

SIGCSE 2021 VIRTUAL

March 13-20, 2021

52nd TECHNICAL SYMPOSIUM on COMPUTER SCIENCE EDUCATION



Conference Support
Opportunities



Invitation to Exhibit



Reserve Your eBooth NOW!

SIGCSE 2021 VIRTUAL

52nd TECHNICAL SYMPOSIUM on COMPUTER SCIENCE EDUCATION



The Premier Event in Computer Science Education

The **Special Interest Group in Computer Science Education of the Association for Computing Machinery (ACM SIGCSE)** is a community of approximately 2,600 people whom, in addition to their specialization within computing, have a strong interest in the quality of computing education. The SIGCSE Symposium is the flagship conference of the organization and is regularly attended by more than 2,000 people. Conference attendees are looking for new ideas, textbooks to support their courses, and materials to improve the effectiveness of their teaching. The conference provides a forum for educators to discuss issues related to the development, implementation, and/or evaluation of computing programs, curricula, and courses, as well as syllabi, laboratories, and other elements of teaching and pedagogy. With increased pressure to pursue distance learning and asynchronous learning, attendees will want to find out about the latest innovations in class management systems.

In addition to selecting the textbooks and support materials for their courses, conference attendees influence the choice of computing equipment for their laboratories as well as for their departments. They select the tools that support teaching and their own scholarly work. They also determine what languages will be used in their courses and what compilers and development environments will be installed. These professionals set aside the time of the Symposium to review what is available and make their choices for the coming years. This is the most efficient way to interact with the most active teaching faculty in computing and information science.

Make the Most of Your Marketing Dollars

- **Find your target audience** among more than 2,000 attendees who come from the college and university Computer Science Education community.
- **Develop relationships** with other computing professionals from the United States and throughout the world.
- **Renew connections** with current customers.
- **Listen** to what computer science educational professionals have to say about your product and future product needs.
- **Increase your understanding** of the educational IT profession.
- **Get more exposure** with up to 30 hours of exhibit time available, unopposed by paper sessions. The conference virtual platform, its recorded sessions, and exhibit eBooths, will be available up to six months beyond the live conference dates.
- **Sell your products and services** on the show floor.
- **Qualify** for outstanding sponsorship and advertising opportunities to suit your level of commitment.



Get the Maximum Exposure for Your Business

CONFERENCE SUPPORTER

- Show your company's support for the computer science educational community.
- Get additional exposure for your company.
- Thank customers for their continued business.

EXHIBIT

- Showcase your products and services to over 2,000 decision makers and authorized purchasers.
- Generate new sales leads.
- Introduce new products and services.

ADVERTISE

- Reach the entire SIGCSE 2021 conference of over 2,000 attendees in the conference publications.
- Achieve greater company recognition.
- Get an edge on your competition.

CONFERENCE SUPPORT BENEFITS

As a SIGCSE 2021 Supporter, you get

- ✓ Extensive Virtual Conference Exposure
- ✓ Plenary and Conference Session Exposure
- ✓ Complimentary Conference Registration

Benefits	Platinum \$25,000	Gold \$15,500	Silver \$8,500	Bronze \$5,500
Thank You and highlight on the SIGCSE 2021 web site	✓	✓	✓	✓
Logo displayed on the SIGCSE 2021 web site with a link	✓ Specially Displayed	✓ Specially Displayed	✓	✓
Virtual Exhibit eBooth Benefits	Free exhibit eBooth with priority placement at the SIGCSE Expo	Free exhibit eBooth with priority placement at the SIGCSE Expo	Free exhibit eBooth with priority placement at the SIGCSE Expo	Free exhibit eBooth at the SIGCSE Expo
Logo placement and recognition on the Official Digital Proceedings	✓ Prominent Position	✓	✓	✓
Supporter Session presentations of supporting organization's choice**	Two 75-minute Premium Time Slot Sessions**	One 75-minute Premium Time Slot Session**	One 75-minute Session**	One 60-minute Session on a pre-conference day**
Attendee Digital Conference Welcome Swag* insert	Two inserts	One insert	One insert	One insert
Complimentary Conference Registrations	6	4	3	2
Special recognition with logo displayed at Opening Plenary Session	✓	✓	✓	✓
Banner Ad on the Virtual Conference Platform	Two banner ads - key placement on virtual platform	One banner ad - key placement on virtual platform	One banner ad on virtual platform	
Sponsor Recognition Page on Virtual Platform	✓ Prominent Position	✓	✓	✓

