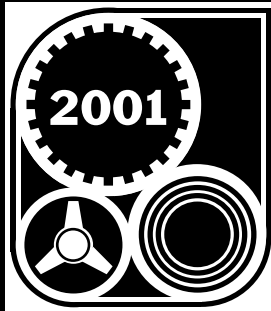


**ICSE**



# 23rd International Conference on Software Engineering

Westin Harbour Castle Hotel  
Toronto, Ontario, Canada  
May 12-19, 2001

## Exhibit at ICSE 2001

ICSE 2001, the premier conference for software engineering, will present the latest inventions, achievements, and experiences in software engineering research and practice.

ICSE 2001 will provide a hall for publishers, commercial exhibits, and academic research demonstrations.

With over 1000 software engineering professionals, the draw will be large and the right people will be there. Recruiting opportunities will be great, too.

The program includes case study reports, invited industrial talks, and research demonstrations.

Leading companies like ACD Systems, Bell Canada, CITO, Corning, IBM, MacDonald Dettwiler, Microsoft Research, and NRC have already committed as sponsors.

You will be missed if absent!



### Dates

- Conference May 12-19, 2001
- Exhibits May 15-18, 2001

### Wanted

- Commercial Exhibits
- Publishers
- Formal Research Demos
- Informal Research Demos
- Posters

### Corporate Sponsors

- ACD Systems
- Bell Canada
- CITO
- Corning
- IBM Toronto Laboratory
- MacDonald Dettwiler
- Microsoft Research
- NRC

<http://www.csr.uvic.ca/icse2001/>

## Background

ICSE began in 1975 in the USA as the *National Conference on Software Engineering*, and was renamed as the *International Conference on Software Engineering* in 1976. Since then it has been held with great success all over the world. For example, ICSE 2000 took place in Limerick, Ireland, ICSE 1999 in Los Angeles, USA, and ICSE 1998 in Kyoto, Japan. Each year it attracts the leading researchers in the field of software engineering and many representatives of market-leading companies worldwide.

Today, the engineering of software profoundly impacts world economics. The desperate demands by all information technology sectors to adapt their information systems to the web has generated a tremendous need for methods, tools, processes, and infrastructure to develop new and evolve existing applications efficiently and cost-effectively.

Participate in ICSE 2001 and help us build an exciting forum for exchanging ideas and experiences in this ever expanding and critical field of software engineering.

### General Chair

Hausi A. Müller, University of Victoria, Canada

### Program Chairs

Mary Jean Harrold, Georgia Institute of Technology, USA  
Wilhelm Schäfer, University of Paderborn, Germany

## Publishers and Commercial Exhibits

Being affiliated with this number one international software engineering event will give you the opportunity to attract a broad community of researchers, teachers, practitioners, and students. ICSE 2001 provides a tremendous opportunity to recruit excellent, highly experienced software professionals. And you will be included in ICSE 2001 publications and on the web site.

### How to Apply

Submit the enclosed application form via fax or courier to the address below. And don't forget to attach your exhibit proposal including your company profile, company products and services, and an exhibit outline (4 pages maximum). Please reserve your space early—it is being allocated on a first come, first served basis.

### Dates

Application and proposal due	January 8, 2001
Acceptance notification	March 16, 2001

### Contact

Homy Dayani-Fard  
Centre for Advanced Studies  
IBM Toronto Laboratory  
Mail Stop 2G, Department 894  
150 Eglinton Avenue East  
North York, ON, Canada  
M3C 1H7  
Voice: +1-416-448-3249  
Fax: +1-416-448-2859  
E-mail: homy@ca.ibm.com

## Academic Research Demos

Academic research demonstrations include formal research demos, posters, and informal research demos. Commercial products will not be accepted as academic research demonstrations. We will review each submission using the standard ICSE criteria: originality, importance and generality of contribution, soundness of rationale or demonstration, quality of written and graphic presentation, and appropriate consideration of relevant literature.

### Formal Research Demos

Formal research demonstrations are intended to show non-commercial implementations of novel software engineering concepts and tools. Conference participants can view research systems in action and discuss further details with the people who created them.

#### Presentation

30 minute presentation with projection technology and display of a poster or demo system in the exhibit hall. An accepted formal demonstration will have a two-page description in the ICSE 2001 conference proceedings.

### Posters and Informal Research Demos

Posters and informal research demonstrations provide the opportunity to exhibit late-breaking research results. Informal demonstrations can be used for work that may be more effectively presented to a small audience.

#### Presentation

Posters and informal demonstrations will be located in the exhibit hall. Please provide copies of your poster or informal demonstration description at your booth.

## Academic Research Demo Applications

### How to Submit

Submit proposals for formal research demos, posters, or informal research demos with a maximum of four pages via e-mail to the address below in PDF, HTML, or ASCII text. Booth space is guaranteed for accepted academic demos. For a 6'x8' academic booth, we charge US\$ 200. We will ask for confirmation upon acceptance notification. There is no charge for posters.

### Dates

Proposal due	October 16, 2000
Acceptance notification	December 1, 2001
Final camera-ready copy of formal research demo description due:	February 1, 2001

### Contact

Rudolf K. Keller  
Université de Montréal  
Département d'informatique et recherche opérationnelle (DIRO)  
C.P. 6128, succursale Centre-ville  
Montreal, QC, Canada  
H3C 3J7  
Voice: +1-514-343-6782  
Fax: +1-514-343-5834  
E-mail: keller@iro.umontreal.ca

**Exhibit Schedule**

To stimulate interaction between exhibitors and attendees, refreshments for breaks are collocated with the exhibit area.

