

Chance of Sponsorship for the 3rd WIRE



WIRE 2008 (<http://wire2008.rise.com.br>) will be a workshop about the practical aspects related to software reuse in industrial projects. State-of-the-art aspects, with reflects on experiences involving practical, managerial and organizational issues, are expected, stimulating experience exchange, opinions and, mainly, debates. Reuse, in the context of the workshop, encompasses the areas related to reuse processes based on mass production techniques aiming to increase productivity, such as software product lines. The aspects related to problems/challenges for the

introduction of reuse in companies are also included.

Event. The 3rd WIRE will be held between June 27-28, 2008, at Vila Rica Hotel¹, in Recife, Pernambuco, Brazil. In Brazil, starting in year 2000, the theme "software reuse" started to be widely discussed at the 1st Workshop on Component-Based Development (WDBC). After that, other events appeared, like the Workshop for Introducing Reuse in Enterprises (WIRE). On the recent editions of WDBC (2006), WIRE (2006, 2007) and RiSS (2007), both organized by RiSE/C.E.S.A.R., we had more than 400 registrations.

Benefits. The participation at the workshop offers great chances to establish private, academic and governmental partnerships, envisioning the development of the software reuse practice in the national and international scenarios.

Without any doubt, this workshop is an excellent opportunity for companies to expose themselves and publish their products and services for a specialized audience.

In this context, RiSE² offers you the possibility to sponsor the 3rd WIRE, an event with strong impact on the way we can increase productivity in software development in Brazil. The return on the support varies, and aims at highlighting the sponsor's visual identity in printed material and different media.

Target audience. It is important to highlight that the speeches, panels and practical and theoretical tutorials at WIRE will be ministered by the most important reuse researchers/professionals in the world. Therefore, WIRE is the perfect environment for software professionals, researchers, teachers and students to try, in an objective way, to unite academic results with market expectations and demands.

The event is organized for 80 people with this profile.

Investment. A sponsor may choose among different categories of sponsorship, according to the table: **Platinum, Gold, Silver, Bronze and Friend**. The investments offered in each sponsorship category can be made in the form of financial resources or services for the event realization. The publication of the sponsor's marketing material (folders, videos or gifts) is related to the chosen sponsorship category. The number of sponsors is limited.



Boa Viagem Beach. The dark area is the reefs that protect the sea-coast.

¹ [http:// www.vilaricahotel.com.br/](http://www.vilaricahotel.com.br/)

² **About RiSE: It is a Brazilian company working with research, development and innovation in software reuse.**

Sponsorship Options	Platinum (\$10.000)	Gold (\$7.000)	Silver (\$5.000)	Bronze (\$3.000)	Friend (\$1.000)
Twenty-minute speech in the first day of the event (picture)	√				
Exhibition of the sponsor's DVD during the breaks (picture)	√				
A featured banner of the sponsor, during the event (picture)	√	√			
Sponsor's stand, during the event (picture)	√	√			
Sponsor's marketing material inside the event's folder	√	√	√		
Sponsor's logotype on the event's publishing material	√	√	√	√	
Sponsor's logotype on the event's website (link)	√	√	√	√	√
Sponsor's logotype on the event's official banner (picture)	√	√	√	√	√
Mention of the institutional support in the written publications	√	√	√	√	√
Pen and/or notebook with the sponsor's logotype*	√	√	√	√	√
Chair cover with the sponsor's logotype** (picture)	√	√	√	√	√
Personalized bag for the event ** (picture)	√	√	√	√	√
Free registrations	8	4	2	1	0

* The sponsor will be responsible for providing the material

** Each item (Bag and chair cover) will be given to 1 (one) sponsor only, which will be responsible for providing the material.

Currently, RiSE is responsible for conducting the reuse program at C.E.S.A.R. through different solutions focused on software reuse, tools and the organization of the main national conferences and workshops.

For further information about sponsorship, contact alexandre.martins@rise.com.br until May 31, 2008.



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<http://www.rise.com.br/eventos/wire2008>