**During the Supporter Session Block, there will be four supporter session time slots at 3:00, 4:15, 5:30, and 6:45. The sessions at 3:00 and 6:45 (immediately after and preceding technical sessions) will be for Gold and Platinum supporters and will have no conflicting content from the Technical Symposium or other supporter sessions. Sessions at 4:15 and 5:30 will be for Silver supporters and may have multiple supporters per session as well as Birds of a Feather sessions. Bronze 60-minute session will be held on a pre-conference day.

CONFERENCE SUPPORT OPPORTUNITIES and BENEFITS

The **SIGCSE Virtual Symposium** content will be available on demand for all conference attendees at least 6 months post conference live dates.

We have intentionally built in as much value for our sponsors and exhibitors as possible in the virtual format. We have created a large exhibitor/supporter time slot with minimal conflicting events.

SIGCSE 2021 Daily Schedule Monday, March 15 - Saturday, March 20

1:00 pm - 2:45 pm EDT: Technical Session Block

**3:00 pm - 8:00 pm EDT:
Exhibit Hall Open/Supporter Session Block**

8:00 pm - 9:45 pm EDT: Technical Session Block

Platinum Supporter: \$25,000

- Logo and Link prominently displayed on the Symposium 2021 website
- Two 75 Minute Sessions in premium time slots (unopposed by paper sessions)
- Two minute video* (supporter provided) broadcast just before keynote presentations
- Complimentary featured Premium eBooth
- Complimentary Banner ad on conference mobile app
- Complimentary Banner ad on conference digital platform – key placement
- Logo and supporter recognition on conference mobile app
- 6 Complimentary Conference Registrations
- Logo recognition displayed before Keynote Presentations
- Option to provide digital swag to be sent to attendees
- Attendee email list of attendees that opt- in for mailing, 2 pre and 2 post conference
- Analytics report for your supporter sessions and eBooth
- Option to Support Keynote for additional \$5,000 (Only two opportunities available)

*SIGCSE asks that the video address the needs of CSE community

Gold Supporter: \$15,000

- Logo and Link prominently displayed on the Symposium 2021 website
- One 75 Minute Session in premium time slots (unopposed by paper sessions)
- Complimentary featured Premium eBooth
- Complimentary Banner ad on conference mobile app
- Complimentary Banner ad on conference digital platform – key placement
- Logo and supporter recognition on conference mobile app
- 4 Complimentary Conference Registrations
- Logo recognition displayed before Keynote Presentations
- Option to provide digital swag to be sent to attendees
- Attendee emailing list of attendees that opt- in for mailing, 2 pre and 1 post
- Analytics report for your supporter sessions and eBooth

Silver Supporter: \$8,500

- Logo and Link displayed on the Symposium 2021 website
- One 75 Minute Session
- Complimentary featured Premium eBooth
- Complimentary Banner ad on conference digital platform
- Logo and supporter recognition on conference mobile app
- 3 Complimentary Conference Registrations
- Logo recognition displayed before Keynote Presentations
- Option to provide digital swag to be sent to attendees
- Attendee emailing list of attendees that opt- in for mailing, 2 pre and 1 post
- Analytics report for your supporter sessions and eBooth

Bronze Supporter: \$5,500

- Logo and Link displayed on the Symposium 2021 website
- One 60 Minute Session on pre-Symposium day
- Complimentary featured Premium eBooth
- Logo and supporter recognition on conference mobile app
- 2 Complimentary Conference Registrations
- Logo recognition displayed before Keynote Presentations
- Option to provide digital swag to be sent to attendees
- Attendee emailing list of attendees that opt- in for mailing, 1 pre and 1 post
- Analytics report for your supporter sessions and eBooth

Supporter sessions are available on a first come, first served basis, with scheduling priority for higher support tiers.

Custom Support Packages

SIGCSE is open to providing custom support packages to meet your needs. Please let us know what you need to provide value for your support and we will try to accommodate your needs. Contact Conference Management at sigcse@dlplan.com

Additional Opportunities

Nifty Assignment Session Supporter

\$3,500 - Add on for Platinum, Gold, Silver, Sponsor only
\$5,000 - Stand-alone support

This session has traditionally been one of the most popular and attended after the keynotes. Align your brand with this fast paced sessions of innovative ideas for today's classroom.

