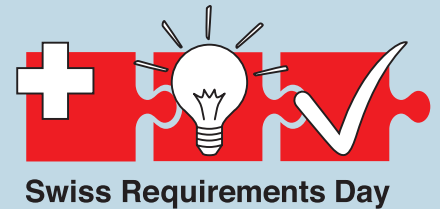


# INVITATION FOR PARTNERS

Swiss Requirements Day – 20 June 2012 – Kongresshaus, Zurich



## Partner Swiss Requirements Day 2012

We would like to invite you to become a partner at the third Swiss Requirements Day, which will take place on **20 June 2012** at the **Kongresshaus** in **Zurich**.

Swiss Requirements Day 2012 will provide an excellent platform for all people involved in Requirements Management, Engineering and Co.

The partnership with the Swiss Requirements Day gives each company a high profile for both key aspects of the conference – the exhibition and presentations. It gives presenters, exhibitors and participants opportunity for discussions, experience exchange, latest information and technology, along with networking opportunities.

The Swiss Requirements Day is a **neutral, non-profit** conference. This event is about requirements and what they mean for the IT industry. It aims to **connect everyone** that is involved in requirement management, engineering and Co. (including, but not limited to: requirements professionals, product managers, SW managers, quality managers, business analysts, etc.).

Many international and national companies will see the Swiss Requirements Day as a **prime opportunity** for corporate branding and market exposure as the list of exhibitors is also used as a reference. At Swiss Requirements Day 2011 there were over 500 people looking for support in tools, services and trainings, so don't miss out on the chance to meet a large selection of the requirement community too.

Taking place at Kongresshaus, Zurich, the unique location will allow the exhibition to be positioned as the central point of the conference giving each partner a high profile. Participants are enticed to peruse the exhibition with the chance to learn about the latest information and technology; exchange experiences; discuss and deliberate ideas; and gain from networking opportunities.

Please refer to the following details on how to become partner of the Swiss Requirements Day 2012.



## Target Audience

Quality is something that we all are concerned with and dealing with requirements is a discipline that involves more people than just requirement managers. We as a conference truly believe that real success is being made when a wide group of stakeholders work together and exchange ideas. The conference will offer stakeholders an opportunity to exchange ideas outside their daily working environment.

Therefore we would like to connect:

- Requirements Professionals and Managers
- Product and Product line Managers
- SW Professionals and Managers
- Project and Programme Managers
- Business Analysts / Requirements Engineers
- Process Improvement Specialists
- Quality Managers
- Test Professionals and Managers
- Business / System Owners
- End Users
- Information Managers
- Maintenance Personnel
- and more...

## Conference Objective

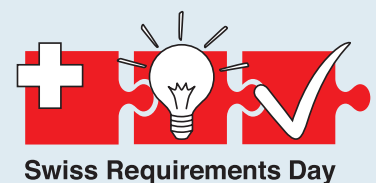
The goal of the Swiss Requirements Day is to offer an **independent, community based** requirements conference that offers high quality speeches, a large exhibition with all minor and major players of the requirements market as well as a modern and **fresh way** of holding a conference. It provides a platform for exchange of ideas and experiences between requirements professionals and representatives from diverse areas of business and IT organizations.

## Value for Partners

Partners presenting their products and services at the Swiss Requirements Day will gain:

- Access to **new contacts** and customer segments
- Recognition as a **leader** and first mover in the requirement community
- Recognition as a local **main player**
- **Low effort** to maintain customer relationships
- Improved **brand recognition** in the community

Attractive sponsorship packages at **affordable prices** (depending on the partner status with logo presence on conference materials, free entry passes, preferred locations of stands etc.)





## Key Issues

### Programme

The Swiss Requirements Day is organized into three independent parallel tracks, plus one partner track (sponsored) with two Key Notes completing the programme. An exhibition running adjacent to these tracks complements the day's programme. The organizers aim for a well-balanced combination of English and German presentations.

Partners are welcome to submit an abstract proposal for one of the main tracks. For more information please refer to the Call for Papers invitation document on the Swiss Requirements Day website.

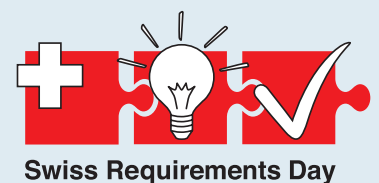
Contributions on the following key conference topics are welcomed:

- Practice
- Trends
- Organization
- Methodology

## Trade Exhibition

Key element of the conference is the centrally located exhibition space. Partners may present their products and services to the requirements community. The exhibition is also the pivotal place to meet, as coffee breaks will be served in this area. Because the various tracks take place in different areas, people will also pass through the exhibition during the breaks. When not attending a conference session, attendees will also gather here to exchange ideas and to get updates about your latest products and offerings. At the end of the day, the apéro, served also in the exhibition area, is one more possibility to get in touch with the visitors on an informal basis.

