Sponsorship and Exhibition Prospectus

The 40th International ACM SIGIR Conference on Research and Development in Information Retrieval

Tokyo, Japan, August 7 - 11, 2017

http://sigir.org/sigir2017/
Invitation from SIGIR 2017 Chairs

On behalf of the Organizing Committee of the 40th International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2017), we would like to invite you to participate in the conference as a supporter or exhibitor.

SIGIR is a major international forum for the presentation of the latest research results and the demonstration of new systems and techniques in information retrieval, Web search, and social networking in academia and industry.

As a top-tier international 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.

This offers a great opportunity to engage in staff recruitment activities with top Ph.D. students from the most prestigious universities as well as eminent researchers worldwide.

In addition, supporting and exhibiting at SIGIR 2017 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 Tokyo, Japan, in 2017, and encourage you to explore the benefits of participating as a supporter or exhibitor.

Noriko Kando, Tetsuya Sakai, and Hideo Joho
General Co-Chairs

Tsuneaki Kato and Paraic Sheridan
Sponsorship Co-Chairs

Sponsorship and Exhibition Point-of-Contact
sigir2017sponsorchairs@nii.ac.jp
Scientific Program

The SIGIR 2017 Committee are planning a highly interactive and stimulating program over five days including papers, posters, demonstrations, tutorials, workshops, and social events focused on research and development in the area of information retrieval.

The Conference will also offer the SIGIR Industry Track, known as the SIGIR Symposium on Information Retrieval in Practice (SIRIP), a unique chance to meet and discuss the latest search-related technologies as applied in companies, big and small.

Supporters will benefit from intimate business networking, strategic brand positioning, and front line exposure at this premier industry event.

For updates on the program, please visit; http://sigir.org/sigir2017/program/
Delegate Profile

Based on past SIGIR Conferences, we are expecting over 500 delegates from around the globe to attend SIGIR 2017.

Approximately 30 - 40 countries will be represented and over 200 scientific peer reviewed papers are expected to be presented, offering an excellent opportunity to pick up information about state of the art technologies in information retrieval and direct business networking opportunities for our supporters and exhibitors.

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Delegate Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Pisa, Italy</td>
<td>577</td>
</tr>
<tr>
<td>2015</td>
<td>Santiago, Chile</td>
<td>341</td>
</tr>
<tr>
<td>2014</td>
<td>Gold Coast, Australia</td>
<td>418</td>
</tr>
<tr>
<td>2013</td>
<td>Dublin, Ireland</td>
<td>565</td>
</tr>
<tr>
<td>2012</td>
<td>Portland, Oregon, USA</td>
<td>505</td>
</tr>
<tr>
<td>2011</td>
<td>Beijing, China</td>
<td>629</td>
</tr>
</tbody>
</table>
**Location**

Tokyo enjoys a long history of prosperity as Japan’s capital since 1603, when Tokugawa Ieyasu established his shogunate and named the city Edo. Today, with a population of about 13 million, it has grown into the largest of the 47 prefectures of Japan and indeed one of the greatest metropolises in the world.

It is easily accessible from all over the world, with more than 2230 weekly direct international flights from 97 overseas cities. Its transportation and social infrastructures are safe, convenient, efficient, clean, and punctual. It provides an interesting mixture of high-tech, modern, and traditional cultures with a long history and compelling tourist attractions.

It also furnishes good access to other Japanese cities for easy travel before or after the conference.

For more information on Tokyo, please visit; http://www.gotokyo.org/en/index.html.

**Venue**

**Keio Plaza Hotel**

SIGIR 2017 will be hosted at the Keio Plaza Hotel Tokyo which is located in the Shinjuku metropolitan area, across the street from the Tokyo Metropolitan Government Building. Narita Express train services stop at Shinjuku Station, and direct limousine bus services are available between the hotel and both Haneda and Narita airports.

The hotel has 38 meeting rooms of varying sizes to support a wide variety of purposes. The Concord Ballroom, which accommodates up to 1,800 people, will be used for plenary and regular sessions at SIGIR 2017.

There is a wide selection of hotels within walking distance of the venue.