First Timer's Session and Keynote Supporter

\$3,500 - Add on for Platinum, Gold, Silver, Sponsor only
\$5,000 - Stand-alone support

Welcome and Closing Event/Networking Block Supporter - \$5,000 each

Work with SIGCSE to create a virtual experience for attendees

Award Scholarship: \$500

Best Paper Award: \$500

Friend of SIGCSE

SIGCSE welcomes all denominations of support

Please contact us at sigcse@dlplan.com, to set up a call to discuss recognition for the level of support you wish to provide.

Subject to Change: All sponsorship benefits are subject to change at discretion of conference management in the best interest of the conference.

EXHIBITOR OPPORTUNITIES

RESERVE BEFORE JANUARY 8, 2021 and SAVE \$300

EXHIBITS

The SIGCSE 2021 Exhibition and Conference Sessions will be held virtually in 2021. This is the only event of its type that caters to the people in computer science education who make the decisions for acquiring the tools needed for the following school year. Attendees are looking to meet with companies that provide the teaching texts needed by the faculty; hardware and software manufacturers who supply tools which can be utilized at the learning institutions represented by the SIGCSE attendees, students and faculty. Only SIGCSE exhibitors have this unlimited access.

ATTENDEES

The SIGCSE Conference attendee is international, representing Canada, New Zealand, and countries in Europe, Asia, South America, and Africa. The majority of our attendees (approximately 90%) come from across the United States. We expect increased international and K-12 USA attendance in the virtual format.

SIGCSE provides its exhibitors with a unique opportunity to reach this select community of decision makers from the computer science education community in their immediate area as well as from around the United States and the world.

SIGCSE EXHIBITION eBOOTH FEATURES

Customize the look of your eBooth with eye-catching photos, video content and interact with attendees on the spot.

The virtual tradeshow booth online calling and virtual video connection creates a space for you to showcase your products and services, initiate meaningful conversations and approach interested leads in a group or private setting. You can track booth metrics such as attendees who visited and how many times. Add multiple exhibit representatives to your booth. Premium eBooths access additional features.

Standard eBooth:

- Customize the look of your eBooth
- Connect with Attendees with Online Calling
- Live text Chat
- Upload files and Video Content
- Set tags and your eBooth hours
- Conduct Live Polling
- Obtain Session Metrics

Premium eBooth:

- Includes all features listed above PLUS...
- Ability to set up Virtual Trade Show Video Meetings
- Lead retrieval – Attendees can request more info
- Expanded number of file uploads

EXHIBIT BOOTH FEES

Standard eBooth

\$1,850 (Reserve before January 8, 2021)

\$2,150 (Reserve after January 8, 2021)

Premium eBooth

\$2,150 (Reserve before January 8, 2021)

\$2,450 (Reserve after January 8, 2021)

TENTATIVE EXHIBIT HOURS

The SIGCSE 2021 Exhibition will have the following dedicated exhibit hours:

**Monday, March 15, - Saturday March 20, 2021
3:00 pm - 8:00 pm EDT***

**Exhibit hours subject to change at the discretion of SIGCSE.*

ADVERTISING OPPORTUNITIES

BANNER AD ON THE VIRTUAL CONFERENCE PLATFORM

\$1,250 (up to 6 months of advertising post conference)

BANNER AD ON THE CONFERENCE MOBILE APP

\$750



CONTACT SIGCSE 2021

For questions concerning exhibiting or supporting SIGCSE 2021, contact
SIGCSE Exhibition & Support Management team at
SIGCSE@dlplan.com or +1 (609) 344.1333

or

Supporter/Exhibitor Liaisons Jodi Tims and Elizabeth Hawthorne at exhibitor@sigcse2021.org

APPLICATION FOR EXHIBIT SPACE AND SYMPOSIUM SUPPORT

CONTRACTUAL TERMS, CONDITIONS & RULES FOR ACM SIGCSE 2021

This Agreement for conference corporate support, exhibit space, and advertising is between the Association for Computing Machinery, a New York not-for-profit corporation ("ACM"), with its principal place of business at 1601 Broadway, 10th Floor, New York, NY 10019 and the Company/Organization as named in application below ("Company/Organization") (the "Agreement").

