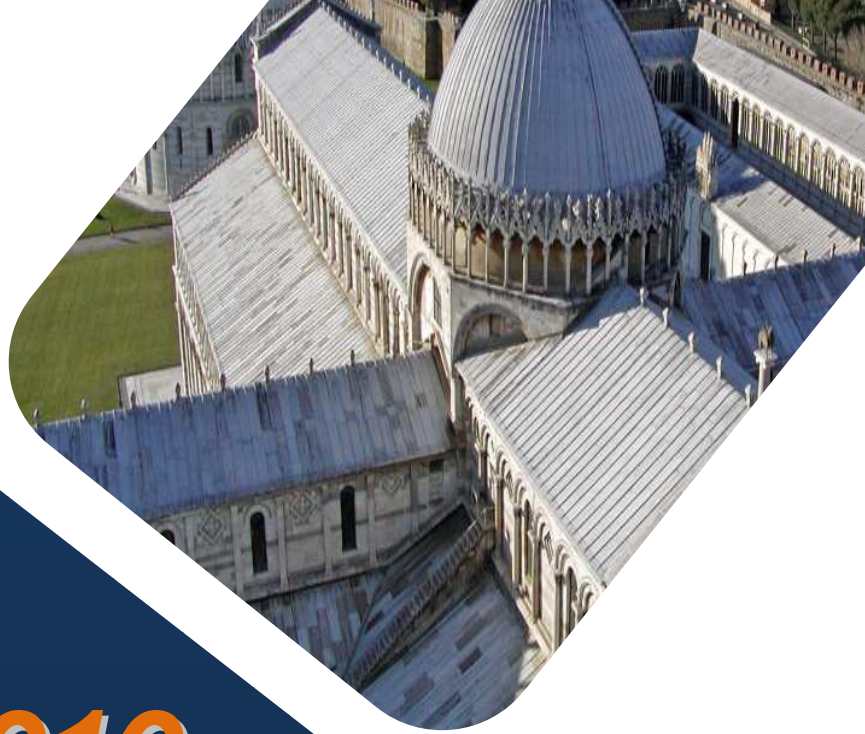




ISTITUTO DI SCIENZA E TECNOLOGIE
DELL'INFORMAZIONE "A. FAEDO"



SPICE2010

Pisa (Italy)

May 18 – 20 2010

***10th International SPICE
Conference on Process
Improvement and Capability
Determination***

**SPONSORSHIP
PROSPECTUS**



SPICE
USER GROUP

EVENT OVERVIEW

The SPICE User Group is pleased to announce the tenth International SPICE Conference on Process Improvement and Capability dEtermination in Software, Systems Engineering and Service Management, to be held in Pisa, Italy from 19th to 20th May 2010 preceded by a Tutorials day on the 18th May.

The conference is hosted on behalf of The SPICE User Group by the Institute of Information Science and Technologies, ISTI-CNR (www.isti.cnr.it).

The recent decision to undertake a major revision and transformation of the international standard, moving from a single multi-part standard (ISO/IEC 15504) to a family of related Standards (the SPICE 33001-99 series on the common theme of Process Assessment) sets the scene for the Conference. The new standards framework is designed to establish an open architecture, encouraging the formalisation of process models and documented assessment methods and their recognition within the standards community.

The conference will focus on topics of software Improvement and Capability Determination in Software, System Engineering and Service Management.

Feature of the conference include:

- International key note speakers
- Panel sessions on key topics
- Current and future developments in process improvement
- High quality tutorials conducted by experts in their field
- Conference proceedings

Topics of interest include but are not limited to:

- Adaptive process improvement;
- Knowledge and skills for process assessment and improvement;
- Relating business goals and/or risks to process improvements;
- Measurement frameworks and ratings;
- Safety and dependability process model extensions;
- Relationships between process capability and organizational maturity;
- Assessment of organizations at higher Maturity Levels;
- Empirical studies on characteristics of high maturity organizations;
- Factors influencing the conduct and reliability of assessments;
- Methods, models and tools to support process assessment;
- Emerging Process Reference Models and Process Assessment Models;
- Case study and experience reports on process improvement and/or capability determination;
- Case study and experience reports in performing remote assessments;

- Benchmarking as a foundation for process improvement;
- Relationships and comparisons between different models and approaches to process assessment;
- Theoretical considerations on the basis of the technique of process assessment;
- Use of process assessment in domains outside software, systems engineering and service management;
- Issues in assessing virtual enterprises and teams;
- Assessment approaches applied to agile development;
- Conformity assessment approaches and schemes for process capability and organizational maturity;

The breadth of application of the standardised approach to process assessment remains a topic of considerable interest, from both a practical and theoretical perspective; accordingly, area of application of interest for the SPICE 2010 Conference are:

- Financial institutions and banks;
- Automotive systems and software;
- Aerospace systems and software;
- Medical device systems and software;
- IT service management;
- Test process improvement;
- Outsourcing organisations;
- Safety-related systems and software;
- Small and very small enterprises.

A special focus will also be given to the application and improvement of key development processes, such as Testing, Requirements Engineering and Project Management.

THE CONFERENCE VENUE

The 10th SPICE Conference will be held at the Area della Ricerca del CNR in Pisa, Italy (www.area.pi.cnr.it).

Pisa is located in Tuscany, land of Art, Culture, and Natural Beauty. Pisa is a very ancient city with many points of interest (museums, monuments, restaurants, ...), concentrated not only around the magnificent Piazza dei Miracoli but spread all over the historical center.

Pisa, due also to its three universities, is a young and vibrant city with an interesting night life. For more tourism information visit www.pisaturismo.it

Pisa airport allows connections with the principal European cities (www.pisa-airport.it). Pisa can be easily reached also by train from Rome, Florence and Milan (www.trenitalia.it).