The Banquet will take place at Chinzanso, which is located just a few kilometers from the conference hotel.
## Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 17, 2017</td>
<td>Abstracts for full research papers due</td>
</tr>
<tr>
<td>April 18, 2017</td>
<td>Speaker proposals for SIRIP 2017 (Industry Track) due</td>
</tr>
<tr>
<td>June 2, 2017</td>
<td>Program advertising booking deadline</td>
</tr>
<tr>
<td>June 9, 2017</td>
<td>Program advertising creatives - artworks due</td>
</tr>
<tr>
<td>August 7, 2017</td>
<td>ACM SIGIR 2017 – Tutorials and Doctoral Consortium</td>
</tr>
<tr>
<td>August 8-10, 2017</td>
<td>ACM SIGIR 2017 – Main Conference</td>
</tr>
<tr>
<td>August 11, 2017</td>
<td>ACM SIGIR 2017 – Workshops</td>
</tr>
</tbody>
</table>
Benefits of supporting SIGIR 2017

SIGIR 2017 offers a unique opportunity for you to interact with an audience of international specialists, with benefits including:

✶ Wide acknowledgment of your organization 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 organization’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 organization’s support, closely align your organization 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 organizations representing this academic field in one place over a short period of time.
Sponsorships

Sponsorship opportunities are generally divided into two categories: major sponsorships, which include Diamond, Platinum, Gold, Silver, and Bronze supporters; and other predefined sponsorship opportunities related, for example, to specific events.

All supporters will receive the standard benefits described on the next page (page 7) in addition to those outlined in the individual packages.

The major sponsorships are described from page 8, and other predefined sponsorship opportunities are described from page 10.

The conference organizers are also happy to tailor alternative opportunities to suit your needs.

[Supporter & 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 specifications will be provided after the confirmation of booking.

Hotel Chinzanso Tokyo – Garden walkway
Standard Benefits

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

◆ Recognition as a supporter (with organization logo) in the Conference program.
◆ Recognition as a supporter (with organization logo) on the supporters’ page of the official Conference Web site, including a hyperlink to the organization’s home page.
◆ Acknowledgement as a supporter on the official supporter acknowledgement board onsite at the Conference.
◆ Use of the Conference logo until the end of August 2017.

SIGIR2017 Major Sponsorship

<table>
<thead>
<tr>
<th></th>
<th>Amount (JPY)</th>
<th>Free Delegates</th>
<th>Banner at Reg Desk</th>
<th>Conference Acknowledgement</th>
<th>Exhibit Delegates</th>
<th>Booth (1.8 x 1.8 m)</th>
<th>Intro (Words)</th>
<th>Ads in Program</th>
<th>Satchel Insert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>On Request</td>
<td>8</td>
<td>YES</td>
<td>YES</td>
<td>2</td>
<td>2</td>
<td>100</td>
<td>Full Page</td>
<td>YES</td>
</tr>
<tr>
<td>Platinum</td>
<td>3.0M</td>
<td>6</td>
<td>YES</td>
<td>YES</td>
<td>2</td>
<td>1</td>
<td>100</td>
<td>Full Page</td>
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</tr>
<tr>
<td>Gold</td>
<td>2.0M</td>
<td>4</td>
<td>NO</td>
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<td>1</td>
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<td>75</td>
<td>Half Page</td>
<td>YES</td>
</tr>
<tr>
<td>Silver</td>
<td>1.0M</td>
<td>2</td>
<td>NO</td>
<td>NO</td>
<td>1</td>
<td>1</td>
<td>75</td>
<td>Half Page</td>
<td>YES</td>
</tr>
<tr>
<td>Bronze</td>
<td>0.5M</td>
<td>1</td>
<td>NO</td>
<td>NO</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td>NO</td>
<td>YES</td>
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</table>
Diamond Supporter
Exclusive: Price on Request

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

◆ Eight Conference delegate registrations.
◆ The supporter may provide a freestanding banner that will be positioned in the registration area for the duration of the Conference (maximum size: 2 m high × 1 m wide).
◆ Verbal acknowledgement as the Diamond Supporter during the opening and closing sessions.
◆ Two exhibitor registrations.
◆ Two 1.8 × 1.8 m exhibition booths located in a prominent position.
◆ 100-word profile and supporter logo in the Conference Program.
◆ Full page advertising space in the Conference Program (artwork to be supplied by the supporter).
◆ Supporter logo larger than all other supporter logos.
◆ Promotional brochure (maximum A4, 4 page folded per brochure) to be inserted in the satchel (supporter to supply material).