ACM is the sponsor of the 52nd ACM SIGCSE VIRTUAL TECHNICAL SYMPOSIUM on COMPUTER SCIENCE EDUCATION (the "Event"), which will take place virtually March 13-20, 2021 Eastern Standard Time (EST) and Company/Organization wishes to support/exhibit/advertise at the Event.

Sponsor/Exhibitor/Advertiser Benefits

In exchange for the fee (as selected in application below), Company/Organization will receive the benefits described in the SIGCSE Sponsorship Prospectus in connection with the Event (the "Benefits").

Fee

In exchange for the Benefits, Company/Organization shall remit payment to ACM in the amounts set forth in the application. Applications must be submitted with 50% or 100% payment (the "Fee"). Final payments are due no later than February 15, 2021. Agreement is subject to cancellation for payments not received by March 1, 2021 and Company/Organization may be prohibited from supporting/exhibiting/advertising at the SIGCSE Technical Symposium in the future. Payment is due in full at the time of submission of application for Company/Organizations that submit on or after February 15, 2021.

Company/Organization Cancellation

Company/Organization may cancel its participation in the Event, with or without cause, (including, advertising, and sponsorship fees) upon written notification to SIGCSE '21 Sponsor Manager at [sigcse@dlplan.com] (the "Notification").

If SIGCSE '21 Sponsor Manager receives the Notification on or before January 15, 2021 Corporate Supporter shall not be required to pay the Fee and ACM shall, as soon as practicable, refund any portion of the Fee previously received by ACM.

If SIGCSE '21 Sponsor Manager receives the Notification after January 15, 2021 but before February 15, 2021, Company/Organization shall pay ACM an amount equal to 25% of the Fee in accordance with agreed upon services. If notification is received after February 15, 2021, but before March 1, 2021, Company/Organization shall pay ACM an amount equal to 50% of the Fee in accordance with agreed upon services. After March 1, 2021 Company/Organization shall pay ACM 100% of the agreed upon fee.

Company/Organization Trademarks

- (a) License. Company/Organization hereby grants ACM a non-exclusive limited license to use, display, and reproduce its logos, trademarks, service marks, and trade names (the "Company/Organization Trademarks") in connection with the promotion and advertisement of the Event and the listing of the companies/organizations of the Event during the Term.
- (b) Ownership. The Company/Organization Trademarks licensed to ACM in connection with the Event are Company/Organization's sole property, and ACM has no ownership or other intellectual property rights in those items.
- (c) No Infringement. Company/Organization represents that (1) the Company/Organization Trademarks are owned by Company/Organization or Company/Organization has permission from the rightful owner to use and license the Company/Organization Trademarks and (2) the Company/Organization Trademarks and ACM's use thereof in accordance with the terms of this Agreement shall not violate or infringe any third party rights (including, without limitation, any copyright, trademark, patent, right of privacy or publicity, or other intellectual property right).
- (d) Delivery. Company/Organization shall deliver an image file of the Company/Organization Trademarks to the SIGCSE '21 Sponsor Manager at sigse@dlplan.com within 10 days of the effective date.

Term and Termination

This Agreement is effective upon signature by both parties and shall terminate on March 21, 2021 (the "Term"). The Agreement may be terminated by ACM upon the material breach by Company/Organization of the terms and conditions of this Agreement, provided ACM provides Company/Organization notice of such breach and a period of at least thirty (30) days to cure the breach. If Company/Organization fails to cure the breach by the end of the cure period, ACM may immediately terminate the Agreement.

Indemnification

Company/Organization agrees to protect, indemnify, defend and hold harmless ACM and its respective employees, volunteers, and agents against all claims, losses or damages to persons or property, government charges or fines, and costs (including reasonable attorney's fees) arising out of (a) Company/Organization's participation in the Event, (b) Company/Organization's breach of any material provisions of this Agreement and (c) ACM's use of the Company/Organization's Trademarks in accordance with the terms of this Agreement.

ACM agrees to protect, indemnify, defend and hold harmless Company/Organization and its respective employees, volunteers, and agents against all claims, losses or damages to persons or property, government charges or fines, and costs (including reasonable attorney's fees) arising out of ACM's hosting of the Event.