Partners automatically receive an exhibition space (12 m<sup>2</sup> for Platinum Partners, 8 m<sup>2</sup> for Gold Partners and 4 m<sup>2</sup> for Silver Partners).





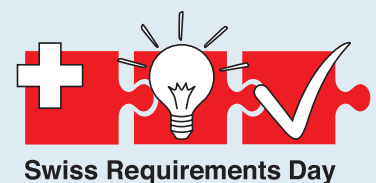
## Conference Format

Time	Management	Trends	Tools & Automation	Track+ [Partner]
09.10 – 10.00	Key Note 1			
10.00 – 10.30	Coffee Break & Exhibition			
10.30 – 11.15	[TR 1.1]	[TR 2.1]	[TR 3.1]	[TR +.1]
11.30 – 12.15	[TR 1.2]	[TR 2.2]	[TR 3.2]	[TR +.2]
12.15 – 13.45	Lunch Break & Exhibition			
13.45 – 14.45	Key Note 2			
14.45 – 15.15	Coffee Break & Exhibition			
15.15 – 16.00	[TR 1.3]	[TR 2.3]	[TR 3.3]	[TR +.3]
16.15 – 17.00	[TR 1.4]	[TR 2.4]	[TR 3.4]	[TR +.4]
17.00 – 18.00	Aperitif (Borrel) & Exhibition			

## Swiss Requirements Day Track+

There is a special track where interested companies may present their products and services. The Track+ will run parallel to the speeches and is open to all participants. The Swiss Requirements Day Conference Board will not impose any guidelines for the topic or content of the presentation. A presentation slot in the Track+ lasts 45 minutes and can be bought by a partner. Depending on the partner package selected, a presentation slot is either included in the partner price or may be purchased separately.

Please note that there is a strict selection process for the standard tracks 1 – 3 and it is not possible for any partners to gain such a slot without going through the full selection process. Each partner, irrelevant of status, will be treated the same.





## Partner Packages

Three different partner packages are available: Platinum, Gold and Silver. The number of Platinum Partners and Gold Partners is limited. Platinum and Gold Partners receive a more prominent appearance at the conference and in all related materials as well as many other advantages. Registration for Platinum and Gold Partners ends on 30 January 2012. Silver Partners may register at any time up until 27 April 2012. See the section 'Selection of Platinum and Gold Partner' below for more information.

Platinum Partners (limited)	Gold Partners (limited)	Silver Partners
10 free entries (worth CHF 3800.-)	6 free entries (worth CHF 2280.-)	2 free entries (worth CHF 760.-)
1 Track+ presentation (worth CHF 3500.-)	CHF 1000.- rebate for one Track+ presentation (normally CHF 3500.-)	Track+ presentations may be purchased separately (CHF 3500.-)
Large exhibition space (12 m <sup>2</sup> )	Medium exhibition space (8 m <sup>2</sup> )	Standard exhibition space (4 m <sup>2</sup> )
Stand at prime location	Stand at prime location	
Prominent display (bigger than Gold Partner) of the logo on: > Website > Newsletter > Documentation – SRED promotional poster – Conference brochure – Conference magazine > Conference bag	Prominent display (smaller than Platinum Partner) of the logo on: > Website > Newsletter > Documentation – SRED promotional poster – Conference brochure – Conference magazine > Conference bag	
1 A4 ad in the conference magazine	1 A5 ad in the conference magazine	
Supplement for the conference bag (A4 brochure with max. 4 pages – 2 double-sided sheets)	Supplement for the conference bag (max. 2 A4 pages – 1 double-sided sheet)	
Listing in partner directory on Swiss Requirements Day website	Listing in partner directory on Swiss Requirements Day website	Listing in partner directory on Swiss Requirements Day website
<b>CHF 25 000.-</b>	<b>CHF 9500.-</b>	<b>CHF 3600.-</b>



## Advertisement and Article Prices

The Swiss Requirements Day offers an A4-sized magazine full of the conference details, partner profiles, advertisements and articles. Please see further along for more information on article lengths, advert sizes and prices.

