SIGIR 2015 Sponsorship and Exhibition Prospectus

The 38th Annual ACM SIGIR Conference
Santiago, Chile
August 9—13, 2015
http://sigir2015.org
Invitation from the SIGIR 2015 Chairs

On behalf of the Organizing Committee for the 2015 ACM SIGIR Conference on Information Retrieval, we would like to invite you to attend the conference as a sponsor or exhibitor. As a sponsor or exhibitor 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.

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. Sponsoring and exhibiting at SIGIR 2015 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.

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, as top PhD students, as well as eminent researchers from all over the world, attend the Conference.

On behalf of the organizing committee we welcome you to Santiago de Chile in 2015 and encourage you to explore the benefits of participating as a sponsor or exhibitor.

Ricardo Baeza-Yates, Conference Chair
Vanessa Murdock and Sergei Vassilvitskii, Sponsorship Chairs

Sponsorship and Exhibition point-of-contact:

Diego Arroyuelo: darroyue@gmail.com
Scientific Program

http://sigir2015.org/

The SIGIR 2015 Committee is 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. Sponsors will benefit from intimate business networking, strategic brand positioning and front line exposure at this premier industry event.

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**DELEGATE PROFILE**

Based on past SIGIR Conferences, we are expecting over 500 Delegates from around the globe to attend SIGIR 2015. Approximately 30-40 countries will be represented and over 150 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 sponsors and exhibitors.

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Number Attending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Gold Coast, Australia</td>
<td>418 from 32 countries</td>
</tr>
<tr>
<td>2013</td>
<td>Dublin, Ireland</td>
<td>565</td>
</tr>
<tr>
<td>2012</td>
<td>Portland, Oregon, US</td>
<td>505</td>
</tr>
<tr>
<td>2011</td>
<td>Beijing, China</td>
<td>629</td>
</tr>
</tbody>
</table>
Location and Venue

Santiago was founded in 1541 on the banks of the Mapocho river in the middle of the Central Valley. Today it is one of the largest cities in South America and Chile's main commercial and business pole. It is one of the most popular destinations in South America, a country filled to the brim with stunning landscapes, local charm and delectable foods.

Santiago is a modern city with an exceedingly pleasant Mediterranean climate, abundant parks and plazas, and a public transportation system, the Metro. The areas of principal interest to visitors include the historic city center, the bohemian arts district of Bellavista and the modern attractive commercial centers of Las Condes and Vitacura.

For more information about Santiago, please visit:
http://santiagotourist.com

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PUC EXTENSION CENTER

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**IMPORTANT DATES**

Abstracts for full research papers due: 21 January 2015  
Program advertising booking deadline: 1 June 2015  
Program advertising creatives due: 15 June 2015

**Sponsorship At-a-Glance**

**SPONSORSHIP BENEFITS**

<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>Cost</td>
<td>On request</td>
<td>$30000</td>
<td>$20000</td>
<td>$10000</td>
<td>$5000</td>
</tr>
<tr>
<td>Conference delegate registrations</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Freestanding banner</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>Advertisement in conference program</td>
<td>Full page</td>
<td>Full page</td>
<td>Half page</td>
<td>Half page</td>
<td>—</td>
</tr>
<tr>
<td>Exhibitor registrations</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>—</td>
</tr>
<tr>
<td>Profile word length in program</td>
<td>100</td>
<td>100</td>
<td>75</td>
<td>75</td>
<td>50</td>
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</table>
STANDARD BENEFITS

All sponsors will receive the following 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 August 2015

ADDITIONAL 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.

ADDITIONAL SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>NUMBER AVAILABLE</th>
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</thead>
<tbody>
<tr>
<td>Gold Wi-Fi Sponsor</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Poster Session Sponsor</td>
<td>2</td>
</tr>
<tr>
<td>Refreshment Break Sponsor</td>
<td>6</td>
</tr>
<tr>
<td>Student Lunch Sponsor</td>
<td>Exclusive</td>
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<tr>
<td>Delegate Lounge Sponsor</td>
<td>Exclusive</td>
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<tr>
<td>Program Proceedings Sponsor</td>
<td>Exclusive</td>
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<tr>
<td>Website Sponsor</td>
<td>Exclusive</td>
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<tr>
<td>Delegate Bags Sponsor</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Stationery Sponsor</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Name Badge/Lanyard Sponsor</td>
<td>Exclusive</td>
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</tbody>
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In addition to the above packages, other opportunities to promote your brand and message include advertising and other promotional materials, and exhibition booths.
Diamond Sponsorship

Exclusive (Price on Request)