Notwithstanding the foregoing, neither party shall indemnify the other for any claims arising out of the sole negligence or willful misconduct of the other party or its respective employees, volunteers or agents.

Insurance

Each Party represents and warrants to the other that it currently has and will maintain insurance coverage of a kind and in an amount that is commercially reasonable to cover its activities and the performance of its obligations under this Agreement.

Force Majeure

(a) General. A party will not be considered in breach of or in default because of, and will not be liable to the other party for, any delay or failure to perform its obligations under this Agreement by reason of fire, earthquake, flood, explosion, strike, riot, war, terrorism, or similar event beyond such party's reasonable control (each a "Force Majeure Event"). However, if a Force Majeure Event occurs, the affected party shall, as soon as practicable:

- i. Notify the other party of the Force Majeure Event and its impact on such party's performance under this Agreement; and
 - ii. Use diligent efforts to resolve any issues resulting from the Force Majeure Event and perform its obligations under this Agreement.
- (b) Event Cancellation. If the Event is cancelled because of a Force Majeure Event, Company/Organization shall have no obligation to make any future payments of the Fee to ACM and ACM will, as soon as practicable, refund Company/Organization any payments of the Fee already received by ACM. However, if only part of the Event is cancelled, Company/Organization will receive a refund of a proportionate share of any payments of the Fee already paid to ACM.

Confidentiality

The parties acknowledge that during the Term each party may receive Confidential Information from the other party. For the purposes of this Agreement, "Confidential Information" means information treated as confidential and proprietary that is disclosed by one party hereto (the "Discloser"), either directly or indirectly, in writing or orally, to the other party hereto (the "Recipient"). Each party agrees to maintain the Confidential Information in the strictest of confidence and shall not, at any time, use, disseminate or disclose any Confidential Information to any person or entity other than those of its employees or representatives who have a "need to know", who have been apprised of this restriction and who are themselves bound by similar non-disclosure restrictions. Recipient shall immediately notify Discloser in the event of any loss or disclosure of any Confidential Information. Upon termination of this Agreement, Recipient shall return to Discloser all documents and records in its possession containing the Confidential Information of Discloser. Confidential Information shall not include information that: (i) is already known to Recipient without restriction on use or disclosure prior to receipt of such information from Discloser, (ii) is or becomes part of the public domain other than by breach of this Agreement by, or other wrongful act of, Recipient; (iii) is developed by Recipient independently of and without reference to any Confidential Information; (iv) is received by Recipient from a third party who is not under any obligation to Discloser to maintain the confidentiality of such information; or (v) is required to be disclosed by law, including without limitation, pursuant to the terms of a court order, provided that Recipient has given Discloser prior notice as soon as was reasonably practical of such disclosure and an opportunity to contest such disclosure. It shall be the obligation of Recipient to prove that such an exception to the definition of Confidential Information exists.

Governing Law

This Agreement is governed by and shall be construed in accordance with the internal laws of the State of New York without giving effect to any choice or conflict of law provision or rule that would require or permit the application of the laws of any jurisdiction other than those of the State of New York. Any legal suit, action, or proceeding arising out of or related to this Agreement or the licenses granted hereunder shall be instituted in the federal courts of the United States or the courts of the State of New York in each case located in the city of New York and County of New York, and each party irrevocably submits to the jurisdiction of such courts in any such suit, action, or proceeding.

Amendments

No amendment to this Agreement will be effective unless it is in writing and signed by a party or its authorized representative.

Assignment and Delegation

- (a) No Assignment. Neither party may assign any of its rights under this Agreement, except with the prior written consent of the other party. Any merger, consolidation, or reorganization involving either party (regardless of whether such party is a surviving or disappearing entity) will not be deemed to be an assignment or transfer of rights under this Agreement for which the other party's prior written consent is required.
- (b) No Delegation. Neither party may delegate any performance under this Agreement, except with the prior written consent of the other party.
- (c) Enforceability of an Assignment or Delegation. If a purported assignment or purported delegation is made in violation of this section, it is void.

Notices

(a) Writing; Permitted Delivery Methods. Each party giving or making any notice request demand or other communication required or permitted by this Agreement shall give that notice in writing and use one of the following types of delivery, each of which is a writing for purposes of this Agreement: personal delivery, mail (registered or certified mail, postage prepaid, return-receipt requested), nationally recognized overnight courier (fees prepaid), or email.

