Sponsorship and Exhibition Prospectus

The 39th International ACM SIGIR Conference on Research and Development in Information Retrieval

Pisa, Italy, July 17-21 2016

http://sigir.org/sigir2016
The ACM Conference on Research and Development in Information Retrieval (SIGIR) is the major international forum for the presentation of new research results and for the demonstration of new systems and techniques in information retrieval. On behalf of the Organizing Committee of SIGIR 2016, we would like to invite you to attend the conference as a sponsor or exhibitor. As such, you have a unique opportunity to promote your brand to leaders in the fields of information retrieval, web search, social networking, in academia and industry alike. As an international top-tier conference, SIGIR is attended by leaders and future leaders from all over the world to present cutting edge research at a time of unprecedented growth in the tech industry. ACM SIGIR addresses topics such as the acquisition, organization, storage, retrieval, and distribution of information. The conference is attended by major global companies who use the SIGIR Conference for staff recruitment activities, by top PhD students from most prestigious universities, as well as by eminent researchers from all over the world.

Sponsoring and exhibiting at SIGIR 2016 gives your organization a unique opportunity to promote your brand to delegates with far-reaching global influence. You will have extensive market exposure in the lead-up to the conference as well as during the conference. On behalf of the organizing committee we welcome you to Pisa, Tuscany in 2016 and encourage you to explore the benefits of participating as a sponsor or exhibitor.

Raffaele Perego and Fabrizio Sebastiani
General Co-Chairs

Jimmy Huang and Fabrizio Falchi
Sponsorship Chairs
The SIGIR 2016 Organizing Committee is strongly committed to offer to delegates a highly interactive and stimulating program running over five days including papers, posters, demonstrations, tutorials, workshops and social events. The Conference will offer also the SIGIR Industry Track, also known as the SIGIR Symposium on IR in Practice, a unique chance to meet and discuss the latest search-related technologies as applied in companies, big and small.

We are expecting over 600 delegates from around the globe to attend SIGIR 2016. Approximately 30-40 countries will be represented and over 150 scientific peer-reviewed papers presented, thus offering an excellent opportunity for our sponsors and exhibitors to pick up fresh information about state-of-the-art technologies in information retrieval and benefit from intimate business networking, strategic brand positioning and front line exposure at this premier event.

For updates on the program
http://sigir.org/sigir2016/programp/
Location & Venue

The 39th edition of the annual SIGIR conference will be held at the Palazzo dei Congressi of Pisa, Italy, from July 17th to July 21st, 2016. Pisa is situated in the center of Tuscany, possibly the greatest cradle of art in the world, close to world-famous towns such as Florence, Lucca, and Siena. It is known worldwide for the Piazza dei Miracoli with its famous Leaning Tower. Built from 1173 to 1372, the Leaning Tower, together with the Cathedral and the Baptistery, are the most beautiful example of the Pisan Romanesque architectural style.

Pisa is a city of art, but also of humanistic culture and science. It is the hometown of Galileo Galilei, Leonardo Fibonacci, Ulisse Dini, and Antonio Pacinotti. It houses one of the oldest universities in the world, founded in 1343 (which also hosts the oldest botanical garden, founded in 1544), alma mater of Nobel Prize scientists Enrico Fermi and Carlo Rubbia. Pisa also hosts two higher learning institutions, Scuola Normale Superiore (founded by Napoleon in 1810) and Scuola Superiore Sant’Anna, as well as the nation’s largest campus of the National Research Council of Italy (CNR). Pisa is easily reachable via air, rail, road, and sea. The Pisa “Galileo Galilei” International Airport (PSA) is just one km from the center of the city, and is a convenient gateway to and from the rest of the world, with direct flights to many European and intercontinental destinations, including Rome, Amsterdam, Athens, Berlin, Copenhagen, Glasgow, London, Madrid, Munich, New York, Paris, to name but a few. Several low-cost flights are based at PSA, with RyanAir alone serving about 50 destinations in Europe and North Africa.

