



ICSPI 2007

The Fourth International Conference on Software Process Improvement

Practical Methods – Predictable Results

November 12 - 16, 2007

Holiday Inn - International Drive Resort
Orlando, Florida

Exhibitor & Sponsor Information

www.icspi.com

Hosted by



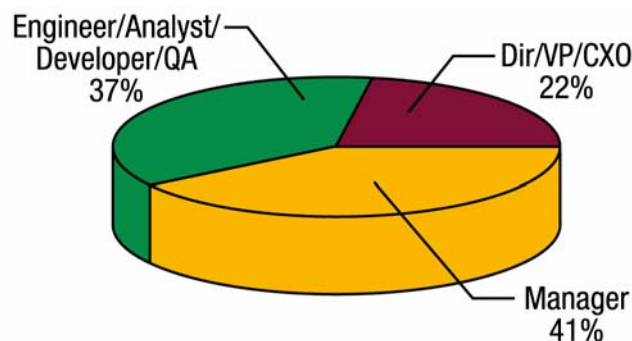
International Institute
for Software Process

Conference Features

- ◆ We anticipate 200+ IT managers, Directors, VP's. Engineers, Analysts and QA professionals from across the United States.
- ◆ 2 day conference with 50 Track and Feature Presentations.
- ◆ Brochure listing: your company name will be seen by over 50,000 qualified prospects.
- ◆ Website link: a link from the conference website to yours.
- ◆ Free passes: free passes for the vendor expo available for your potential clients.
- ◆ High Visibility: exhibitors will be located in areas that will offer maximum traffic and visibility.
- ◆ Post conference attendee mailing list.
- ◆ 20 Minute Marketing Presentation: this presentation will not compete with any conference sessions.
- ◆ Sponsorship Opportunities: promote your company on our conference bag, CD case and conference pens. Receptions, lunches and breakfasts offer a great opportunity to promote your company's brand to conference attendees.
- ◆ ICSPI is in its 4th year. Become a part of a respected and growing tradition.
- ◆ Promotional Slide Show: a continuous slide show featuring your products and services during all intermissions in the general session ballroom.

This unique comprehensive conference is your opportunity to reach hundreds of attentive and qualified individuals from software process decision makers.
Sign up to become an ICSPI Conference Exhibitor/Sponsor today!

Results from prior ICSPI Conferences



ICSPI Quick Facts

- ◆ ICSPI is expected to host 200+ IT and software process professionals based on past conference attendance.
- ◆ ICSPI Features internationally recognized field experts. The conference focuses on process improvement from a real world perspective, providing innovative yet practical solutions to software process improvement challenges.
- ◆ ICSPI Features concurrent sessions on process improvement topics such as:
 - ◆ Improving Performance through Standards and Processes
 - ◆ Defining Effective Process and Performance Goals, measures and metrics
 - ◆ Building the Peer Review Process
 - ◆ Low Overhead Software Process Improvement Methods
 - ◆ Establishing the SQA Function
 - ◆ Estimating Resource-Constrained Projects
 - ◆ Planning a successful SPI project
 - ◆ Meaningful Software Measurements
 - ◆ Using Metrics in Life Cycle Software Quality Assurance
 - ◆ Software Quality Assurance Methods and Techniques
 - ◆ Defect Prevention: How to do it right the First Time
 - ◆ Improving Project Management Results through Process Management
 - ◆ Gathering Requirements via Business Process Modeling
 - ◆ Managing Incremental and Highly Iterative Software Projects
 - ◆ Building the Requirement Management Process
 - ◆ Managing Outsource/Offshore Projects
 - ◆ Implementing an Effective Measurement Program
 - ◆ And much more!

ICSPI Conference Attendees

Once a year, hundreds of software process improvement professional's assemble for the ICSPI Conference. Attendees represent a broad spectrum of industry segments, perspectives and geography. Many of the attendees are key decision-makers or influencers within their respective organizations. As a group, attendees each year are dynamic and enthusiastic in their interest toward furthering the advancement and expertise of the field of Software Process Improvement.