(b) Addresses. A party shall address notices under this section to a party at the following addresses: If to ACM:

Association for Computing Machinery 1601 Broadway, 10th Floor

New York, NY 10019

Attn: April Mosqus, Program Coordinator

If to Supporter/Exhibitor/Advertiser:

Per the contact information provided in application and Agreement

(c) Effectiveness. A notice is only effective if the party giving notice complies with subsections (i) and (ii) and if the recipient receives the notice.

Entire Agreement

This Agreement constitutes the final agreement of the parties. It is the complete and exclusive expression of the parties' agreement about the subject matter of this Agreement. All prior and contemporaneous communications, negotiations, and agreements between the parties relating to the subject matter of this Agreement are expressly merged into and superseded by this Agreement. The provisions of this Agreement may not be explained, supplemented, or qualified by evidence of trade usage or a prior course of dealings. Neither party was induced to enter this Agreement by, and neither party is relying on, any statement, representation, warranty, or agreement of the other party except set forth expressly in this Agreement. Except as set forth expressly in this Agreement, there are no conditions precedent to this Agreement's effectiveness.

Effectiveness

This Agreement will become effective when all parties have signed it. The date this Agreement is signed by the last party to sign it (as indicated by the date associated with such party's signature) will be deemed the date of this Agreement.



SIGCSE 2021 VIRTUAL

March 13-20, 2021

APPLICATION AND CONTRACT FOR CONFERENCE SUPPORT, EXHIBIT SPACE AND ADVERTISING

Questions? Please contact SIGCSE@dlplan.com

EXHIBITOR/SUPPORTER CONTACT INFORMATION

Company/Organization _____

Authorized Person _____ Authorized Person Title _____

Authorized Person E-Mail _____ Authorized Person Telephone _____

Company/Organization Address _____

City/State/Zip _____

Please provide the following information for your Event Contact Person (the person that will manage the details of your participation in SIGCSE 2021).

Event _____

Contact Person _____

E-Mail _____

Phone _____

AUTHORIZATION

I have read and agree to all terms and conditions of this Agreement. I am authorized to execute this Agreement for said Company/Division.

Name _____

Title _____ Date _____

Phone _____ E-Mail _____

Authorized Signature _____
(Important: Application cannot be processed without Authorized Signature.)

CONFERENCE SUPPORT

- Platinum Supporter \$25,000
- Gold Supporter \$15,500
- Silver Supporter \$8,500
- Bronze Supporter \$5,500
- Other _____ \$ _____

Conference Support Deadlines:

Deadline for Support Application: 2/15/21*
 Deadline for Full Payment: 2/15/21

**Guarantees placement in all applicable areas of the Virtual Symposium and Symposium website.
 Sessions availability are first come, first served.*

PAYMENT

Payment by check or credit card. Application must be submitted with 50% or 100% payment. Make checks payable to: ACM/SIGCSE 2021. ACM Tax ID: 13-1921358.

Mail or fax application and payment to:

ACM/SIGCSE 2021
 c/o dLPlan Meetings/Events
 1125 Atlantic Avenue, Suite 634
 Atlantic City, NJ 08401
 Phone: +1 609.344.1333 • Fax: +1 609.348.4433
 sigcse@dlplan.com

EXHIBIT BOOTH SELECTION

Payment Received Before January 8, 2021 (SAVE \$300)

- Standard eBooth \$1,850
- Premium eBooth \$2,150

Payment Received After January 8, 2021

- Standard eBooth \$2,150
- Premium eBooth \$2,450

ADVERTISING

- Banner Ad on the Virtual Conference Platform \$1,250
 (up to 6 months of advertising post conference)
- Banner Ad on the Conference Mobile App \$750

Advertising Deadlines:

Reserve Ad Space: 1/15/21
 Artwork (Electronic Files): 2/15/21

TOTAL PAYMENT
 (Total Support, Exhibit Booth, and Advertising) . . . \$ _____

TYPE OF PAYMENT:

- Check Visa MasterCard AmEx

Card No. _____ Exp. _____

Security Code (located on back of card) _____

Name _____
 (Please PRINT name as it appears on card)

Billing Address of Cardholder _____

Signature of Cardholder _____