Seventh European Conference on Modelling Foundations and Applications

ECMFA 2011

www.ecmfa-2011.org

June 6-9, 2011
University of Birmingham, UK
Dear Sir/Madam,

We would like to draw your attention to a mixed industrial/academic international conference called European Conference on Modelling Foundations and Applications (ECMFA), formerly known as the ECMDA-FA series of conferences. This year the ECMFA conference will be organised by the University of Birmingham, UK. We are looking for both academic and industrial sponsors for ECMFA 2011.

ECMFA is dedicated to advancing the state of knowledge and fostering the industrialisation of the Model-based approaches in software and systems engineering. Indeed, application of Model-based Engineering is gaining increasing popularity in the industry. Model-based Engineering is promoted by the OMG via the Model-Driven Architecture (MDA) initiative. Model Driven Architecture (or Model Driven Engineering, as it is sometimes called) aims at speeding up the development process and reducing the cost of producing software. This is achieved by giving a much more central role to high-level design models. Rather than hand-coding the application from the design models, which is a laborious and error-prone process, code is generated (largely) automatically from the models. Moreover, through automatic model transformation, the models may be re-used within different platforms, and maintenance takes place on the model level, rather than the code level. There are many examples of the successful adoption of Model Driven Architecture throughout industry. Being a relatively young branch of Software Engineering, there is a very active research community studying the foundations and further extensions of the MDE.

ECMFA 2011 is the seventh conference in a series which has so far been organised in Europe. The event consists of a number of workshops, followed by two days of conference consisting of parallel academic and industrial tracks, a tool exhibition and a tool track. The conference that was held in Paris in 2010, Enschede (Netherlands) in 2009 and in Berlin in 2008 attracted around 200 participants from the industry and academia at each edition. We are proud to host this event at the University of Birmingham this year, and we are asking for your support in this venture. We have chosen to contact you because we know that Model Driven Architecture and Model-based techniques are of interest to your company.
Sponsorship packages
All sponsorship packages include the following:
• Display of the logo of the company in the conference area, press material and website
• Copy of the conference attendee list, subject to the attendees agreement
• The company can choose to use a 3m x 2m exhibition areas within the main exhibition hall to demonstrate and promote their products/software. This includes a table, two chairs and electrical outlets.
• Internet access

Bronze Sponsor (1000 GBP)
• 1 complimentary ticket* and 1 copy of the conference proceedings
• Company can give a technical presentation at the tools and services session (short slot)

Silver Sponsor (2000 GBP)
• 2 complimentary tickets* and 2 copies of the conference proceedings
• Reduced conference fee for own staff and customers (10 percent)
• Company can give a technical presentation at the tools and services session (long slot)

Gold sponsor (3000 GBP)
• A choice of either printing a logo on back of Conference staff T-shirts or include branded note pads and pens in the delegate bag
• The Logo, company profile and hyperlink on the sponsor’s page of the Conference website as a Gold sponsor
• 3 complimentary tickets* and 3 copies of the conference proceedings
• Reduced conference fee for own staff and customers (20 percent)
• Company’s material** can be included in delegates bags
• Company can give a technical presentation at the tools and services session (long slot)

Platinum sponsor (4000 GBP)
• Acknowledgement at opening and closing of as one of the principal Sponsors of the conference
• Corporate logo will be printed on the badges worn by the participants
• The Logo, company profile and hyperlink on both the home and sponsor’s page of the Conference website as a principal sponsor
• A choice of either printing a logo on back of Conference staff T-shirts or include branded note pads and pens in the delegate bag
• Full-page colour advert on outside back cover of Conference Programme
• 3 complimentary tickets* and 3 copies of the conference proceedings
• Reduced conference fee for own staff and customers (20 percent)
• Company’s material** can be included in delegates bags
• Company can give a technical presentation at the tools and services session (long slot)

** Birmingham Council House, Birmingham, Conference Meal Sponsorship (3000 GBP)**

Your organisation is invited to sponsor the Conference Dinner at Birmingham Council House, Birmingham held on the evening of June 8th (7pm – 11pm) 2011. The reception will include food and drink. The sponsorship will include the following benefits: acknowledgement in all printed assembly materials including the Program Book and dinner menus; option to include one full page colour ad within the conference book and four complementary tickets to attend.

For further information please contact
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* Valid for Tutorials, Workshops, Conference, Social Event
** Size restrictions: for more information please contact our contact person