THE DELEGATES

The SPICE conference delegates typically are experts from industry and academia who are engaged in or confronted with all kinds of software process assessment and improvement as well as with measures to determine and to evolve the capability of their environment to run efficient and effective software processes.

In the previous editions the number of registered delegates has been between 80 and 110.

BENEFITS OF SPONSORING

By participating in the 10th SPICE Conference as a Sponsor, your organization will receive multiple benefits such as:

- Being perceived as excellent partner for:
 - a) Adoption of a focus on process assessment and improvement
 - b) Support for cultural changes to drive process improvement
 - c) Commitment to improving the quality of products and services
- Recognition of your organization's effort in promoting skills and knowledge, through technology, transfer, training and improvement.
- Recognition as a supporter of increasing quality in Software, System Engineering and Service Management either through your tools or service portfolio
- A focus on enhancing the image of your organization on a national and international level
- Exposure to an interested, relevant and influential domestic and international audience before, during and after the event.
- Networking opportunities during the event with international and local contacts and decision-makers
- The opportunity to provide your promotional literature to a broad-based audience

SPONSORSHIP OPPORTUNITIES

In the following several sponsorship options are listed. Your organization can choose one or more of the following options. The final contribution required will be calculated as the sum of the single options prices

All sponsorship listed below are related to the global conference, which runs for two days from 19th to 20th May 2010. When specified the sponsorship may be related to tutorial session that runs on 18th May 2010.

Regular Conference Sponsor	1.500 Euros
Conference Bag Regular Sponsor	1.500 Euros
Conference Bag Unique Sponsor	3.000 Euros
Exposition Stand	2.000 Euros
Lunch Sponsor	1.500 Euros
Gala Dinner Sponsor	3.000 Euros
Proceedings Sponsor	1.500 Euros
Tutorial Sponsor	750 Euros

SPONSORSHIP OPTIONS DESCRIPTION

REGULAR CONFERENCE SPONSOR

By choosing the "Regular Conference Sponsor" option your organization will be entitled to the following benefits:

- Profiling your name and logo in relevant conference publications
- Web advertisement before, during and after the conference: logo in sponsors



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page with link to your website

- Opportunity to have your own corporate banner displayed in the main conference hall for the duration of the conference (the banner is to be provided by the sponsor)
- One complementary registration, which include entry in the SPICE conference sessions, refreshments during breaks, and lunches for days of conference, conference proceedings, and conference gala dinner.
- Your promotional brochure inserted into participants' bag (2 pages limit)
- Copy of the participants contact list, except where privacy laws exclude particular participant details from being included and where we are excluded from devolving information due to other contractual arrangements.

CONFERENCE BAG REGULAR SPONSOR

By choosing the "Conference Bag Regular Sponsor" option your organization will be entitled to the following benefits:

- Your name and logo will be profiled on the conference bag. All registered participants receive a conference bag, which contains a conference program, proceedings, and inserts from various sponsors.
- Web advertisement before, during and after the conference: logo in sponsors page with link to your website
- Your promotional brochure inserted into participants' bag (1 page limit)

CONFERENCE BAG UNIQUE SPONSOR

By choosing the "Conference Bag Unique Sponsor" option your organization will be entitled to the following benefits:

- Your name and logo will be profiled on the conference bag. No other sponsor's name and logo will appear on the conference bag. All registered participants receive a conference bag, which contains a conference program, proceedings, and inserts from various sponsors.
- Web advertisement before, during and after the conference: logo in sponsors page with link to your website
- Your promotional brochure inserted into participants' bag (1page limit)

EXPOSITION STAND

By choosing the "Exposition Stand" option your organization will be entitled to the following benefits:

- A table (2 m² as a minimum), will be available for you in order to expose and distribute promotional literature and show products and demos.
- Opportunity to have your own corporate banners displayed at your exposition stand.
- Web advertisement before, during and after the conference: logo in sponsors



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- page with link to your website
- Your promotional brochure inserted into participants' bag (1page limit)

LUNCH SPONSOR

By choosing the "Lunch Sponsor" option your organization will be entitled to the following benefits:

- Opportunity to have your own corporate banners exclusively displayed in the lunch room, the day of the lunch you sponsor (the banners are to be provided by the sponsor).
- Opportunity to distribute promotional literature during the lunch, the day of the lunch you sponsor.
- Web advertisement before, during and after the conference: logo in sponsors page with link to your website
- Your promotional brochure inserted into participants' bag (1page limit)

PROCEEDINGS SPONSOR

By choosing the "Proceedings Sponsor" option your organization will be entitled to the following benefits:

- Opportunity to have your own corporate name and logo profiled on the USB memory stick used to store the conference proceedings (the USB memory stick will be provided to each registered participant)
- Web advertisement before, during and after the conference: logo in sponsors page with link to your website
- Your promotional brochure inserted into participants' bag (1page limit)

GALA DINNER SPONSOR

By choosing the "Lunch Sponsor" option your organization will be entitled to the following benefits:

- Opportunity to have your own corporate banners exclusively displayed in the gala dinner room.
- Opportunity to distribute promotional literature during the gala dinner.
- Opportunity to make a brief address to all participants during the gala dinner (max. 5 minutes).
- Web advertisement before, during and after the conference: logo in sponsors page with link to your website
- Your promotional brochure inserted into participants' bag (1page limit)

CONTACTS

If you are interested in sponsoring the 10th Int.I SPICE Conference please contact:

exhibitors@spiceconference.org

sponsor@spiceconference.org

or

Giuseppe Lami

SPICE 2010 - Local Organisation Chair

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