

TOOLS USA '99 Conference Technology of Object-Oriented Languages & Systems – Sponsorship Program –

Overview

TOOLS USA '99 – Technology of Object-Oriented Languages and Systems – is produced by Interactive Software Engineering (ISE). We are now offering sponsorship opportunities to a select number of companies interested in taking advantage of the high-profile TOOLS audience and the associated marketing efforts. This week-long conference will be held from **August 1 through 5, 1999, at the Fess Parker's DoubleTree Resort in Santa Barbara, California.**

TOOLS Conference Series

TOOLS is the major series of international conferences and exhibition entirely devoted to the applications of component and object technology. Reflecting the international nature of interest and contributions to object-oriented development, the conferences are held three times per year on three different continents: TOOLS USA, TOOLS Europe, and TOOLS PACIFIC. In 1997, the three became four, with the addition of TOOLS ASIA in Beijing, China. The latest addition to the series is TOOLS Eastern Europe in Bulgaria. Initiated in 1989, the TOOLS Conference Series today continues its commitment to excellence demonstrated by earlier conferences. Standards established for TOOLS by earlier conferences in the series include:

- Emphasis on the practice of object-oriented technology and its applications in industrial environments, complementing the more academically-oriented perspective of traditional conferences;
- Balanced coverage of the wealth of approaches, trends and variants in the object-oriented community;
- Solid technical program, based on a strict refereeing process, conducted by an international program committee comprised of both academic and industry leaders;
- Combination of invited talks by innovators in the field, tutorials by recognized experts, interactive workshops, relevant panel discussions, technical papers targeted to industry practitioners, and an up-to-date exhibition of products and services;
- TOOLS Conference Proceedings published by the prestigious IEEE Computer Society Press.

The international events in the TOOLS Conference Series are produced in cooperation with and sponsored by various local universities, corporations and organizations, in addition to Interactive Software Engineering Inc.

TOOLS USA

TOOLS USA '99, the thirtieth conference in the series, returns to Santa Barbara, California for the ninth time. As in previous years, TOOLS USA will provide an environment that encourages and stimulates interaction between the participants to exchange ideas and discuss the latest issues in the field of object technology. The superb location, the Fess Parker's DoubleTree Resort, in the heart of Santa Barbara on the southern pacific coast, is the ideal conference venue.

“Santa Barbara in general and the resort specifically were outstanding. The excellent quality of the conference was a bonus.”

Todd Lauinger, I/T
Consultant, Cargill, USA

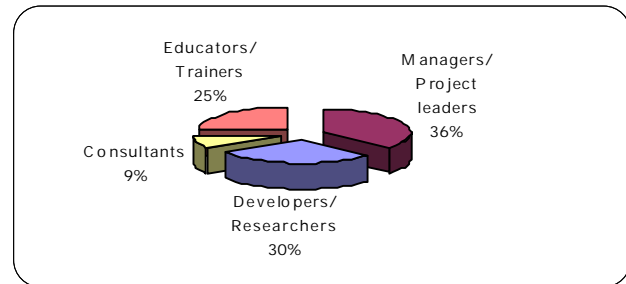
What's in it for me?

- Increased visibility through maximum exposure and education of Sponsor's products and services
- Recognition for support of expert training and education in the field of OT
- Contribution to providing maximum value to the conference attendees
- Enhanced company image through corporate responsibility

Who will be at TOOLS USA '99

Projected Attendance: 350 O-O experts & practitioners

- Managers
- Project leaders
- Developers
- Researchers
- Consultants
- Educators/trainers
- Best-selling book authors



At TOOLS USA '99, you'll find some of the top industry experts, opinion-leaders, language and method designers, as well as practitioners, who are active users of object technology.

Representation

- More than 20 countries
- Industries as diverse as banking/finance, insurance, telecommunications transportation, healthcare, aerospace, defense, I/T, education, only to name a few.

***"Real international flavor.
Best mix of industry and
academic experts around"***
Professor of CS, Rensselaer At
Hartford, USA

TOOLS USA '99 Program Content

TOOLS USA '99 will be a week-full of intense object technology-related activities including:

- Keynote presentations by world-class visionaries
- A broad selection of tutorials by recognized experts, covering topics on components, reuse, languages, databases, analysis, design, Internet, management
- Lively panel debates, including the famous language panel
- Interactive workshops addressing the most exciting OO issues
- Solid technical program consisting of paper presentations selected by our international program committee
- OO teaching symposium
- Exhibition of the latest products and services by the major vendors in the field
- Supplementary events such as user group meetings, working group discussions, BOFs, etc.
- And of course an attractive social program in the superb Santa Barbara area

***"Excellent breadth and depth
of coverage of OO topics."***
Ben Brosgol, Ada
Technologist, Aonix, USA

TOOLS USA '99 will feature a special emphasis on issues relating to the challenges of ensuring the quality of delivered applications. A special "Quality Software" track will include technical papers, tutorials, workshops, panel discussions, and featured speakers.

