



AUSTIN TX
ICSE 2016
MAY 14-22

38th International Conference on Software Engineering

May 14 – 22, 2016 Conference Dates
May 18 – 20, 2016 Exhibit Dates

Exhibitor Prospectus

Contents

Exhibitor Deadline Dates, Program Schedule, and Meeting Contacts.....	2
Benefits, Terms, and Logistics.....	3
Contractual Considerations	4
Exhibit Application	5

ICSE 2016
May 14 – 22, 2016
Austin, TX, USA

VENUE (Main Conference and Exhibition)

Renaissance Austin Hotel
9721 Arboretum Boulevard
Austin, Texas 78759 USA

DEADLINES

Friday, March 11, 2016

– Deadline for Application and Full Payment

Friday, March 18, 2016

– Space Assignments emailed

Friday, March 25, 2016

– No Refunds for Cancellation after this date
– Exhibitor Staff Registration Form due
– Hotel Exhibitor Form due

MEETING CONTACTS

Conference General Chair

Laura Dillon

<http://www.cse.msu.edu/~ldillon>

Conference Finance Chair

Will Tracz

<http://will.tracz.org/>

Conference Hotel Facilitator

Larry Waggoner

Larry.Waggoner@renaissancehotels.com

Applications to:

ldillon@cse.msu.edu (PDF)

+1 517 432 1061 (fax)

General Information

See <http://2016.icse-conferences.org>

PRELIMINARY PROGRAM SCHEDULE

Tuesday, May 17, 2016

Exhibits Installation 10:00 am or after

Wednesday, May 18, 2016

Exhibit Area Hours 9:30 am - 4:00 pm

Morning Session

Break with Exhibitors

Lunch

Afternoon Session

Break with Exhibitors

Thursday, May 19, 2016

Exhibit Area Hours 9:30 am - 4:00 pm

Morning Session

Break with Exhibitors

Lunch

Afternoon Session

Break with Exhibitors

Friday, May 20, 2016

Exhibit Area Hours 9:30 am - 4:00 pm

Morning Session

Break with Exhibitors

Lunch

Afternoon Session

Break with Exhibitors

Friday, May 20, 2016

Exhibits Dismantle 4:15-6:00 pm

Benefits, Terms, and Logistics

The following rules and regulations governing the exhibit under the auspices of the ICSE 2016 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 General Chair of the Conference.

Application for Space

The application for space, along with credit card information for full payment, should be returned to ICSE 2016 by Friday, March 11, 2016. Total exhibition space is limited. Should ICSE 2016 receive more applications than can be honored, space will be assigned on a first-come-first served basis. The Exhibitor agrees to accept the space assigned. ICSE 2016 Conference reserves the right to modify the designated exhibit space in the event that a change in the original assignment is necessary.

The acceptance of the application by ICSE 2016 Conference and full payment for rental charges constitutes a contract. A completed application for space with credit card number, expiration date, and signature and all other requested information must be submitted in PDF by email or by facsimile. **Telephone requests will not be honored.**

Exhibits - What is an exhibit slot and what is included with your exhibit fee?

An exhibit slot includes a 6' table and two chairs. Wireless Internet will be provided by ICSE 2016. Exhibitors are responsible for any further equipment.

For shared, unattended tables, exhibitor will be allocated up to half of a 6' table.

Space Rental Fees

One slot: USD 1000

Two slots: USD 1800

Shared, unattended table: USD 450

For corporate donors of ICSE 2016, special rates apply. Gold level: 2 slots free; Silver and Bronze levels: 1 slot free.

Terms of Payment

Payment by check or credit card is due by Friday, March 11, 2016. See application for information regarding payment.

Cancellations and Refunds

Exhibitors are requested to notify the ICSE 2016 General Chair Laura Dillon, by fax at +1 517 432 1061 and by email at ldillon@cse.msu.edu with cancellations. Cancellations are not effective until they have been submitted in writing to the ICSE 2016 General Chair. The date the Exhibitor's written notice of cancellation is received will be the official cancellation date. Cancellation of space by Friday, March 25, 2016 will result in a penalty of 50% of the total cost of the space assigned. Cancellation of space after Friday, March 25, 2016 will result in **NO REFUND**.

Space reductions are considered cancellations and are subject to cancellation fees. The ICSE 2016 Conference reserves the right, at its option, to reassign a cancelled table regardless of the cancellation rate assessed.

