

# *Sponsorship Prospectus*

## *Australasian Software Week 2018*

### *ASWEC 2018/Software Day/Cyber Security Lab*

***Nov. 26 – 30, 2018, Adelaide, Australia***

#### *Australasian Software Week (ASW) brings three key events together:*

*The 25<sup>th</sup> Australasian Software Engineering Conference (ASWEC) is the premier technical meeting to present, discuss, and roadmap Software Engineering research and practice.*

*The Software Industry Day is a platform for sharing knowledge about industrial software.*

*The Australasian Lab for Cyber Security Ideas (ALCSI) for bringing industry, researchers, and government agencies for discussing Cyber Security challenges, Idea, and Solutions.*

## **An Invitation to sponsor ASW-ASWEC 2018**

**The Australasian Software Week (ASW)** is an enabler for sharing the outcomes of leading research, industry challenges and practices, and strengthening existing and building new collaborations to advance the state of the art and the state of the practice in software development and related areas. The ASWE will be held in Adelaide at the North Terrace Campus of the University of Adelaide, during November 26 to 30, 2018. The ASW 2018 will bring three key events together:

**The Australasian Software Engineering Conference (ASWEC)** is the recognized forum for exchange of industrial experience and new research results about software engineering in Australia and New Zealand. Established in 1986, the ASWEC has always maintained a strong technical program and this year also features keynote talks by leading researchers, practitioners, presentations of leading research work on different aspects of software development. The conference program will be supplemented by a number of workshops and tutorials and a forum of research students and Early Career Researchers (ECRs). The ASWEC 2018 will also include a conference reception and a conference banquet.

**The Software Industry Day** will be a dedicated place for industry, academia and society to discuss the importance, challenges, and solutions of software in the digitalised World. The SID will feature keynote talks, lightning presentations, and panel discussions by researchers, business developers, employees, entrepreneurs and students in the field. The Industry Day aims at enabling cooperation and collaborations for succeeding with software.

**The Australasian Lab for Cyber Security Ideas (ALCSI)** will enable the industry, research and education institutes, and government and law enforcement agencies to come together for discussing Cyber Security challenges, Idea, and Solutions. This forum aims at becoming a catalyst in stimulating Cyber Security research, solutions, and training in Australasian region.

# Becoming a 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.

The sponsors will 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 [gp.asw2018@gmail.com](mailto:gp.asw2018@gmail.com) to discuss the possibilities.*

## Why Sponsor ASW-ASWEC?

The sponsors of ASW-ASWEC can expect branding, various forms of acknowledgement and special benefits depending on the type and level of sponsorship. The 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. The series of events will draw some of the best and brightest international contributors to the field of Software.

## What are the Benefits of Sponsoring?

The ASW 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 Australasian universities

# Gold Sponsorship \$12,000

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 ASW-ASWEC website
- Company logo on all the ASW-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 ASW-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 - \$6,000

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

### Acknowledgement and Branding

- Company logo on the ASW-ASWEC website
- Company logo on all the ASW-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 - \$4,000

Bronze sponsors can expect benefits that include opportunities for acknowledgement.

### Acknowledgement and Branding

- Company logo on the ASW-ASWEC website
- Company logo on all the ASW-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

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ASW-ASWEC contains a number of events such as conference dinner and paper prizes that can be sponsored. The events provide opportunities for presentations and branding. If you would like to consider sponsoring a particular event, please contact us at [gp.asw2018@gmail.com](mailto:gp.asw2018@gmail.com).