banner inside the plenary room at the conference (one only, banner to be supplied by Sponsor)
- Non-exclusive display of your company stand up banner at the conference dinner
- Acknowledgement as a Gold Sponsor by the chairperson during the conference opening and the conference dinner
- A ½ page advertisement for your company and a link to your company website on the ASWEC website.
- Two (2) 2.1m x 1.5m exhibition spaces for the duration of the conference, including table and power access
- Three (3) full conference registrations including all social events
- A choice of technical session to sponsor including:
 - Acknowledgement in the program that your company is a session sponsor
 - A stand up banner supplied by the company displayed throughout the session
 - Opportunity to chair the session (subject to committee approval)

Silver Sponsorship or Bronze Sponsorship

Silver Sponsorship - \$5,000

Silver sponsors can expect a range of benefits that include opportunities for acknowledgement, exhibiting and promotion.

Acknowledgement and Branding

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program
- Acknowledgement as a Silver Sponsor by the by the chairperson during the conference opening and the conference dinner
- One (1) 2.1m x 1.5m exhibition space for the duration of the conference, including table and power access
- Two (2) full conference registrations including all social events
- A choice of technical session to sponsor including:
 - Acknowledgement in the program that your company is a session sponsor
 - A stand up banner supplied by the company displayed throughout the session
 - Opportunity to chair the session (subject to committee approval)

Bronze Sponsorship - \$3,000

Bronze sponsors can expect benefits that include opportunities for acknowledgement.

Acknowledgement and Branding

- Company logo on the ASWEC website
- Company logo on all the ASWEC literature including the conference program
- Acknowledgement as a Bronze Sponsor by the by the chairperson during the conference opening and the conference dinner
- One (1) full conference registration including all social events

ASWEC contains a number of events such as conference dinner and paper prizes that can be sponsored. Events provide opportunities for presentations and branding. If you would like to consider sponsoring a particular event, please contact us at [ali.babar @adelaide.edu.au](mailto:ali.babar@adelaide.edu.au).