Refunds will not be granted after Friday, March 25, 2016.

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, if the space is not occupied by the scheduled exhibit opening, unless prior alternative arrangements have been agreed upon.

Subletting of space is not permitted.

Exhibitor Staff Registration

An exhibiting company is limited to two (2) complimentary Exhibitor Staff Registrations. Registration opens in January via the ICSE 2016 website (<http://2016.icse-conferences.org>). Exhibit staff must register by March 25, 2106. Registered exhibit staff receive a printed exhibitor badge, which provides access to the exhibit area only. Refreshments during breaks are included; lunches are **not** included. Exhibit staff wishing full access to conference facilities, including attending conference sessions, must also register for the conference at the regular registration rate. For shared, unattended tables, no badges will be issued.

Operation of Exhibits

ICSE 2016 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.

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 that may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, the ICSE 2016 Conference is not liable for any refunds, rentals or other exhibit expenses.

Pinning materials to walls, pillars, doors or similar is not allowed.

Hotel Exhibitor Request Form

An exhibiting company must submit an Exhibitor Request form by March 25, 2016. The form may be downloaded from the ICSE 2016 Downloads page (<http://2016.icse-conferences.org/downloads#exhibitors>) or requested from Larry Waggoner. Please also send questions about the form to Larry Waggoner (Larry.Waggoner@renaissancehotels.com).

Receiving and Storage of Materials

Due to limited storage space, packages may be delivered to the hotel (3) working days prior to installation (May 17, 2016). To ensure that materials are sorted and delivered properly, please include the following information on all packages.

Example of shipping label:

Renaissance Austin Hotel
9721 Arboretum Blvd
Austin, Tx 78759
Attn: Larry Waggoner
ICSE 2016 (May 14-22)
Number of boxes (i.e. 1 of 5, etc.)

Storage/Handling Fees:

Standard Size Boxes (up to 25 Lbs): \$10 per box *
Larger/Heavy Boxes (Between 25-50 pounds): \$15 per box *
Exhibitor Rolling Cases: \$20 per case *
Pallets: \$175 per pallet *

* Fees are subject to sales tax

Contractual Considerations

Violations

As a condition for exhibiting, each Exhibitor shall agree to observe all policies.

Insurance

Insurance on all exhibits is the responsibility of the Exhibitor. The ICSE 2016 Conference 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 2016 that the ICSE 2016 Conference 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 the ICSE 2016 Conference from all liability whatsoever, on account of such damage, or injury, whether or not caused by negligence 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.



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APPLICATION FOR EXHIBIT SPACE

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 2016 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):

Manufacturer Manufactures Rep Resellers Publishers Industrial Distributors

Government Agency Other: _____

Please indicate which level you will be exhibiting:

____ shared, unattended table: \$450.00 (½ of 6' table)

____ one 6' table: \$1000.00

____ two 6' tables: \$1800.00

Each exhibiting company is limited to two (2) complimentary printed representative badges. This will give exhibit staff access to the exhibit area only and does not include meals. Any exhibit staff wishing to attend the conference technical program must also register for the conference at the regular registration rate.

Return application to:

Laura Dillon, ICSE 2016 General Chair
ldillon@cse.msu.edu (PDF)
+1 517 432 1061 (fax)

TERMS FOR PAYMENT

Full payment is due by Friday, March 11, 2016 . Notification of space assignments will be emailed by Friday, March 18, 2016.

Cancellation of space by Friday, March 25, 2016 will result in a penalty of 50% of the total cost of the space assigned. No refunds will be granted after Friday, March 25, 2016.

To pay by check make check payable to:

ACM/ICSE 2016
Attn: Farrah Khan
2 Penn Plaza, Suite 701
New York, NY 10121-0701

To pay by credit card call Roman Weng at 212-626-0588; indicate that payment is for exhibition for ICSE 2016.

Questions? + 1 517 353 4387, ldillon@cse.msu.edu

An authorized representative of the Company named above, I have read and understand the rules, regulations, and contractual considerations outlined in the ICSE 2016 Conference Exhibitor Prospectus. I understand and agree to accept and abide by those rules and regulations. The acceptance of our application by ICSE 2016 and the full payment of rental charges constitute a contract.

Signature: _____ Date: _____

Name (Please Print): _____ Title: _____