Adverts		Articles	
<b>New ad</b>		<b>Commercial</b>	
A4	CHF 2500.–	A4	CHF 2500.–
A5	CHF 1500.–	2 x A4	CHF 3500.–
A6	CHF 1000.–		
<b>Upgrades</b>			
A5 to A4	CHF 1000.–		

## Additional Swiss Requirements Day Sponsor Options

### ■ Refreshment Breaks

Companies now have the possibility to increase their presence at the Swiss Requirements Day by sponsoring the lunch break or one of the two coffee breaks. Along with signs announcing the sponsorship, your company's logo will appear in the programme beside the break you have sponsored. There will also be a table available for corporate flyers and brochures.

Lunch break package	<b>CHF 4000.–</b>
Coffee break package	<b>CHF 2000.–</b>

### ■ Apéro

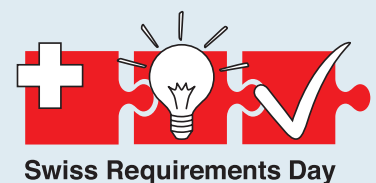
To round off the day on an enjoyable note, there will be an Apéro held in the Exhibition Hall. One company will be allowed to have the exclusive right to sponsor this part of the conference, which is seen as an outstanding networking platform. Participants, speakers and exhibitors are invited to join the Apéro where there will be a small buffet and drinks. This sponsorship package includes all the benefits as the coffee break package along with an A4 flyer in the conference bags. There will also be an announcement made in the closing note inviting people to attend the Apéro sponsored by 'your company name'.

Apéro package	<b>CHF 6000.–</b>
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### ■ Newsletter

Swiss Requirements Day regularly sends out electronic newsletters with the latest conference information. We offer partners the chance to sponsor a newsletter. The corporate logo and URL will be clearly visible to each recipient of this publication giving maximum marketing exposure to the partner.

Newsletter	<b>CHF 2000.–</b>
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## Stand System Swiss Requirements Day 2012

A modular system will be applied for the definition of booth sizes. Depending on the partner package selected, a certain exhibition size is allocated (see above descriptions). Additional space can be acquired for CHF 600.–/m<sup>2</sup> (attainable in 2m<sup>2</sup> units). A free entry is included with every additional 2m<sup>2</sup> purchased. Stands are provided with a modular stand system or, if you wish, you may bring your own. You may rent additional materials such as tables or chairs through Swiss Requirements Day. More information about booth construction and further procedures are available on the Swiss Requirements Day website.

## Selection of Platinum and Gold Partner

As the number of Platinum and Gold Partners is limited, the Swiss Requirements Conference Board will decide as to the allocation of partners should applications exceed the number available. If an application for a selected category cannot be considered, it will automatically be valid for the next category. If, for example, company X cannot become a Platinum Partner, it will automatically become allocated to the participant pool for the selection of Gold Partners. Once submitted, the application cannot be withdrawn.

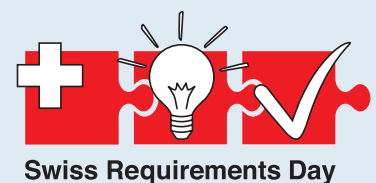
Applications for Platinum and Gold Partners must be submitted in written format (fax or mail) by 30 January 2012.

Applications submitted after this date cannot be considered for Platinum or Gold status and will be treated as applications for Silver Partner. Applicants will be informed by 13 February 2012 as to whether their application for Platinum or Gold Partner has been successful.

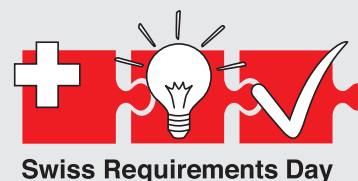
Application for Silver Partner will still be possible after 13 February 2012 until 27 April 2012.

## Entry Pass

The entry pass is valid for one full entry to the conference, including catering throughout the day. Each partner will receive a number of passes, according to the respective partner package. The passes must be used for the personnel servicing the stands. No one will be admitted to the conference without an entry pass. If a partner company does not use all their passes for their own personnel, they can be given to customers of the partner. It is not possible to purchase ½ day tickets. Each partner may purchase a maximum of ten additional passes. The names of the holders of the passes must be registered online, using your personal promotion code, which will be sent to you once registration for Swiss Requirements Day 2012 opens.



# Partner Registration for Swiss Requirements Day 2012



## Company

Name: \_\_\_\_\_

Street: \_\_\_\_\_

Zip code/Place: \_\_\_\_\_

Country: \_\_\_\_\_

This registration is subject to conditions of participation of Swiss Requirements Day 2012.

