

SIGAda 2000 EXHIBITING and CORPORATE SPONSORSHIP OPPORTUNITIES

Visit conference website at <http://www.acm.org/sigada/conf/sigada2000>



ACM SIGAda's annual conference is the oldest, largest, and most prestigious event dedicated to Ada technology in the world. Our 18th annual conference, *SIGAda 2000*, will be held 12-16 November 2000, at the Johns Hopkins University's *Applied Physics Laboratory (APL)* in Laurel, Maryland. Featuring technical sessions, tutorials, and a vendor exhibition, *SIGAda 2000* promises to draw our usual rich mix of Ada practitioners, researchers, vendors, academics, and Government representatives for the highest level forum of technical exchanges and business contacts. SIGAda'99 last October in Redondo Beach, CA, attracted almost 200 participants. A conference program featuring all invited *big-name* Ada technology experts, registration fees competitive with any other technical conference, and lower hotel rates than any recent year are generating strong early interest in SIGAda 2000 and promising increased attendance at *SIGAda 2000*.

SIGAda conference attendees' interests include software-engineering technologies such as high-integrity systems, distributed computing, real-time processing, and open systems & standards. Because of its reputation for safety and reliability, Ada is used in aerospace, biomedical, transportation, and embedded systems. Because many of today's systems are developed in multiple programming languages and rely heavily on COTS software, our attendees are also interested in non-Ada libraries, tools, related applications technologies, and mixed-language solution support. Our typical attendee is a senior engineer who influences software purchasing decisions in a high maturity organization.

COST EFFECTIVE EXHIBITING: Of particular interest to potential exhibitors, SIGAda is continuing to make our Exhibit Hall a most cost-effective experience for you. Our standard booth rental provides a partitioned, 10'x10' decorated booth and includes pipng/draping (back & sides), tables & chairs, electricity -- and options for phone lines and internet drops at no extra charge. (*No extra "decorating charges" are necessary.*) Single booths are the only space option we offer, and it is up to you whether you ship your small booth display unit or simply use our tables in your draped booth. Like SIGAda99's, the SIGAda 2000 exhibition will be one and a half days (Tuesday-Wednesday, November 14-15), which prove to be sufficient time for our attendees to visit all exhibitors and for you to make the contacts you need. And, every exhibiting company gets one free full-conference registration.

CORPORATE SPONSORSHIPS: SIGAda again invites companies to contribute to, and become a part of, SIGAda 2000 and SIGAda's success by becoming SIGAda 2000 Corporate Sponsors. This enhances the value of the event for attendees and presents our Corporate Sponsors more visible opportunities to be recognized as industry leaders. *Several tailorable levels of Corporate Sponsorship have been established*, each providing benefits greater in value than making similar contributions under previous separately priced sponsorship arrangements. All Corporate Sponsors and your logos will be prominently recognized in the SIGAda 2000 Final Program (FP), in conference publicity, and on tote bags given to all attendees. Benefits and options at SIGAda 2000 for Corporate Sponsors are shown in the table on the next page. Contact the Exhibits Chair for case-by-case tailoring discussions.

DESIGNATION	CONTRIBUTION	BENEFITS
<i>Small-Company Exhibitor</i> (contact us to see if you qualify)	\$700	1 Regular Table-Top Booth (+ Chair) + Exhibits Guide Description; Website Link; + 1 Comp. Conf. Reg'n
Exhibitor	\$2,000	One 10'x10' Booth (we supply Tables & Chairs, Piping/Draping, Electricity, + Phone Lines & Internet drops on request) + Exhibits Guide Description; Links; 1 Comp. Conf. Reg.
SILVER <i>Corporate Sponsorship</i>	\$3,000	Exhibitor Benefits + 2 Half-Page Ads (Final Program & Proceedings) + Logos on Reg Bags & Publicity Covers
GOLD <i>Corporate Sponsorship</i>	\$4,000	Exhibitor Benefits + 2 Full-Page Ads (FP & Proceedings) + Logos
PLATINUM <i>Corporate Sponsorship</i>	\$5,000	Gold Benefits + 2nd Comp Registration + Reg Bag inserts

Badge Lanyards and other Give-Aways are among additional opportunities at each sponsorship level, and we can tailor the above-described benefits as companies desire. This will be discussed on a case-by-case basis.

For further information and discussions regarding SIGAda 2000 Corporate Sponsorships and Exhibiting, please contact Hal Hart, SIGAda 2000 Exhibits Chair & Treasurer, at 310-764-6880 or Hal.Hart@ACM.ORG

More Exhibiting & Sponsorship information, including applications and exhibit-hall layout for choosing your booth location, are at www.acm.org/sigada/conf/sigada2000/exhibit-sponsor-opportunities.html