Standard sponsorship entitlements outlined on page 6, plus

- Six (6) Conference delegate registrations
- One (1) 6m x 3m exhibition booth located in a prominent position
- Two (2) 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
- 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 duration of the Conference (maximum size 2m high x 1m wide)

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

- Logo displayed on poster boards numbers
- 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 (4) poster locations to position a promotional poster (supplied by sponsor)
- Two (2) 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 Sponsorship

Exclusive ($30000)

Standard sponsorship entitlements outlined on page 6, plus

- Six (6) Conference delegate registrations
- One (1) 3m x 3m exhibition booth located in a prominent position
- Two (2) 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
- 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)
- 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)

In addition to the entitlements outlined above, the Platinum Sponsor may choose to sponsor a workshop. 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 (2) 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 Sponsorship

Maximum 6 ($20000)

Standard sponsorship entitlements outlined on page 6, plus

- Four (4) Conference delegate registrations
- One (1) 3m x 3m booth located in a prominent position
- One (1) 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
- 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. As a refreshment break sponsor you will receive:

- 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 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 (2) 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)
Gold Wifi Sponsorship

Exclusive ($20000)

Standard sponsorship entitlements outlined on page 6, plus

- Logo displayed on WiFi signage
- Name included in WiFi name
- Sponsor name to be included into the password
- Half-page advertising space in the Conference Program (artwork to be supplied by sponsor)
- 75 word profile and logo in the Conference Program
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
- Verbal acknowledgement as a Gold WiFi Sponsor during the opening and closing sessions

Silver Sponsorship

($10000)

Standard sponsorship entitlements outlined on page 6, plus

- Two (2) Conference delegate registrations
- One (1) 3m x 2m exhibition booth located in a prominent position within the exhibition
- One (1) exhibitor registration
- Half page advertising space in the Conference Program (artwork to be supplied by sponsor)
- 75 word profile in the Conference Program and Conference website
- Promotional brochure (maximum four (4) x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
Bronze Sponsorship

($5000)

Standard sponsorship entitlements outlined on page 6, plus

- One (1) Conference delegate registration
- 50 word profile in the Conference Program and Conference website
- Promotional brochure (maximum four (4) x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)

Additional Sponsorship Opportunities

All include standard sponsorship entitlements outlined on page 6

POSTER SESSION SPONSOR

Maximum 2 ($15000)

- 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 poster boards numbers
- Sponsor may be provided with four (4) poster locations to position a promotional poster (supplied by sponsor)
- Two (2) 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)

- Standard sponsorship benefits detailed on page 6
REFRESHMENT BREAK SPONSOR

Maximum 6 ($7500)

- 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 (2) 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)

DELEGATE LOUNGE SPONSOR

Exclusive ($7000)

- A 6m x 3m space within the exhibition area, with a lounge and coffee table provided
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the Delegate Lounge (maximum size 2m high x 1m wide)
- Corporate literature may be displayed in the Delegate Lounge (sponsor to supply)
- The sponsor is welcome to customize the Delegate Lounge (at an additional cost). Options may include herbal tea or a juice bar, or additional refreshments

WEBSITE SPONSOR

Exclusive ($6000)

- Banner advertisement and hyperlink to organization website, will be placed on every page of the Conference website

DELEGATE BAGS SPONSOR

Exclusive ($6000)

- Logo to appear on the satchel alongside the SIGIR 2014 logo. The Organizing Committee reserves the right to source and select the satchel
- Promotional brochure (maximum four (4) x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
STUDENT LUNCH SPONSOR

Exclusive ($5000) Approximately 150 attendees

- Opportunity for organization representative to present a three (3) minute speech at the 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 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 lunch session
- Two (2) complimentary passes for nominated guests to attend the sponsored lunch (these passes are for the sponsored lunch only, attendance to sessions and catering breaks is not included)
- Opportunity to provide lunch catering (provided at the expense of the sponsor and organized in consultation with the Conference Managers)

STATIONERY SPONSOR

Exclusive ($4000)

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

NAME BADGE/LANYARD SPONSOR

Exclusive ($3500)

- Logo to appear on all name badges alongside the SIGIR 2015 logo
- Opportunity for the sponsor to provide branded lanyards (at the sponsor’s expense)

Additional Advertising Opportunities

- Satchel inserts ($1000) Promotional brochure of up to 4 pages inserted in satchel (brochure provided by sponsor
- Half and full page advertising in the conference program (Price on request)
Thank you SIGIR 2014 sponsors!

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The University of Melbourne

RMIT University

University of Otago

OTHER SPONSORS

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Now

SIGIR

Special Interest Group on Information Retrieval

ACM

Association for Computing Machinery