Platinum Supporter
Exclusive: 3,000,000 JPY (approx. 30,000 USD)

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

◆ Six Conference delegate registrations.
◆ The supporter may provide a freestanding banner that will be positioned in the registration area for the duration of the Conference (maximum size: 2 m high × 1 m wide).
◆ Verbal acknowledgement as the Platinum Supporter during the opening and closing sessions.
◆ Two exhibitor registrations.
◆ One 1.8 × 1.8 m exhibition booth located in a prominent position.
◆ 100-word profile and supporter logo in the Conference Program.
◆ Full page advertising space in the Conference Program (artwork to be supplied by the supporter).
◆ Supporter logo larger than gold supporter logos.
◆ Promotional brochure (maximum A4, 4 page folded per brochure) to be inserted in the satchel (supporter to supply material).
Gold Supporters  2,000,000 JPY (approx. 20,000 USD)

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

◆ Four Conference delegate registrations.
◆ Verbal acknowledgement as a Gold Supporter during the opening and closing sessions.
◆ One exhibitor registration.
◆ One 1.8 × 1.8 m booth located in a prominent position.
◆ 75-word profile and logo in the Conference Program.
◆ Half page advertising space in the Conference Program (artwork to be supplied by supporter).
◆ Promotional brochure (maximum A4, 4 page folded per brochure) to be inserted in the satchel (supporter to supply material).

Silver Supporters  1,000,000 JPY (approx. 10,000 USD)

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

◆ Two Conference delegate registrations.
◆ One exhibitor registration.
◆ One 1.8 × 1.8 m exhibition booth located in a prominent position within the exhibition.
◆ 75-word profile in the Conference Program.
◆ Half page advertising space in the Conference Program (artwork to be supplied by supporter).
◆ Promotional brochure (maximum A4, 4 page folded per brochure) to be inserted in the satchel (supporter to supply material).

Bronze Supporters  500,000 JPY (approx. 5,000 USD)

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.
◆ Promotional brochure (maximum A4, 4 page folded per brochure) to be inserted in the satchel (supporter to supply material).
◆ Bronze Supporters can place their company’s novelty goods in the common area for supporters.
Other Sponsorship Opportunities

All the packages include the standard sponsorship entitlements listed in the Standard Benefits section.

In addition to the following packages, other opportunities to promote your brand and message include exhibition booths, advertising and other promotional materials. Platinum/Gold/Silver supporters who also apply to these additional sponsorship opportunities are eligible for a 20% discount on these packages.

### SIGIR2017 Other Sponsorships

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount (JPY)</th>
<th>Maximum</th>
<th>Logo</th>
<th>Freestanding Banner</th>
<th>Privilege</th>
</tr>
</thead>
</table>
| Poster Session           | 1.5M         | 2       | YES  | YES                 | Four promotional poster locations.  
                          |              |         |                  |          | Two complimentary passes for poster session. |
| Workshop                 | 1.0M         | 6       | YES  | YES                 | Verbal recognition by the session chair at the conclusion of the workshop.  
                          |              |         |                  |          | Two complimentary passes for supported workshop. |
| Refreshment Break        | 0.75M        | 6       | YES  | YES                 | Corporate literature will be displayed at the supported Refreshment Break station.  
                          |              |         |                  |          | Two passes for the supported Refreshment Break. |
| Student Lunch            | 0.5M         | 1       | YES  | YES                 | Three minute speech at the Student Lunch.  
                          |              |         |                  |          | Two complimentary passes for the supported Student Lunch.  
                          |              |         |                  |          | Opportunity to provide Student Lunch catering. |
| Child Care Service       | 0.5M         | -       | YES  | NO                  | Verbal acknowledgement as supporter during the opening and closing sessions.  
                          |              |         |                  |          | Your organization’s logo will be posted on the bulletin boards that display the announcement related to child-care services.  
                          |              |         |                  |          | 50-word profile on Child Care information page in the Conference program, with thankful acknowledgement of this sponsorship.  
                          |              |         |                  |          | Promotional brochure can be inserted in the satchel.  
                          |              |         |                  |          | Your company’s novelty goods can be placed in the common area for supporters. |
| Stationery               | 0.4M         | 1       | YES  | NO                  | Pen and notepads can be included in the satchel. |
| Satchel inserts          | 0.1M         | 10      | YES  | NO                  | Promotional brochure of up to four pages can be inserted in satchel. |
| Exhibitor Opportunities  | 0.1M         | 5       | YES  | NO                  | One 1.8 × 0.45 m exhibition table. |
Poster Session Supporters
Maximum 2: 1,500,000 JPY (approx. 15,000 USD)

- Your organization’s logo will be displayed on all poster boards.
- The supporter may be provided with four poster locations to position promotional posters (supplied by supporter).
- The supporter may provide a freestanding banner that will be positioned in a prominent location at the scientific poster display (maximum size: 2 m high × 1 m wide).
- Two complimentary passes for nominated guests to attend the supported poster session (these passes are for the supported session only; attendance to other sessions and catering breaks is not included).