Companies Who Have Attended the ICSPI Conference in the Past (Partial List)

ABN AMRO Bank	Computerized Medical Systems	Keane Federal Systems, Inc.	Seagate Technology
Accenture	Cougar Mountain Software	L3 Communications	Sears Roebuck and Company
Agfa Corporation	Cubic Defense Applications	Lawson Software	SRA International Inc
Allstate Insurance Company	Daimler Chrysler	Liberty Mutual Insurance Company	St. Paul Companies
American Financial Group	Datatel, Inc.	Mantech System Engineering Corp	State Farm Insurance
Ameriprise Financial	Dell Computer Corporation	Mayo Clinic	State of Nebraska
Anheuser-Busch Company	Deloitte Consulting	McCabe & Associates, Inc	State of Washington
Anthem Blue Cross Blue Sheild	Department of Defense	Medsn Inc	Symantec
Aquilent, Inc	Dept of State	Misys Healthcare Systems	Synopsys, Inc.
ARINC Incorporated	EDS	MITRE CORPORATION	TALX Corporation
Arrowhead Electronic Healthcare	Ericsson Communications	NASA	Tata Consultancy Services
AT&T	Excelon	National Australia Bank Group	Tele-Tracking Technologies
BAE Systems	FactSet Research Systems	National Oceanic & Atmospheric Admin	Texas Instruments
Bank of America	Fannie Mae	Nielsen Media Research	Thales Communications
Becton Dickinson	Federal Aviation Administratio	Nokia	The Boeing Company
Blue Cross & Blue Shield of MN	Federal Reserve Bank of Richmond	Northeastern University	The Hartford
Boeing	Food & Drug Administration	Northrop Grumman	TicketsNow
Booz Allen and Hamilton	Glaxo Smith Kline	Office of the Attorney General	Titan/Defense Intelligence Systems
BPMI	GMAC-RFC	Ontario Teachers Pension Plan Board	TRW
Bureau of Labor Statistics	Great American Insurance Company	Pearson NCS	United Space Alliance
Cabela's Inc.	Help Systems	PepsiCo	University of British Columbia
CACI, Inc.	HONEYWELL	RAYTHEON	University of Minnesota
CAE Inc.	IBM Corporation	Research In Motion Ltd.	US Air Force
Capital One	Idaho National Laboratory	Rockwell Collins, Inc.	US Government
Care First Blue Cross Blue Shield	Immersion Medical	Sabre Holdings Corporation	US Navy
Carnegie Mellon University	Infopro / AHRQ	SAIC	Volt Information Sciences
Carnival Cruise Lines	Intuit Inc.	Samsung	Wachovia
Caterpillar Inc.	Itron, Inc.	SAS Institute	Washington Gas Company
Chubb & Son Inc.	ITSoft	Schlumberger	Welch Allyn
Cisco Systems, Inc.	JOHNS HOPKINS UNIVERSITY		Wells Fargo
Citifinancial	JP Morgan Chase and Co.		

Exhibitor Packages

Successful partnerships depend on personal relationships. Be an Exhibitor to attract them!

As an exhibitor, you have an excellent opportunity to attract and engage new prospects and interact with current clients. High visibility to virtually all attendees is assured because of the placement and layout of exhibit spaces.

Primary Exhibitor Package (Single Booth \$800)

- ◆ Your company name will be listed in the conference brochure, which will be mailed out to more than 50,000 software professionals around the country.
- ◆ Your company's products and services will be featured through a continuous slide show in the general session ballroom during all intermissions.
- ◆ Your company's name and logo will appear on the ICSPI website at www.icspi.com with a link to your company's website. The link will remain active for at least two years, providing you with unlimited advertising for your products and services.
- ◆ One full page in the conference schedule to profile your company's products and services. The conference schedule will be distributed to all conference attendees and will be made available to companies after the conference.
- ◆ A 10 x 8 booth with 8-foot back drape and 3-foot side drape.
- ◆ One 6-foot skirted table, two chairs and a wastebasket.
- ◆ Free breakfast, lunch and breaks for two booth representatives.
- ◆ Opportunity to give a 20-minute marketing presentation about your company's products and services. Presentations will be scheduled and advertised in the conference schedule and announced in the general session. The presentation will not compete with any conference sessions.