TOOLS USA '99 Exhibit

The TOOLS USA '99 Exhibit is a key and high profile event designed to showcase the latest innovations in the field of object-oriented technology, from some of the world's leading solution providers.

The Exhibit Hall hours are as follows:

Monday, August 2	<i>Set up: 12pm – 6pm</i>
Tuesday, August 3	10:00am – 6pm Exhibitor Reception: 6pm – 8pm
Wednesday, August 4	10:00am – 6:00pm
Thursday, August 5	10:00am – 4:30pm <i>Tear down: 4:30pm – 10pm</i>

Exhibitor Reception

To mark the first day of the exhibit, a special reception will be held to welcome the exhibitors and put them under the spotlight for the evening. The reception will be held on the evening of Tuesday, August 3, 1999.

TOOLS USA '99 Marketing Program

TOOLS USA '99's integrated marketing program will enable your organization to gain maximum amount of strategic and tactical marketing exposure, both prior to and on-site at the conference, through a well planned conference and event marketing plan. The TOOLS USA conferences draw quality attendees as a result of many targeted marketing activities.

Direct & electronic mailing – over 200,000 impressions

- Pre-qualified readers of major information technology and business publications
- Software development and object technology user groups
- Attendees of IT events
- Clients of participating industries
- TOOLS contact database of 10,000 names
- Readers of selected Miller Freeman publications, the world's leading publisher of high tech magazines

Advertising/Media

- TOOLS USA '99 Web site: submitted to the top search engines
- Conference calendars: on-line and published
- Extensive marketing efforts with the Media Sponsors
- Publication advertisements
- Public relations campaign including wide distribution of press releases as well as media and editorial coverage

“Nice mix of keynotes, tutorials, and technical sessions; good technical level.”
Software Consultant, Enea Data, Sweden

“High quality program and great opportunity for making new contacts.”
University Faculty and Industry Consultant,
San Jose State University, USA

Sponsorship Levels

Platinum Sponsorship (2 available)	US\$15,000
Gold Sponsorship (3 available)	US\$10,000
Silver Sponsorship (4 available)	US\$ 6,000
Bronze Sponsorship (5 available)	US\$ 2,500
Media Sponsorship (5 available)	n/a
Conference Lunches Sponsorship (4 available)	US\$ 5,000
Beach Barbecue Dinner Sponsorship (1 available)	US\$ 7,500
Concert Dinner Sponsorship (1 available)	US\$12,000

Please note that the earlier you secure your sponsorship of TOOLS USA '99, the more exposure you can take advantage of, over a longer period of our pre-conference marketing program.

Platinum Sponsor Benefits

- Acknowledge and thank Sponsor during opening and closing plenary sessions
- 20 x 10 prominent exhibit booth space package
- 5 exhibit staff registrations
- Sponsor logo and company description (200 words) in Exhibit Guide
- Opportunity for Sponsor product demonstration session
- 5 complimentary full conference registrations
- Sponsor name & logo placed prominently on TOOLS USA '99 web site
 - 250-word company description and contact information
 - link to Sponsor web site (Sponsor to have link to TOOLS USA '99 site from its site)
- Sponsor name in electronic conference announcements
- Sponsor logo on delegate registration confirmation form
- Opportunity to include two items (literature, CD, promo items, etc.) in the delegate package (subject to TOOLS approval)
- Sponsor logo on TOOLS USA '99 poster
- Sponsor logo on TOOLS USA '99 T-shirt

*This opportunity is available to **two** companies only.*

Investment in this opportunity is \$15,000.

Gold Sponsor Benefits

- Acknowledge and thank Sponsor during opening and closing plenary sessions
- 10 x 10 prominent exhibit booth space package
- 3 exhibit staff registrations
- Sponsor logo and company description (150 words) in Exhibit Guide
- Opportunity for Sponsor product demonstration session
- 3 complimentary full conference registrations
- Sponsor name & logo placed prominently on TOOLS USA '99 web site
 - 150-word company description and contact information
 - link to Sponsor web site (Sponsor to have link to TOOLS USA '99 site from its site)
- Sponsor name in electronic conference announcements
- Opportunity to include one item (literature, CD, promo items, etc.) in the delegate package (subject to TOOLS approval)
- Sponsor logo (half size of Platinum) on TOOLS USA '99 poster
- Sponsor logo (half size of Platinum) on TOOLS USA '99 T-shirt

*This opportunity is available to **three** companies only.*

Investment in this opportunity is \$10,000.