The conference, the industrial track and satellite workshops and tutorials will be hosted at the Palazzo dei Congressi, a congress facility located near the riverside, ten minutes walk from the heart of the city. Palazzo dei Congressi is an half-rounded tier garden building. The main building is set on two levels. A big-sloped glazing interconnects the first and the second floor providing natural light to the upper galleries that are free of architectural barriers. On the ground floor we have the Plenary Room and the main services reception and the bar. The second floor hosts different smaller meeting rooms. Palazzo dei Congressi was officially opened in 1984 and since then it has hosted a large number of scientific and cultural events.
## Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 14, 2016</td>
<td>Abstracts for full research papers due</td>
</tr>
<tr>
<td>April 7, 2016</td>
<td>SIRIP 2016 (Industry Track) abstracts due</td>
</tr>
<tr>
<td>May 12, 2016</td>
<td>Program advertising booking deadline</td>
</tr>
<tr>
<td>May 19, 2016</td>
<td>Program advertising artworks due</td>
</tr>
<tr>
<td>May 19, 2016</td>
<td>Early registration deadline</td>
</tr>
<tr>
<td>July 17, 2016</td>
<td>ACM SIGIR 2016 - Tutorials and Doctoral Consortium</td>
</tr>
<tr>
<td>July 18-20, 2016</td>
<td>ACM SIGIR 2016 - Main Conference</td>
</tr>
<tr>
<td>July 21, 2016</td>
<td>ACM SIGIR 2016 - Workshops</td>
</tr>
</tbody>
</table>

For more information visit

http://sigir.org/sigir2016/forattendeesp/
Benefits on sponsoring SIGIR 2016

SIGIR 2016 offers a unique opportunity for you to interact with an audience of international specialists allowing you:

- Wide acknowledgment of your organisation leading up to and during the conference.

- Excellent networking opportunities during the Conference to promote your products and services to a relevant audience, including graduate research students.

- An opportunity to exploit the Conference experience to showcase your organisation’s position of support for these important research areas.

- An opportunity to source new contacts and business leads or maintain relationships with existing researchers, customers, suppliers and important institutions.

- The possibility to launch new initiatives, products or services directly to your primary market.

- Gaining access to Conference delegates who are keen to improve their knowledge within the field, and through your organisation’s support, closely align your organisation with delegates’ professional development on a personal level.

- An opportunity for your key staff to connect face to face with the most influential people, bodies and organisations representing this academic field in one place over a short period of time.
Sponsorship opportunities are listed below. They include Diamond, Platinum, Gold, Silver and Bronze sponsorship levels plus other predefined opportunities related, for example, to specific events. The conference organizers will be also happy to tailor alternative opportunities to suit your needs.

### Major Sponsorship Entitlements at a Glance

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On request</td>
<td>28,000 €</td>
<td>18,000 €</td>
<td>9,000 €</td>
<td>4,500 €</td>
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<tr>
<td>Conference delegates registrations</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Freestanding banner at registration desk</td>
<td>yes</td>
<td>yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Acknowledgement at opening and closing ceremonies</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Exibitor registration</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Exhibition Booths</td>
<td>two 3m x 2m</td>
<td>3m x 2m</td>
<td>3m x 2m</td>
<td>3m x 2m</td>
<td>-</td>
</tr>
<tr>
<td>Length (in words) of company profile in the conference program</td>
<td>100</td>
<td>100</td>
<td>75</td>
<td>75</td>
<td>50</td>
</tr>
<tr>
<td>Advertisement in conference program</td>
<td>Full page</td>
<td>Full page</td>
<td>Half page</td>
<td>Half page</td>
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</tr>
</tbody>
</table>

### Sponsor & Exhibitor Guidelines

Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines.

To maximize exposure, please confirm your participation by the earliest date possible. Banner advertisement specification will be provided after the confirmation of booking.
Standard Benefits

All sponsors will receive the following standard benefits in addition to those outlined in the individual packages:

- Recognition as a sponsor (with organization logo) in the Conference program.
- Recognition as a sponsor (with organization logo) on the sponsors’ page of the official Conference website, including a hyperlink to the organization’s home page.
- Acknowledgement as a sponsor on the official sponsor acknowledgement board onsite at the Conference.
- Use of the Conference logo until the end of July 2016.

