



International Conference on Software Engineering 2007

Minneapolis Hilton Hotel
Minneapolis, Minnesota USA

20-26 May, 2007 Conference Dates
23-25 May 2007 Exhibit Dates

Exhibitor Prospectus

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ICSE 2007
Minneapolis Hilton Hotel
Minneapolis, Minnesota, USA
20-26 May, 2007

DEADLINES

Friday, 16 March, 2007

- Deadline for Application and Full Payment

Wednesday, 21 March, 2007

- Space Assignments Mailed or E-mailed

Friday, 6 April, 2007

- No Refunds for Cancellation
 Exhibitor Staff Registration Form Due

Tuesday, 24 April 2007

- Deadline for Hotel Reservation

MEETING CONTACTS

ICSE Conference Exhibit Contacts:

Exhibits Chair

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

Conference Chair

John C. Knight, University of Virginia,
Charlottesville, Virginia,
knight@cs.virginia.edu

Hotel Contact

Sarah Bigham
Hilton Minneapolis
Event Manager
1001 Marquette Avenue
Minneapolis, MN 55403
Phone: 612-397-4842
Fax: 612-397-4871
E-Mail: sarah_bigham@hilton.com

PRELIMINARY PROGRAM SCHEDULE

Tuesday, 22 May 2007

Exhibits Installation 2:00 pm - 6:00 pm

Wednesday, 23 May 2007

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

Thursday, 24 May 2007

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

Friday, 25 May 2007

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

Friday, 25 May 2007

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 2007 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 2007 office by Friday, 16 March 2007. 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 2007 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 2007 by fax at +1 434-243-5571 or by email at ICSE-2007@cs.virginia.edu with cancellations. Cancellations are not effective until they have been submitted in writing to the Exhibit Chair of ICSE 2007. The date the Exhibitor's written notice of cancellation is received will be the official cancellation date. Cancellation of space after Friday, 6 April, 2007 will result in NO REFUND.

Space reductions are considered cancellations and are subject to cancellation fees. It is understood that the ICSE 2007 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, 6 April, 2007.

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 2007 is not liable for any refunds, rentals or other exhibit expenses.

Hotel Information

Reservations must be made by Tuesday, 24 April, 2007.

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 2007 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 2007 that ICSE 2007 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 2007 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

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.



International Conference on Software Engineering 2007
P.O. Box 400740
Charlottesville, VA 22904-4740

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 2007 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, 16 March 2007 and must accompany this application. Notification of space assignments will be mailed *Wednesday, 21 March 2007*.

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, 6 April 2007 will result in a penalty of 50% of the total cost of the space assigned. No refunds will be granted after Friday, 6 April 2007.

Return Application and Full Payment To:

International Conference on Software Engineering 2007
University of Virginia
151 Engineer's Way
P.O. Box 400740
Charlottesville, VA 22904-4740
FAX: +1 434-243-5571 Questions? +1 434-982-2394
ICSE-2007@cs.virginia.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 2007 Conference Exhibitor Prospectus. I understand and agree to accept and abide by those rules and regulations. The acceptance of our application by ICSE 2007 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 - 2007 *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: _____