International Conference on
Software Engineering 2011
Hilton Hawaiian Village Hotel
Waikiki, Honolulu, Hawaii, USA

May 21 – 28, 2011 Conference Dates
May 25 – 27, 2011 Exhibit Dates

Exhibitor Prospectus

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ICSE 2011
Hilton Hawaiian Village Hotel
Waikiki, Honolulu, Hawaii, USA
May 21 – 28, 2011

DEADLINES

Friday, March 25, 2011
– Deadline for Application and Full Payment

Friday, April 8, 2011
– Space Assignments emailed

Friday, April 15, 2011
– No Refunds for Cancellation after this date
  – Exhibitor Staff Registration Form due

Thursday, April 21, 2011
– Hotel Reservation cut off date

MEETING CONTACTS

Conference Director
Debra A. Brodbeck
University of California, Irvine
Institute for Software Research
brodbeck@uci.edu

Conference General Chair
Richard N. Taylor
University of California, Irvine
Institute for Software Research
taylor@ics.uci.edu

Applications to:
brodbeck@uci.edu (PDF)
+1 949 824-2715 (fax)

General Information
icse2011-info@ics.uci.edu

PRELIMINARY PROGRAM SCHEDULE

Tuesday, May 24, 2011
Exhibits Installation 5:00 pm

Wednesday, May 25, 2011
Exhibit Hall Hours 9:30 am - 4:00 pm
Morning Session
Break with Exhibitors
Lunch
Afternoon Session
Break with Exhibitors

Thursday, May 26, 2011
Exhibit Hall Hours 9:30 am - 4:00 pm
Morning Session
Break with Exhibitors
Lunch
Afternoon Session
Break with Exhibitors

Friday, May 27, 2011
Exhibit Hall Hours 9:30 am - 4:00 pm
Morning Session
Break with Exhibitors
Lunch
Afternoon Session
Break with Exhibitors

Friday, May 27, 2011
Exhibits Dismantle by 7:00 pm
**Space Assignments and Fees**

**Space Assignments**
The following rules and regulations governing the exhibit under the auspices of the ICSE 2011 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.

**Space Selections**
The application for space, along credit card information for full payment, should be returned to ICSE 2011 by Friday, March 25, 2011. The Exhibitor agrees to accept the space assigned. ICSE 2011 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 ICSE 2011 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.**

**Space Rental Fees**
- Shared, unattended table: $500.00
- One table: $1,000.00
- Two tables: $1,500.00
- Three tables: $2,000.00

**Exhibits - What is included with your exhibit fee?**
The Conference will furnish two chairs per Exhibitor. Tables will be 6’ x 30”. Exhibitors are responsible for electrical and any other requirements. Wireless Internet will be provided by ICSE 2011.

For shared, unattended tables, exhibitor will be allocated up to ½ of a 6’ x 30” table. No items will be returned. At the end of the conference, all items will either be raffled or donated to a local university.

**Terms of Payment**
Credit card number, expiration date, and signature must be provided. No application will be processed without this information. The credit card will be charged the full payment.

**Cancellations**
Exhibitors are requested to notify the ICSE 2011 Conference Director, Debra A. Brodbeck, by fax at +1 949 824-1715 and by email at icse2011-info@ics.uci.edu with cancellations. Cancellations are not effective until they have been submitted in writing to the ICSE 2011 Conference Director. The date the Exhibitor’s written notice of cancellation is received will be the official cancellation date. Cancellation of space after Friday, April 15, 2011 will result in NO REFUND.

Space reductions are considered cancellations and are subject to cancellation fees. It is understood that the ICSE 2011 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, April 15, 2011.

**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 two (2) complimentary printed representative badges. 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. For shared, unattended tables, no badges will be issued.
**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 that may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, the ICSE 2011 Conference is not liable for any refunds, rentals or other exhibit expenses.

**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. The ICSE 2011 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 2011 that the ICSE 2011 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 2011 Conference 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.
APPLICATION FOR EXHIBIT SPACE

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 2011 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):

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Manufacture Rep</th>
<th>Resellers</th>
<th>Industrial Distributors</th>
<th>Publishers</th>
<th>Government Agency</th>
<th>Other: __________________________</th>
</tr>
</thead>
</table>

Please indicate which level you will be exhibiting:

☐ shared, unattended table: $500.00 (¼ of 6′ x 30″ table)

☐ one table: $1000.00 (6′ x 30″)

☐ two tables: $1500.00 (2 - 6′ x 30″)

☐ three tables: $2000.00 (3 - 6′ x 30″)

Each exhibiting company is limited to two (2) complimentary printed representative badges. 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.

TERMS FOR PAYMENT

Full payment is due by Friday, March 25, 2011 and must accompany this application. Notification of space assignments will be emailed by Friday, April 8, 2011.

Cancellation of space by Friday, April 15, 2011 will result in a penalty of 50% of the total cost of the space assigned. No refunds will be granted after Friday, April 15, 2011.

Return Application with Complete Credit Card Information for Full Payment To:

Debra A. Brodbeck, ICSE 2011 Conference Director
brodbeck@uci.edu (PDF)
+1 949-824-1715 (fax)

Questions? +1 949 824-2260, brodbeck@uci.edu

As an authorized representative of the Company named above, I have read and understand the rules, regulations, and contractual considerations outlined in the ICSE 2011 Conference Exhibitor Prospectus. I understand and agree to accept and abide by those rules and regulations. The acceptance of our application by ICSE 2011 and the full payment of rental charges constitutes a contract.

Signature: ______________________________________ Date: __________________

Name (Please Print): __________________________ Title: ___________________

Please charge the following credit card for all exhibit fees.

☐ American Express ☐ MasterCard ☐ VISA

Card Number: ______________________ Exp.Date: __________________ 3 Digit Security Code:________________

Signature: __________________________