

2006



COLING • ACL

COLING / ACL2006

The Joint
21st International Conference on Computational
Linguistics
and
44th Annual Meeting of the Association for
Computational Linguistics

17-21 July 2006
Sydney Convention and Exhibition Centre
Sydney, Australia

SPONSORSHIP AND EXHIBITION PROSPECTUS

The Event

This conference is the Joint 21st International Conference on Computational Linguistics and 44th Annual Meeting of the Association for Computational Linguistics. It is only the third time in their 45-year history that these two peak international bodies in the areas of language technology and natural language processing have combined their conferences. We expect an audience in excess of 700 participants, drawn from academic and industrial organisations across the world.

The conference itself consists of four days of parallel paper presentations, and a number of associated specialist workshops and tutorials. There will also be exhibits and technology demonstrations. Separately, the ICCL and ACL conferences are recognised as the two major international events in the fields of language technology, computational linguistics and natural language processing; in their conjoined form in Sydney, we expect this to be the largest-ever international event in the field. The audience will include research leaders from major international corporations such as Microsoft and Xerox, and technical specialists from internationally acclaimed research institutions such as Stanford University and Carnegie-Mellon University. It is an event that will be locked in to the calendars of anyone who is serious about cutting edge developments in the language technologies.

Content

The main sessions of the conference will consist of refereed papers on substantial, original, and unpublished research on all aspects of language technology, natural language processing and computational linguistics, including, but not limited to: pragmatics, discourse, semantics, syntax, grammars and the lexicon; phonetics, phonology and morphology; lexical semantics and ontologies; word segmentation, tagging and chunking; parsing, generation and summarization; language modeling, spoken language recognition and understanding; linguistic, psychological and mathematical models of language; language-oriented information retrieval, question answering, and information extraction; machine learning for natural language; corpus-based modeling of language, discourse and dialogue; multi-lingual processing, machine translation and translation aids; multi-modal and natural language interfaces and dialogue systems; applications, tools and resources; and evaluation of systems.

We expect there to be approximately 160 papers presented in the parallel main sessions, and a similar number of poster presentations; there will be three or four plenary invited talks by international leaders in the field, and a large number of satellite events.

Venue

The Sydney Convention and Exhibition Centre provides an excellent environment, with plenary and breakout rooms to accommodate the anticipated 700+ delegates; separate spaces for demonstrations, posters and exhibition; easy access to many hotels around the famous Darling Harbour precinct. All registration, refreshments and excursion desk activities will be held around the exhibition area.

Flexible promotional opportunities

The following packages have been tailored to appeal to a wide variety of marketing objectives. However, if there are other ways in which your organisation would like to be involved, we would welcome the opportunity to discuss these with you, and encourage your creative ideas. Sponsorship and exhibition fees include GST. Tax invoices will be provided.

Levels of Sponsorship

PLATINUM SPONSORSHIP many **Investment A\$22,000**

Benefits:

- Sponsorship of one conference Plenary Session
- Acknowledgement at commencement and end of sponsored Plenary Session
- Acknowledgement and hyperlink on conference website
- One page mono advertisement in program booklet
- Company logo on delegate satchels
- Promotional material insert in delegate satchels
- Opportunity for company banner to be hung in conference venue
- A double exhibition trade booth up to 6.0 m wide x 2.0 m deep
- Complimentary registration for three (3) company representatives

GOLD SPONSORSHIP many **Investment A\$11,000**

Benefits:

- Acknowledgement and hyperlink on website
- Half page mono advertisement in program booklet
- Promotional material insert in delegate satchels
- Opportunity for company banner to be hung in conference venue
- One exhibition trade booth up to 3.0 m wide x 2.0 m deep
- Complimentary registration for two (2) company representatives

CONFERENCE DINNER SPONSOR one **Investment A\$11,000**

Benefits:

- Acknowledgement and hyperlink on website
- Half page mono advertisement in program booklet
- Promotional material insert in delegate satchels
- Opportunity for company banner to be hung in Dinner venue
- Opportunity to MC the Dinner Evening
- Opportunity to provide delegate gifts at the Dinner
- May invite up to 5 complimentary guests to the Dinner

SILVER SPONSORSHIP

many

Investment A\$5,500

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in delegate satchels
- Opportunity for company banner to be hung in conference venue
- Complimentary registration for one (1) company representative

WELCOMING COCKTAILS SPONSORSHIP

one

Investment A\$5,500

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in delegate satchels
- Opportunity for company banner to be hung in Cocktails venue
- May provide additional entertainment at the Cocktails (in consultation with the organisers)
- May invite up to 5 complimentary guests to the Cocktails

