



# International Conference on Software Engineering (ICSE)

- Since 1975, once a year
- Sponsored by ACM and IEEE
- 9 days, +25 Workshops, 7 parallel sessions, +5 co-located events
- +500 talks, panels, competitions, posters, demos
- 1 MM USD Budget

# Impact

- ICSE is widely recognised as the premiere worldwide forum for professionals interested in all aspects of software engineering research
- ICSE is the venue with highest impact in Software Engineering
- Main (most prestigious and selective) tracks: Technical Papers, Software Engineering in Practice, New and Emerging Ideas, Software Engineering Education

# ICSE@Buenos Aires

- First ICSE in LATAM ever
- Opportunity for regional integration and exposing regional talent and capabilities
- Regional theme to draw in regional players
- Road shows in Brazil (2013, 2014), Chile (2015) and other countries (2016)



# Previous ICSEs

(<http://www.icse-conferences.org>)

- US/Canada: 20 times
- EU: 9 times
- Rest of the world: 8 times
  - India (2014)
  - South Africa (2010)
  - China (2006)
  - Japan (1998, 1982)
  - Australia (1992)
  - Singapore (1988)



# Conference Location: Sheraton Buenos Aires Hotel & Convention Center



# Exposure

- Be seen locally and internationally as a company interested and invested in Software Engineering R&D
- Access to proceedings, talks and keynotes
- Meet and greet activity with top Software Engineering PhD students worldwide
- Birds of a Feather meeting with other organisations interesting in Software Engineering R&D. Structure to be defined (Panel/Workshop/Session)
- Organise site visit for participants

# Some of Our Past Donors

Google, Microsoft, Microsoft Research, Accenture, Fujitsu, IBM, Samsung, TCS, Siemens, ABB, Infosys, SAP, Amazon, HCL, Bosch, CA Technologies, S&P Capital IQ, Broadridge, CDAC, Tasktop, Facebook, EMC<sup>2</sup>, Cisco, Intel, AdNovum, Zulke, UBS, Credit Suisse, Adesso, NEC, Telekom, Werum, Itemis, DSpace, ...

**Local donor organisations will receive privileged visibility**

	Gold	Silver	Bronze	Local
Donation	20,000 USD	12,500 USD	5,000 USD	2,000 USD
Student luncheon*	Yes	Yes	Yes	No
Logo on publicity and website	Large	Medium	Small	Bundled
Logo displayed on site	Large	Medium	Small	Bundled
Complimentary full registrations for main event	3 (4 if early)	2 (3 if early)	1 (2 if early)	0
Complimentary registration for technical briefings day	20	15	10	5
Ad in final printed program	Yes	+1000 USD (if early)	+2000 USD (if early)	+3000 USD (if early)
Display table	2	1	1	0
Material in registration packet	Yes	Yes	Yes	Bundled
Event naming	Yes	Yes	Yes	No

(\* ) Reception naming available to gold level only. Lunch, break, and session naming available to gold and silver. Level and date of commitment used for assignments.

# Contact

- General Chair  
Sebastian Uchitel, [suchitel@dc.uba.ar](mailto:suchitel@dc.uba.ar)
- Sponsorship  
Santiago Ceria, [sceria@gmail.com](mailto:sceria@gmail.com)