Workshop Supporters
Maximum 6: 1,000,000 JPY (approx. 10,000 USD)

- Verbal recognition by the session chair prior to and at the conclusion of the workshop.
- Your organization’s logo will be displayed on the projection screen in the session room prior to and at the conclusion of the workshop.
- The supporter may provide a freestanding banner that will be positioned in a prominent location in the supported workshop (maximum size: 2 m high × 1 m wide).
- Two complimentary passes for nominated guests to attend the supported workshop (these passes are for the supported session only; attendance to other sessions and catering breaks is not included).
Refreshment Break Supporters
Maximum 6:  750,000 JPY (approx. 7,500 USD)

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

Student Lunch Supporter
Exclusive: 500,000 JPY (approx. 5,000 USD)
*August 8th --- approx. 120 attendees

- Opportunity for organization representative to present a three minute speech at the student lunch (microphone will be provided; additional audio visual equipment is at the expense of the supporter).
- Your organization’s logo will be featured on the audio visual screen in the session room prior to and at the conclusion of the student lunch session.
- The supporter may provide a freestanding banner that will be positioned in a prominent location during the supported student lunch (maximum size: 2 m high × 1 m wide).
- Two complimentary passes for nominated guests to attend the supported student lunch (these passes are for the supported lunch only; attendance to sessions and catering breaks is not included).
- Opportunity to provide student lunch catering (provided at the expense of the supporter and organized in consultation with the Conference Managers).
- RSVP’s and event management coordinated by the Conference Managers.
Verbal acknowledgement as the Child Care Supporter during the opening and closing sessions of the main conference.

Your organization’s logo will be posted on the bulletin boards that display the announcement related to child-care services.

50-word profile on Child Care Service information page in the Conference program, with thankful acknowledgement of this sponsorship.

Promotional brochure (maximum A4, 4 page folded per brochure) to be inserted in the satchel (supporter to supply material).

Child Care Service Supporters can place their company’s novelty goods in the common area for supporters.
Stationery Supporter  
Exclusive: 400,000 JPY (approx. 4,000 USD)

- Pens and notepads provided by the supporter will be included in the satchel.

Satchel inserts Supporters  
Maximum 10: 100,000 JPY (approx. 1,000 USD)

- Promotional brochure of up to four pages inserted in satchel. (brochure provided by supporter)

Exhibitor Opportunities Supporters  
Maximum 5: 100,000 JPY (approx. 1,000 USD)

- Recognition as an exhibitor (with organization logo) in the Conference program.
- Recognition as an exhibitor (with organization logo) on the supporter’s page of the official Conference Web site, including a hyperlink to the organization’s home page.
- One 1.8 × 0.45 m exhibition table located at a prominent position in the conference lobby.
- One exhibitor registration.
- The exhibitors are limited to publishers.
Confirmation of the Sponsorship Procedural Flow

After indicating your interest in potential sponsorship, the following message will be sent to confirm the Sponsorship procedures.

Thank you for your sponsorship interest in SIGIR2017.

1. We have attached a “SIGIR2017 Supporter Application Form”. Please fill it in and send by e-mail to: sigir2017-jcd@nii.ac.jp

2. Next please transfer the Supporter Fee to SIGIR2017 Organizing Committee Office. For Bank Account information refer to page 19, “SIGIR2017 Sponsorship Information”. If there are any problems or questions regarding the Bank Account, please contact sigir2017-jcd@nii.ac.jp.

3. As for information to put on the SIGIR2017 Conference Web site:

- May we put your Company Logo on the SIGIR2017 Web site? If approval is given, please send your company logo data by e-mail to sigir2017-jcd@nii.ac.jp (format: jpeg, png or wmf). The Logo would appear as follows: http://sigir.org/sigir2017/

- May we put your Company Logo the SIGIR2017 program? If approval is given, we will put your Company Logo on this Conference program (paper).

