The Industrial Track of the Middleware 2010 Conference solicits papers for presentation at the conference and inclusion in the ACM Digital Library. The topics of interest are similar to those in the general conference call for papers. However, the purpose of the Industrial Track is to emphasize practical experience and to disseminate information of particular interest to developers and others involved in real-world systems. Examples of these key areas include:

* Issues regarding design choices and practical deployments
* Interoperability, versioning, compatibility, and dependencies
* Cloud Computing stacks
* Applications, customer experience
* Integration, tools, management
* Open source implementations of middleware technologies
* Performance studies and improvements of real-world systems
* Issues of scalability, availability and robustness
* Life cycle, system evolution, and self-healing
* Usability studies
* Other kinds of experience reports

Submissions should be made using the conference submission system at https://cmt.research.microsoft.com/Middleware2010, indicating the papers are submitted to the Industrial Track. Note that full papers may be submitted to the general conference with the option to provide the submission, with reviews, to the Industrial Track in the event it is found to be inappropriate for the general conference tracks.
Key deadlines:

19 July 2010                  Paper submission
19 August 2010                Acceptance notification
19 September 2010             Final version due
29 November 2010              Conference begins

Papers must not exceed 5-6 pages (ACM style), including abstract, all figures, tables, and references. Papers should include a short abstract and up to 6 keywords. Submitted papers should follow the formatting instructions of the ACM style (please check the Information for Authors at http://www.acm.org/sigs/publications/proceedings-templates for style and formatting guidelines).

Submitted papers may not be submitted for conference publication, journal publication, or be under review for any other conference or journal. For any questions regarding this matter, please contact the track chairs.

*Industrial Track Co-Chair*:
Lucy Cherkasova, HP Labs, USA (lucy.cherkasova@hp.com)
Rajeev Rastogi, Yahoo Research, India  (rrastogi@yahoo-inc.com)

*Track Program Committee*:
Gustavo Alonso, ETH Zurich, Switzerland
Michael Carey, UC Irvine, USA
Graham Cormode, AT&T, USA
Sachin Garg, Yahoo, India
Pascal Felber, University of Neuchatel, Switzerland
Subramaniam Venkata Kalambur, HP, India
Christos Karamanolis, VMware, USA
Benjamin Reed, Yahoo Research, USA
Jerry Rolia, HP Labs, UK
Daniel Scheibli, SAP Research, Germany
Sudipta Sengupta, Microsoft Research, USA
Biplav Srivastava, IBM Research, India
Shalini Yajnik, Avaya Labs, USA