Sponsorship Package Details

We are pleased to offer the following sponsorship opportunities. Select the package that most closely aligns with your objectives. Your participation is an excellent opportunity to receive increased visibility and recognition among those with impressive influence and buying power.

The following sponsorship packages can be purchased independently or in conjunction with any of the exhibitor packages to enhance your visibility and maximize your presence with an integrated approach for full show coverage.

All exhibitors who purchase any of the sponsorship packages will have their logo prominently displayed on the front cover of the conference brochure that is mailed to more than 45,000 software professionals.

- ◆ Gold Sponsor Lunch (\$2000)
- ◆ Gold Sponsor Continental Breakfast (\$2000)
- ◆ Gold Sponsor Vendor Expo Reception (\$2000)
- ◆ Gold Sponsor Coffee Break (\$2000)
- ◆ Gold Sponsor Conference Pen (\$2000)
- ◆ Platinum Sponsor Conference Carry Bag (\$2500)
- ◆ Platinum Sponsor Conference Notepad Holder (\$2500)
- ◆ Platinum Sponsor Conference Badge Holder (\$2500)
- ◆ Platinum Sponsor/Advertise on Back Cover of Proceedings (\$2500)
- ◆ Platinum Sponsor CD Case (\$2500)

To see more details about the above Sponsorship packages, please visit the following web page:
<http://www.icspi.com/exhibitors.htm>

Exhibitor Set Up Details



ICSPI 2007 - Orlando, Florida

Set up:

Tuesday, November 13th, 2007
(6:00 - 7:00 A.M)

Exhibit Hours:

Tuesday 8:00 a.m. - 5:00 p.m.
Wednesday 8:00 a.m. - 3:00 p.m.

Exhibit take-down:

3:00 p.m.

Exhibitors and Sponsors Registration Form

Company Name: _____
(Indicate exactly how you want your company name to appear on all conference materials)

Address: _____

Address 2: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Contact Details (We will send all future ICSPi information/communication to this contact)

Name: _____

Address: _____

Address 2: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Website URL to be listed on the conference website: _____

Conference contracted for: _____ ICSPi

Exhibitor Package:

___ Primary Exhibitor Package #1 **\$800.00**

Sponsorship Packages:

___ Gold Sponsor Lunch	\$2000.00	___ Gold Sponsor Continental Breakfast	\$2000.00
___ Gold Sponsor Vendor Expo Reception	\$2000.00	___ Gold Sponsor Coffee Break	\$2000.00
___ Gold Sponsor Conference Pen	\$2000.00		
___ Platinum Sponsor Conference Bag	\$2500.00	___ Platinum Sponsor Conference Notepad Holder	\$2000.00
___ Platinum Sponsor Conference Badge Holder	\$2500.00	___ Platinum Sponsor/Advertise on Back Cover of Proceedings	\$2000.00
___ Platinum Sponsor CD	\$2500.00		

Total: _____

Method of Payment:

Visa/MasterCard/Discover/American Express (circle one):

Card # _____

Expiration Date: _____

Authorized Signature: _____

Print cardholder name: _____

Check enclosed for \$ _____ P.O. # _____ (please attach a copy)

Exhibitors and Sponsorship Guidelines

- ◆ All exhibitor activities must be kept within the contracted area. No persons, signs, distribution materials or other attention getting devices will be permitted outside the area. No excessively loud audio or mechanical equipment will be permitted. The decision of the expo manager is final in determining excessive noise levels.
- ◆ This signed registration form accepts the hotel's "hold harmless clause". The participating company assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to vendor company's displays, equipment and other property brought to the premises of the hotel and shall indemnify and hold harmless the hotel, agents, servants and employees from any and all such losses, damages and claims.
- ◆ Cancellation policy: Exhibitor packages and sponsorships will be guaranteed and booth locations assigned only after full payment has been received. Any cancellation received within four months of the conference start date will result in forfeiture of 50% of the total cost. Any cancellation after this time obligates the exhibitor/sponsor for 100% of the total cost of the exhibit/sponsorship.

Authorized Signature _____

Name _____

Title _____

Date _____