Diamond Sponsor

Exclusive, Price on Request

The package includes all the standard sponsorship entitlements outlined on the Standard Benefits section, plus:

- Eight Conference delegate registrations
- Two 3m x 2m exhibition booth located in a prominent position
- Two exhibitor registrations
- Full page advertising space in the Conference Program (artwork to be supplied by the sponsor)
- 100-word profile and sponsor logo in the Conference Program
- Delegates list supplied at the Conference
• Sponsor logo larger than all other sponsor logos

• Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)

• Verbal acknowledgement as the Diamond Sponsor during the opening and closing sessions

• The sponsor may provide a freestanding banner which will be positioned in the registration area for the whole duration of the Conference (maximum size 2m high x 1m wide)

In addition to the entitlements outlined above, the Diamond Sponsor may choose to add to their package the sponsorship of the poster session. As a poster session sponsor you will receive:

• Logo displayed on all poster boards

• The sponsor may provide a freestanding banner which will be positioned in a prominent location at the scientific poster display (maximum size 2m high x 1m wide)

• Sponsor may be provided with four poster locations to position promotional posters (supplied by sponsor)

• Two complimentary passes for nominated guests to attend the sponsored poster session (these passes are for the sponsored session only, attendance to other sessions and catering breaks is not included)
Platinum Sponsor

Exclusive, 28,000 €

The package includes all the standard sponsorship entitlements outlined on the Standard Benefits section, plus:

• Six Conference delegate registrations.

• One 3m x 2m exhibition booth located in a prominent position.

• Two exhibitor registrations.

• Full page advertising space in the Conference Program (artwork to be supplied by the sponsor).

• 100-word profile and sponsor logo in the Conference Program.

• Delegates list supplied at the Conference.

• Verbal acknowledgement as the Platinum Sponsor during the opening and closing sessions.

• The sponsor may provide a freestanding banner which will be positioned in the registration area for the duration of the Conference (maximum size 2m high x 1m wide).

• Sponsor logo larger than gold sponsor logos.

• Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material).

In addition to the entitlements outlined above, the Platinum Sponsor may choose to sponsor a workshop to add to their package. The additional option must be asked at the time of submitting the sponsorship request. As a workshop sponsor you will receive:

• Verbal recognition by the session Chair prior to and at the conclusion of the workshop.

• Your organization logo will be displayed on the projection screen in the session room prior to and at the conclusion of the workshop.

• Two complimentary passes for nominated guests to attend the sponsored workshop (these passes are for the sponsored session only, attendance to other sessions and catering breaks is not included).

• The sponsor may provide a freestanding banner which will be positioned in a prominent location in the sponsored workshop (maximum size 2m high x 1m wide).
Gold Sponsor
Maximum 6, 18,000 €

The package includes all the standard sponsorship entitlements outlined on the Standard Benefits section, plus:

- Four Conference delegate registrations
- One 3m x 2m booth located in a prominent position
- One exhibitor registration
- Half page advertising space in the Conference Program (artwork to be supplied by sponsor)
- 75-word profile and logo in the Conference Program
- Delegates list supplied at the Conference
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
- Verbal acknowledgement as a Gold Sponsor during the opening and closing sessions

In addition to the entitlements outlined above, the Gold Sponsor may choose to sponsor a refreshment break. The additional option must be selected at the time of submitting the sponsorship request. As a refreshment break sponsor you will receive:

- Corporate literature may be displayed at the sponsored refreshment break station. The sponsor may provide a freestanding banner which will be positioned in a prominent location in the catering break area (maximum size 2m high x 1m wide)
- Small table signs featuring the organization name and logo displayed at the sponsored catering stations (Conference Managers to supply)
- Two passes for nominated guests to attend the sponsored catering break (these passes are for the sponsored refreshment break only, attendance to other sessions and catering breaks is not included)
Silver Sponsor

The package includes all the standard sponsorship entitlements outlined on the Standard Benefits section, plus:

- Two Conference delegate registrations
- One 3m x 2m exhibition booth located in a prominent position within the exhibition
- One exhibitor registration
- Half page advertising space in the Conference Program (artwork to be supplied by sponsor)
- 75-word profile in the Conference Program
- Delegates list supplied at the Conference
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)

Bronze Sponsor

The package includes all the standard sponsorship entitlements outlined on the Standard benefits section, plus:

- One Conference delegate registration
- 50-word profile in the Conference Program
- Delegates list supplied at the Conference
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
## Other Sponsorship Opportunities

### Additional Sponsorship Packages at a Glance

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Cost</th>
<th>Number available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster Session Sponsor</td>
<td>13,000 €</td>
<td>2</td>
</tr>
<tr>
<td>Conference Program Sponsor</td>
<td>(on request)</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Refreshment Break Sponsor</td>
<td>6,500 €</td>
<td>6</td>
</tr>
<tr>
<td>Website Sponsor</td>
<td>5,000 €</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Delegate Bags Sponsor</td>
<td>5,000 €</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Student Lunch Sponsor</td>
<td>4,000 €</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Stationery Sponsor</td>
<td>3,500 €</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Name Badge/Lanyard Sponsor</td>
<td>3,000 €</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Satchel inserts</td>
<td>1,000 €</td>
<td>10</td>
</tr>
</tbody>
</table>

All the packages include standard sponsorship entitlements reported in the Standard Benefits section. In addition to the above packages, other opportunities to promote your brand and message include exhibition booths, advertising and other promotional materials.

We recognize a 20% discount on the packages for Platinum/Gold/Silver Sponsors.
Poster Session Sponsor (maximum 2, 13,000 €)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the scientific poster display (maximum size 2m high x 1m wide)
- Logo displayed on all poster boards
- Sponsor may be provided with four poster locations to position promotional posters (supplied by sponsor)
- Two complimentary passes for nominated guests to attend the sponsored poster session (these passes are for the sponsored session only, attendance to other sessions and catering breaks is not included).

Conference Program Sponsor (exclusive, price on request)
- Full/half page advertising in the cover of the conference program booklet.

Refreshment Break Sponsor (maximum 6, 6,500 €)
- Corporate literature may be displayed at the sponsored refreshment break station (sponsor to supply)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the refreshment break area (maximum size 2m high x 1m wide)
- Small table signs featuring the organization name and logo displayed at the sponsored refreshment break stations (Conference Managers to supply)
- Two passes for nominated guests to attend the sponsored refreshment break (these passes are for the sponsored refreshment break, attendance to other sessions and refreshment break is not included)

Website Sponsor (exclusive, 5,000 €)
- Banner advertisement and hyperlink to organization website, will be placed on every page of the conference website

Delegate bags sponsor (exclusive, 5,000 €)
- Logo to appear on the satchel alongside the SIGIR 2016 logo. The Organizing Committee reserves the right to source and select the satchel
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
Student Lunch Sponsor (exclusive, 4,000 €)
• Opportunity for organization representative to present a three minute speech at the student lunch (microphone will be provided – additional audio visual is at the expense of the sponsor)

• The sponsor may provide a freestanding banner which will be positioned in a prominent location during the sponsored student lunch (maximum size 2m high x 1m wide)

• Your organization logo will feature on the audio visual screen in the session room prior to and at the conclusion of the student lunch session

• Two complimentary passes for nominated guests to attend the sponsored student lunch (these passes are for the sponsored lunch only, attendance to sessions and catering breaks is not included)

• Opportunity to provide student lunch catering (provided at the expense of the sponsor and organized in consultation with the Conference Managers)

Stationery Sponsor (exclusive, 3,500 €)
• Pens and notepads provided by the sponsor will be included in the satchel

Name Badge/Lanyard Sponsor (exclusive, 3,000 €)
• Logo to appear on all name badges alongside the SIGIR 2016 logo
• Opportunity for the sponsor to provide branded lanyards (at the sponsor’s expense)

Satchel inserts (maximum 10, 1,000 €)
• Promotional brochure of up to four pages inserted in satchel (brochure provided by sponsor)