## Contact person

Surname: \_\_\_\_\_

First name: \_\_\_\_\_

Department: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

<input type="checkbox"/> <b>Platinum Partner</b>	<b>CHF 25 000.-</b>
<input type="checkbox"/> <b>Gold Partner</b>	<b>CHF 9 500.-</b>
<input type="checkbox"/> <b>Silver Partner</b>	<b>CHF 3 600.-</b>

### Additional exhibition space (incl. 1 entry pass/2 m<sup>2</sup>)

<input type="checkbox"/> 2 m <sup>2</sup>	CHF 1 200.-
<input type="checkbox"/> 4 m <sup>2</sup>	CHF 2 400.-
<input type="checkbox"/> 6 m <sup>2</sup>	CHF 3 600.-

<input type="checkbox"/> <b>Track+ presentations</b> (CHF 3500.- per presentation)	Quantity
<input type="checkbox"/> <b>Additional entry passes</b> (max. 10, CHF 380.- per pass)	Quantity

### Other Swiss Requirements Day Sponsor Options

<input type="checkbox"/> Coffee Break	CHF 2 000.-
<input type="checkbox"/> Lunch Break	CHF 4 000.-
<input type="checkbox"/> Apéro	CHF 6 000.-
<input type="checkbox"/> Newsletter	CHF 2 000.-

### Advertisement and Articles

<input type="checkbox"/> New advertisement – A4 size	CHF 2 500.-	Quantity
<input type="checkbox"/> New advertisement – A5 size	CHF 1 500.-	Quantity
<input type="checkbox"/> New advertisement – A6 size	CHF 1 000.-	Quantity
<input type="checkbox"/> Advertisement upgrade – A5 to A4	CHF 1 000.-	Quantity
<input type="checkbox"/> Commercial Article – 1 x A4 page	CHF 2 500.-	Quantity
<input type="checkbox"/> Commercial Article – 2 x A4 page	CHF 3 500.-	Quantity

### Booths

- Own corporate booth (requires permission from the organiser; please contact us for details)
- Official Swiss Requirements Day booth

With your signature, you accept the **general terms and conditions for Partners for Swiss Requirements Day 2012**.

Date and legally valid signature: \_\_\_\_\_

All rates exclude VAT at the applicable rate.

**Please return to:**

**Swiss Requirements Day®**

**SwissQ Consulting AG, Stadthaus-Quai 15, CH-8001 Zürich**

**or by Fax to:**

**+41 (0)43 288 88 39**

If you have any questions, please call:

**+41 (0)43 288 88 40**

## Partner Registration

The contract takes effect with the registration. For registration, the appropriate form has to be duly signed and sent to the organizer. With the signature, **the conditions of participation for the Swiss Requirements Day 2012** are accepted as binding. Special requests noted in the registration shall be taken into consideration if possible. The exclusion of competitors or other conditions cannot be accepted. The Partner undertakes to ensure that all the persons employed by him as well as by possible co-exhibitors at the event observe the present terms of the contract. The Partner may only display on his stand his own products or the products of co-exhibitors who have separately apply for the event and been officially admitted (see section 'Co-exhibitors').

## Admission

The exhibition is open to all national and foreign manufacturers, dealers, authorized agents, and service providers of products and services in line with the topic of the exhibition. Exhibits that are not in line with the topic of the exhibition shall not be admitted and have to be removed from the stand at the request of the organizer. If the request is not complied with, the objects shall be removed by the organizer at the expense of the Partner. The assignment of exhibition space shall be made according to technical and spatial needs. The exact form and the location of the stands of the individual exhibitors shall only be determined after the number of exhibitors and their spatial needs have been established. After conclusion of preliminary planning, all exhibitors shall be informed in writing about the exact location and dimension of their stands as well as about neighbouring stands. The decision with regard to assignment of stand location and admission of Partners and exhibits shall be made by the organizer.

## Duration and Hours of Exhibition

**Wednesday, 20 June 2012, 8:00 am – 6:00 pm**

## Co-exhibitors

The Partner is not allowed to sublet, wholly or in part, or to hand over or exchange the stand assigned to him to or with third parties, or to accept orders on behalf of other companies without prior permission from the organizer. Any co-exhibitor admitted by the organizer has to pay a fee in accordance with an agreement made in advance.

## Withdrawal / Non-attendance / Cancellation

If the Partner withdraws registration and the stand can be rented to another party, the Partner shall be liable to pay 25% of the stand rental. In all other cases, the Partner shall be liable to pay the total space rental plus any additional costs incurred. The organizer is allowed to terminate the contract if the full rent is not paid in due time.