We welcome supporters from a wide variety of companies. If you wish to participate in the SIGIR2017 conference, please contact us by e-mail at sigir2017sponsor@nii.ac.jp

Thank you very much for your support of SIGIR2017.
# SIGIR2017 Supporter Application

<table>
<thead>
<tr>
<th>Company/Organization</th>
<th>Major Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>□ Diamond (Price on Request)</td>
</tr>
<tr>
<td></td>
<td>□ Platinum (3,000,000 JPY)</td>
</tr>
<tr>
<td></td>
<td>□ Gold (2,000,000 JPY)</td>
</tr>
<tr>
<td></td>
<td>□ Silver (1,000,000 JPY)</td>
</tr>
<tr>
<td></td>
<td>□ Bronze (500,000 JPY)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Sponsorship</th>
<th>Specific Purpose Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Poster (1,500,000 JPY)</td>
<td></td>
</tr>
<tr>
<td>□ Workshop (1,000,000 JPY)</td>
<td></td>
</tr>
<tr>
<td>□ Refreshment Break (750,000 JPY)</td>
<td></td>
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<tr>
<td>□ Student Lunch (500,000 JPY)</td>
<td></td>
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<tr>
<td>□ Newcomers Breakfast (700,000 JPY)</td>
<td></td>
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<tr>
<td>□ Child Care Service (500,000 JPY)</td>
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<td>□ Stationary (400,000 JPY)</td>
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<td>□ Satchel Inserts (100,000 JPY)</td>
<td></td>
</tr>
<tr>
<td>□ Exhibitor Opportunities (100,000 JPY)</td>
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</table>

<table>
<thead>
<tr>
<th>Sponsorship Benefits (Standard)</th>
<th>Information to put on SIGIR2017 Conference Program:</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>□ Request</td>
</tr>
<tr>
<td></td>
<td>· Company/Organization Name:</td>
</tr>
<tr>
<td></td>
<td>( ) /</td>
</tr>
<tr>
<td></td>
<td>· □ With Logo / □ No Logo</td>
</tr>
<tr>
<td></td>
<td>* If you check “With Logo,” please send a Logo file of an appropriate size, the format of which should be jpeg or png</td>
</tr>
<tr>
<td></td>
<td>□ No request</td>
</tr>
</tbody>
</table>

| Information to put on SIGIR2017 Conference Website: |
| □ Request |
| · Company/Organization Name: |
| ( ) |
| · Linked URL: |
| ( ) / |
| □ No Link |
| · □ With Logo / □ No Logo |

<p>| □ No request |</p>
<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Information to put on the official supporter acknowledgement board</th>
</tr>
</thead>
</table>
|                | □ Request  
|                | ・Company/Organization Name:  
|                | ( )  
|                | ・□ With Logo / □ No Logo  
|                | □ No request  
|                | The use of SIGIR2017 Conference Logo:  
|                | □ Yes / □ No  
| Questions      | Name  
|                | E-mail  
|                | Phone  
|                | ☆ Thank you for your cooperation  

Kindly return this form to:  
SIGIR2017 Organizing Committee Office  
(ATTN: Ms. Minori Ota, Ms. Junko Miyamoto)  
E-mail: sigir2017-jed@.nii.ac.jp  
Phone: +81-3-5657-0777  FAX: +81-3-3452-8550
How to be a Supporter

1. **Application form**

   If you are interested in being a supporter of the SIGIR2017 Conference, please fill out the attached application form and contact the SIGIR2017 Organizing Committee Office at sigir2017-jcd@nii.ac.jp.

   **Contact:** SIGIR2017 Organizing Committee Office
   (ATTN: Ms. Monori Ota, Ms. Junko Miyamoto)

   **E-mail:** sigir2017-jcd@nii.ac.jp
   **Phone:** +81-3-5657-0777  **Fax:** +81-3-3452-8550

2. **Bank Account information**

   Please send your remittance of the sum of your desired sponsorship to this account:

   - **Bank name:** THE BANK OF TOKYO-MITSUBISHI UFJ, LTD.
   - **Branch address:** 1-4-1, Marunouchi, Chiyoda-ku, Tokyo, 100-0005 JAPAN
   - **SWIFT- code (8 characters long):** BOTKJPJT
   - **SWIFT- code (11 characters long):** BOTKJPJTXXX
   - **Branch name:** SHIN-MARUNOUCHI BRANCH
   - **Beneficiary Account Number:** 422-3379066
   - **Account name:** SIGIR2017
   - **Account Type:** Savings
   - **Beneficiary address:**
     c/o JTB Communication Design, Inc.
     Celestine Shiba Mitsui Bldg. 3-23-1, Shiba, Minato-ku, Tokyo 105-8335, JAPAN
     **Tel:** +81-3-5657-0789
     **Fax:** +81-3-3452-8552

   Once your payment has been confirmed, we will notify you.

   Please do not hesitate to contact us if you have any questions or issues concerning the procedure and the bank remittance.
The 40th International ACM SIGIR Conference on Research and Development in Information Retrieval