SPONSORSHIP of WIRELESS HOTSPOTS

one

Investment A\$5,500

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in delegate satchels
- Opportunity for promotional material to be displayed in foyers / at hotspots
- Complimentary registration for one (1) company representative

SPONSORSHIP of STUDENT VOLUNTEERS

one

Investment A\$5,500

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in delegate satchels
- Your logo on all T-shirts worn by Student Volunteers at Coling-ACL 2006
- YOU design and provide the T-shirts to be worn (approx 60)
- Acknowledgement of your support for the SV's to attend the Conference Dinner
- Complimentary registration for one (1) company representative

Primary SACHEL SPONSOR **one** **Investment A\$5,500**

Benefits:

- Company logo most prominent on all delegate satchels
- Listing in program booklet
- Promotional material insert in delegate satchels

BRONZE Sponsorship **many** **Investment A\$3,300**

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in delegate satchels

GLASS Sponsorship **many** **Investment A\$2,200**

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet

SPONSOR of STUDENT SUPPORT FUND: many **Investment A\$2,200**

This is an **INNOVATION** for Coling-ACL 2006. Your contribution will be pooled, and 80% of the funds will be specifically used to support student attendance at the Conference. Interested students will be invited to apply via the website; \$AUD1000 will be paid to overseas students, \$AUD500 to Australian students, to assist with travel or registration costs. All such Sponsors will be acknowledged both on the Conference Website and in the Conference Program Booklet

Benefits:

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Opportunity to promote your job opportunities to conference attendees.

SUPPORTER: **many** **Investment A\$1,100**

Benefits:

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Promotional material insert in delegate satchels

EXHIBITOR

Investment A\$2,200

If you wish to sell books or materials on your stand, the fee is

A\$3,300

Benefits:

- One exhibition trade booth up to 3.0 m wide x 2.0 m deep
- Complimentary refreshments and lunches for one stand manager

PROMOTIONAL MATERIAL

Half page mono advertisement in program booklet:	A\$660.00
Satchel inclusion (flyer, promotional gimmick):	A\$660.00
Quarter page mono advertisement in program booklet:	A\$330.00
Share a full page ad with other smaller contributors (1/8 page each):	A\$110.00

IN KIND CONTRIBUTIONS

For e.g. provision of writing pads, pens, dinner lighting, entertainment, delegate gifts, printing services, graphic services - will be gratefully received and acknowledged.

Enquiries regarding sponsorship packages should be directed to one of the following:

In Australia / New Zealand:

Dr. Dominique Estival
Appen Pty Limited
Lvl 6, North Tower
1-5 Railway St
CHATSWOOD NSW 2067
Tel: +61 2 9468 6300
Fax: +61 2 9468 6311
Email: destival@appen.com.au

Professional Conference Organiser:

Ms Judy Potter
Coling / ACL Conference Manager
Well Done Events
PO Box 5009
NOWRA DC NSW 2541 Australia
Tel: +61 2 4422 2213
Fax: +61 2 4422 3878
Email: acl@welldone.com.au

International:

Mr Steven Krauwer
Steven.Krauwer@let.uu.nl

Coling/ACL 2006

PLEASE RETURN THE SECTION BELOW TO RESERVE YOUR SPONSORSHIP or call the Conference Secretariat on +612 4422 2213 to discuss any additional opportunities you could offer.

All opportunities allocated strictly in order of receipt. 50% of the total cost committed is to be paid immediately, with the balance to be paid by 1st June 2006.

FAXBACK TO +61 2 4422 3878

Or post with cheque or credit card details to: Coling/ACL 2006 Secretariat
(cheques payable to Coling / ACL Conference) PO Box 5009
NOWRA DC NSW 2540 Australia

TEL: +61 2 4422 2213 Email: acl@welldone.com.au Web: www.acl2006.org

Please nominate your sponsorship level:

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at Coling/ACL 2006, for the total cost of A\$.....

CREDIT CARD DETAILS:

Please debit \$ to: Bankcard Mastercard VISA AMEX Diners

Credit Card Number: Expiry Date:/.....

Name on Card: Signature:

Please contact me to finalise details. I will supply my organisation's overview for publicity, and logo for use on web and printed materials, as soon as my Sponsorship is confirmed. If material is not sent in time for program printing, I acknowledge it may not be included in that document.

NAME: POSITION:

ORGANISATION:

ADDRESS:

.....CITY/SUBURB:

STATE: POSTCODE: COUNTRY:

TEL: FAX: EMAIL:

SIGNED: DATE:/...../.....