## Cancellation of Event

The organizer is allowed to terminate the contract up to 30 days before the start of the event if the implementation of the event is not in his interest due to the fact that participation is likely to be poor. Poor participation is likely if the minimum number of Partners and visitors for an event established by the organizer prior to the event is not reached; this number has to be disclosed to the Partners at their request. Payments already made by the Partner at this time shall be refunded. Additional claims by the Partner against the organizer shall not be admitted.

## Stand Construction / Technical Installations

The individual exhibition stands shall be designed and constructed in such a way that no exhibits, advertising panels, or displayed objects interfere with neighbouring exhibitors. The exhibitors shall comply with the technical guidelines and safety regulations of the venue about which they shall inform themselves beforehand. The supply of electricity and phone services, as well as other services provided in the exhibition area, is undertaken by the companies authorized by the organizer. The exhibitor is responsible for cleaning the stand. The exhibition area shall be returned to its original condition. Material attached, adhesive tape for carpets, or adhesive residue shall be removed thoroughly and without damage to the sub-surface. Otherwise, the organizer is allowed to have this work carried out at the expense of the exhibitor. The Partner shall be liable to the organizer as well as to the leaser of the premises for damage to the premises and rental objects caused by himself and/or by co-exhibitors.

## Set-up and Dismantling Dates

### Set-up / Move-in

Earliest possible move-in: **Tuesday, 19 June 2012 at 2:00 pm**. On **Wednesday, 20 June 2012** construction of stands must be finished by 7:30 am at the latest.

Stands that have not been moved into by **7:30 am** shall be assigned to other parties or decorated to improve the overall picture. In this case, the exhibitor shall be liable to pay the full rent and the decorating costs for the unused stand. Claims for damages by the exhibitor shall not be admitted.

## Dismantling

The dismantling of stands may not start before 6:00 pm. In case of violations, the organizer reserves the right to assert claims for damages. Latest possible dismantling of stand: **Wednesday, 20 June 2012, 8:00 pm**.

## Insurance / Liability

Exhibitors are responsible for making their own arrangements for the security of their stands and exhibition items. They are strongly advised to acquire appropriate insurance. The organizer excludes all liability.

## Exhibitor's Passes

**Exhibitors are responsible for making their own arrangements for the security of their stands and exhibition items. They are strongly advised to acquire appropriate insurance. The organizer excludes all liability.**

## Payment Periods and Terms

All invoices shall be charged in CHF and are payable without deductions and free of all charges within 30 days from the date of the invoice, but in any case before the start of the event. Full payment must be received prior to exhibiting; otherwise, access to the exhibition area is prohibited. For loss of rental resulting from delay in payment, the exhibitor is liable for an amount of 25% of the rental. If, during the event, the organizer provides additional services for the Partner that were not ordered and paid in advance, these services shall be invoiced immediately upon conclusion of the event, and the respective amounts shall be due for payment upon issuing of the invoice. All rates include VAT, which shall be charged at the rate applicable at the time of invoice.

## Verbal Agreements, Additional Agreements, Changes

Additional agreements and special regulations require written confirmation of the organizer.

## Advertising

Advertising of any kind is permitted only within the stand rented by the Partner, for the Partner's company, and only for products or services manufactured or offered by this company. Distributing and displaying promotion and information material in the conference rooms and outside of the rented stand is subject to prior approval of the organizer. Tools and equipment used for the purpose of increasing the advertising effect by means of optical and acoustic attractions (e.g. speakers, film screenings, or shows) are subject to prior written approval of the organizer. Non-exhibitors /non-partners are, in principle, not allowed to distribute or display any information or promotion material. Political advertising is not permitted at any time.

## Audio and Video Recording

The organizer is allowed to have photographs, drawings, and video recordings of the exhibition, the exhibition stands and constructions, and of the exhibition objects made and to use them for advertising purposes or press releases; the Partner cannot object to such recordings under any circumstances. This applies also to recordings made by the press or television with the approval of the organizer.

## Law, Place of Jurisdiction

The applicable law shall be Swiss law. The place of jurisdiction is Zurich, Switzerland.

## Severability Clause

Should individual sections of these terms be held invalid in whole or in parts, the validity of the remaining sections is not affected. The invalid provision shall be modified in such a way that the intended purpose is achieved.

## Organizer

**Swiss Requirements Day®**, SwissQ Consulting AG

Stadthaus-Quai 15, 8001 Zürich