***“Great Conference! Must attend.
Excellent range of topics.”***

Principal Laboratory Scientist, Hewlett-
Packard Laboratories Research, USA

***“TOOLS is an excellent opportunity to
discuss important software
engineering issues.”***

PUC-RIO, Brazil

Silver Sponsorship Benefits

- Acknowledge and thank Sponsor during opening plenary sessions
- 10 x 10 exhibit booth space package
- 2 exhibit staff registrations
- Sponsor logo and company description (150 words) in Exhibit Guide
- Opportunity for Sponsor product demonstration session
- 1 complimentary full conference registrations
- Sponsor name & logo on TOOLS USA '99 web site
 - 100-word company description and contact information
 - link to Sponsor web site (Sponsor to have link to TOOLS USA '99 site from its site)
- Opportunity to include one item (literature, CD, promo items, etc.) in the delegate package (subject to TOOLS approval)
- Sponsor name on TOOLS USA '99 poster

*This opportunity is available to **four** companies only.*

Investment in this opportunity is \$6,000.

Bronze Sponsorship Benefits

- Acknowledge and thank Sponsor during opening plenary sessions
- 1 complimentary full conference registration
- Sponsor name & logo on TOOLS USA '99 web site
 - 50 word company description and contact information
 - link to Sponsor web site (Sponsor to have link to TOOLS USA '99 site from its site)
- Opportunity for Sponsor product demonstration session
- Opportunity to include one item (literature, CD, promo items, etc.) in the delegate package (subject to TOOLS approval)
- Sponsor name on TOOLS USA '99 poster

*This opportunity is available to **five** companies only.*

Investment in this opportunity is \$2,500.

“Excellent way of getting to grips with new technology, and all in a great setting.”
Senior Technologist, Sterling Software, UK

Media Sponsorship Benefits

As Media Sponsor, you will assist TOOLS USA '99 in its marketing and promotional program in order to attract quality attendees and experts in the field of object technology and modern software development.

- Acknowledge and thank Sponsor during opening and closing plenary sessions
- 2 complimentary full conference registration
- Sponsor name & logo on TOOLS USA '99 web site
 - 100-word media description and contact information
 - link to Sponsor web site (Sponsor to have link to TOOLS USA '99 site from its site)
- Opportunity to include one item (literature, promo items, etc.) in the delegate package (subject to TOOLS approval)
- Sponsor logo (half size) on TOOLS USA '99 poster
- Sponsor logo (half size) on TOOLS USA '99 T-shirt

*This opportunity is available to **five** companies only.*

Conference Lunches Sponsorship Benefits

These events are great opportunities for Sponsors to be exclusively highlighted before all of the TOOLS USA '99 attendees during the conference lunches. There are four official conference lunches held during the conference, from Monday, August 2 through Thursday, August 5.

- Sponsor logo on lunch event décor (e.g. banner)
- 15 minute Sponsor talk during event
- Opportunity to distribute giveaways (literature, CD, promo items, etc.) at the event
- Sponsor logo and link where conference lunches are mentioned on TOOLS USA '99 web site
- 1 complimentary full conference registration

*This opportunity is available to **one company per lunch**.*

Investment in this opportunity is \$5,000.

“Well done!”
Communications Security
Establishment, Canada

“Brilliant organization.”
ICSI/UC Berkeley, USA

Beach Barbecue Sponsorship Benefits

This event is a great opportunity to be exclusively highlighted before all of the TOOLS USA '99 attendees during the special Santa Barbara beach-side barbecue dinner party, to be held on the first official day of conference, Monday, August 2, 1999.

- Sponsor logo on beach barbecue event décor (e.g. banner)
- 20 minute Sponsor talk during event
- Opportunity to distribute giveaways (literature, CD, promo items, etc.) at the event
- Sponsor logo and link where beach barbecue is mentioned on TOOLS USA '99 web site
- 1 complimentary full conference registration

*This opportunity is available to **one** company only.*

Investment in this opportunity is \$7,500.

TOOLS USA '99 Conference Dinner Sponsorship Benefits

This event is a great opportunity for a Sponsor to be exclusively highlighted before all of the TOOLS USA '99 attendees and exhibitors. The evening will include a delightful meal served with local wine, followed by an enchanting musical program including opera and piano, held in a superb oceanfront hall, across the street from the conference site. A number of awards and prizes will be handed out. The conference dinner will be held in the evening of **Wednesday, August 4, 1999.**

- Sponsor logo on evening event décor (e.g. banner)
- 20 minute Sponsor talk during event
- Opportunity to distribute giveaways (literature, CD, promo items, etc.) at the event
- Sponsor logo and link where concert dinner is mentioned on TOOLS USA '99 web site
- 2 complimentary full conference registrations

*This opportunity is available to **one** company only.*

Investment in this opportunity is \$12,000.

"I don't know that I've ever been to a better-organized conference. Certainly I've never been to one that combined such a high quality of organization with world class content. Not to mention the company, the food, and the scenery!"
Professor of CS, Rensselaer At Hartford, USA