**Exhibits**

May 15, Tuesday	07:00 pm–10:30 pm
May 16, Wednesday	10:30 am–05:30 pm
May 17, Thursday	10:30 am–05:30 pm
May 18, Friday	10:30 am–02:00 pm

**Set Up**

May 15, Tuesday	01:00 pm–05:30 pm
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**Tear Down**

May 18, Friday	02:30 pm–05:00 pm
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**Formal Demo Presentations**

May 17, Thursday	10:30 am–05:30 pm
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**Equipment**

We will provide basic electronic projection capabilities for the formal demonstrations. However, we will not provide any computing equipment such as computers, disk drives, or monitors. Telephone and internet access will be made available.

**Exhibitor Kit**

Upon acceptance notification you will receive an exhibitor kit with information to assist you in all steps of the exhibition.

**Exhibit Fees**

Apply now and reserve your space early—it is being allocated on a first come, first served basis. Please note that the conference fee is independent of the exhibit fee. Payment is required after acceptance notification. Booth space is guaranteed for accepted academic research demos; we will ask for confirmation upon acceptance notification. There is no charge for posters.

<b>Booth</b>	<b>Size</b>	<b>Fee</b>
Academic Standard	6'x8'	US\$ 200
Commercial Standard	6'x8'	US\$ 1,200
Commercial Medium	8'x10'	US\$ 1,500
Commercial Large	10'x10'	US\$ 2,000

**Platinum and Gold at ICSE 2001**

ICSE 2001 invites corporations to sponsor the conference; Platinum and Gold are the two highest of our five levels of corporate sponsorships. Depending on the amount of donation, ICSE can offer corporations, for example, free one-day passes, free exhibit space, and additional marketing activities. For inquiries, please contact the ICSE 2001 General Chair, Professor Hausi A. Müller, at the address on the back of this brochure.

For more details and up-to-date information, please visit the ICSE 2001 web site at <http://www.csr.uvic.ca/icse2001/>

**Publishers and Commercial Exhibits Application Form**

Application for Participation and Exhibit Space

Please attach your exhibit proposal separately!

Fax to +1-416-448-2859



23rd International Conference on  
Software Engineering  
Toronto, Ontario, Canada  
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Organization Name \_\_\_\_\_ Country \_\_\_\_\_

Exhibit Manager \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized Representative \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Reservation of Booth Space**

- Commercial Standard      6'x8'      US\$ 1,200
- Commercial Medium      8'x10'      US\$ 1,500
- Commercial Large      10'x10'      US\$ 2,000

*Payment is required after acceptance notification on March 16, 2001.*

**Address**

Homy Dayani-Fard  
Centre for Advanced Studies  
IBM Toronto Laboratory  
Mail Stop 2C, Department 894  
150 Eglinton Avenue East  
North York, ON, Canada  
M3C 1H7  
Voice: +1-416-448-3249  
Fax: +1-416-448-2859  
E-mail: [homy@ca.ibm.com](mailto:homy@ca.ibm.com)

Authorized Representative Signature \_\_\_\_\_ Date Signed \_\_\_\_\_





**IEEE Computer Society**  
**Technical Council on**  
**Software Engineering**



**Association for Computing Machinery**  
**Special Interest Group on**  
**Software Engineering**  
**Special Interest Group on**  
**Programming Languages**

### **City of Toronto**

Toronto is an exciting, vibrant, cosmopolitan city with a wonderful network of parks, recreational, and cultural facilities. Toronto is the home of four professional sports teams and the third largest English-speaking theatre district in the world, behind New York and London. One of the world's most ethnically diverse cities, it is home to more than 80 ethnic communities from Africa, Asia, and Europe.

Toronto is Canada's largest city, serving as Canada's cultural, financial, and transportation hub. Many international carriers provide direct flights to Toronto from major cities in North and South America, Europe, the Orient, and the Pacific Rim.

Toronto is home to the CN Tower, the world's tallest free standing structure; two-time World Champion Blue Jays baseball team; SkyDome, the world's first retractable roof stadium; Ontario Place, which features the first permanent giant-screen IMAX theatre, a Canadian invention; and is near the Niagara region featuring Niagara Falls.

### **Conference Hotel**

**Westin Harbour Castle Hotel**  
**One Harbour Square**  
**Toronto, Ontario, Canada**  
**M5J 1A6**  
**Voice:+1-416-869-1600**  
**Fax:+1-416-869-0573**

The conference will be held entirely within the Westin Harbour Castle Hotel Complex and Conference Center. This beautiful hotel property is situated directly on the lakefront overlooking Lake Ontario. It is also located just a few blocks away from the heart of downtown Toronto, which abounds in restaurants, theaters, shopping, and other activities.

### **Contact Information**

**ICSE 2001**  
**Department of Computer Science**  
**University of Victoria**  
**EOW Room 337**  
**P.O.Box 3055 STN CSC**  
**Victoria, BC, Canada**  
**V8W 3P6**  
**Voice: +1-250-721-7630**  
**Fax: +1-250-721-7292**  
**E-mail: [icse2001@csr.uvic.ca](mailto:icse2001@csr.uvic.ca)**

