



Connect with the best!

The IEEE International Requirements Engineering (RE) conference is the premier international conference on requirements engineering held annually in venues around the world (www.requirements-engineering.org). The conference usually draws 250-300 participants, mainly from academia, government and industry.

Following the theme of "Delivering Value through Better Requirements", RE'16 will come to Beijing in middle September of 2016. It will offer an extensive program of interest to academia, government and industry. More than 300 people from all over the world will get together for five days to exchange experiences, improve how to work with requirements, business analysis, and product management, and have a great time. You are crucial as an industry sponsor to make sure the conference has a foothold in practice.

We want to make this a great event for all participants while showing the strength of Chinese software and hardware industries. This is a great chance for your company to talk to customers and future employees, make your products visible, expand your network, learn from competitors and partners, and initiate collaborations. All while getting up-to-date on the latest results for improving your practice.

There are a number of ways you can support and involve the event and help make this conference the best RE conference ever. We have *five* different sponsor packages, but there are also a number of key locations, events, and items to sponsor and put your logo on. At the conference, there will be an industry summit where you can present your company and products. At RE'16 in Beijing, you can both get up to speed with the area and make yourself known to the wider community!



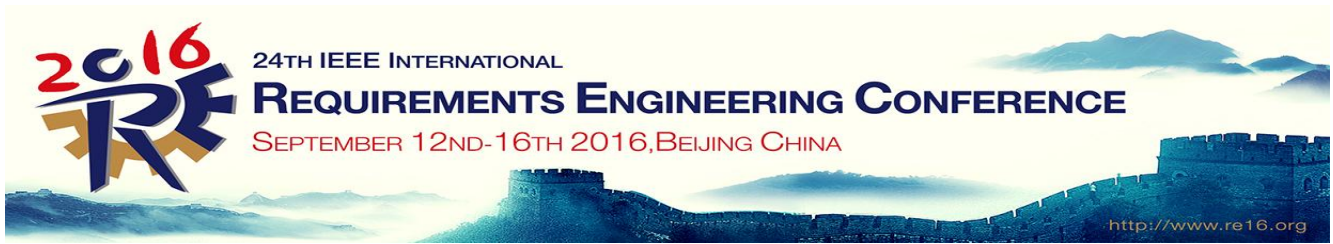
Key facts

- ~300 participants
- ~30% are from industry and government
- ~70% are the elite RE researchers
- Mainly from Europe, Americas, and Asia
- Benefits of sponsoring:
 - High visibility to industry/government
 - High visibility to best scientists
 - High visibility to students (your future employees)
 - Your logo on RE publicity material
 - Provide corporate/product info
 - Strong, positive connection to innovation and exciting events
- Sponsor packages to suit your needs
- Special sponsoring deals for key locations, events, and items
- Participate and get up to speed with latest RE innovations

Come help us make RE'16 the best RE conference ever!



If you are interested in participating, but you cannot find the opportunities that best fit your organization, please directly contact us and we will do our best to arrange alternative solutions: re16oc@pku.edu.cn



Sponsor packages

We have 5 levels of sponsorship packages (*Diamond-Platinum-Gold-Silver-Supporter*) that offer different levels of visibility and involvement.

Level	Cost*	Benefits
Diamond	15,000 US\$	<ul style="list-style-type: none"> • Four Conference registrations • Short talk at the banquet • One exhibition table • Sponsor's logo on banner display at the venue's main entrance • Sponsor's logo in the background board in the conference hall • Sponsor's logo in the conference program, website, and bag • Advertisement material (two double-sided sheets, CD) in the participant's bag (must be provided)
	90,000 RMB	
Platinum	10,000 US\$	<ul style="list-style-type: none"> • Three Conference registrations • One exhibition table • Sponsor's logo on banner display at the venue's main entrance • Sponsor's logo in the background board in the conference hall • Sponsor's logo in the conference program, website, and bag • Advertisement material (two double-sided sheets, CD) in the participant's bag (must be provided)
	60,000 RMB	
Gold	8,000 US\$	<ul style="list-style-type: none"> • Two Conference registrations • Sponsor's logo in the background board in the conference hall • Sponsor's logo in the conference program, website • Advertisement material (two double-sided sheets, CD) in the participant's bag (must be provided)
	48,000 RMB	
Silver	4,000 US\$	<ul style="list-style-type: none"> • One Conference registration • Sponsor's logo in the conference program, website • Advertisement material (one double-sided sheets, CD) in the participant's bag (must be provided)
	24,000 RMB	
Supporter	2,000 US\$	<ul style="list-style-type: none"> • Sponsor's logo in the conference program, website • Advertisement material for participants, available at the registration desk (must be provided)
	12,000 RMB	

*: tax not included, and tax rate is around 7%.

Sponsor key locations, events, and items

We have also reserved space in key locations and at key events where your company can make a big and lasting impact on the RE conference and community. We will work with you to find the best solution and adapt the pricing accordingly. Contact us to discuss the details! Key locations/events/items:

- **Conference backpack** - Your logo on the conference bag. Each participant will receive a high-quality conference bag. Your company logo will be visible for many years and associated with a high-quality and memorable event.
- **Student accommodation** – Help students attend the event by sponsoring their stay at Youth hotels nearby the conference venue.
- **Registration fee rebate** – Help students and academics attend the event by offering a rebate for their registration fees.
- **Banquet, welcome receptions, lunches, and coffee breaks** - Your logo, named "hosting", and PR material supplied for one (or several) of the banquet, welcome receptions, lunches, and coffee breaks.
- **Your ideas here** - contact us for other discussions/ideas on how we can make your company visible in the right context!

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