

# **ASSOCIATION FOR COMPUTATIONAL LINGUISTICS (ACL)**

## **INVITATION TO SPONSOR CONFERENCES**

**IN 2012**

The Association for Computational Linguistics (ACL) and its regional chapters in Europe and North America will host the following ACL-related conferences in 2012:

- EACL 2012 in Avignon, France (23 - 27 April)
- NAACL 2012 in Montreal, Canada (3 - 8 June)
- ACL 2012 in Jeju, Korea, (8 – 13 July)
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In the past 5 years, ACL conferences have attracted between 750 and 1,100 paying attendees, EACL conferences between 250 and 500, and NAACL conferences between 600 and 750+.

This document summarizes sponsorship opportunities at all three upcoming conferences. Now the ACL also offers a “3Pack” which, for a single payment, gives access to sponsorship opportunities at all three 2012 conferences. The 3Pack provides a significant discount, and an easy opportunity for global presence in the leading conferences on natural language processing.

Further information on sponsorship opportunities can be obtained by contacting [sponsoring@aclweb.org](mailto:sponsoring@aclweb.org).

## **LEVELS OF SPONSORSHIP**

### **PLATINUM SPONSORSHIP**

<b>EACL 2012</b>	<b>€ 5,000</b>
<b>NAACL 2012</b>	<b>US\$ 8,500</b>
<b>ACL 2012</b>	<b>US\$ 12,000</b>
<b>3Pack 2012</b>	<b>US\$ 19,000</b>

**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 conference bags
- Promotional material insert in conference bags (up to two items)
- Inclusion of company logo in Platinum section on large, prominently displayed banner
- 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**

<b>EACL 2012</b>	<b>€ 3,000</b>
<b>NAACL 2012</b>	<b>US\$ 5,500</b>
<b>ACL 2012</b>	<b>US\$ 7,500</b>
<b>3Pack 2012</b>	<b>US\$ 12,000</b>

**Benefits:**

- Acknowledgement and hyperlink on website
- Half page mono advertisement in program booklet
- Promotional material insert in conference bags (up to two items)
- Inclusion of company logo in Gold section on large, prominently displayed banner
- One exhibition trade booth up to 3.0 m wide x 2.0 m deep
- Complimentary registration for two (2) company representatives

### **SILVER SPONSORSHIP**

<b>EACL 2012</b>	<b>€ 1,500</b>
<b>NAACL 2012</b>	<b>US\$ 3,000</b>
<b>ACL 2012</b>	<b>US\$ 4,000</b>
<b>3Pack 2012</b>	<b>US\$ 6,500</b>

**Benefits:**

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Inclusion of company logo in Silver section on large, prominently displayed banner
- Complimentary registration for one (1) company representative

### **BRONZE SPONSORSHIP**

<b>EACL 2012</b>	<b>€ 600</b>
<b>NAACL 2012</b>	<b>US\$ 1,250</b>
<b>ACL 2012</b>	<b>US\$ 1,500</b>
<b>3Pack 2012</b>	<b>US\$ 2,500</b>

**Benefits:**

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)

### **SUPPORTER**

<b>EACL 2012</b>	<b>€ 400</b>
<b>NAACL 2012</b>	<b>US\$ 750</b>
<b>ACL 2012</b>	<b>US\$ 1,000</b>
<b>3Pack 2012</b>	<b>US\$ 1,750</b>

**Benefits:**

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Promotional material insert in conference bags (one item)

### **CONFERENCE DINNER SPONSOR**

<b>EACL 201</b>	<b>€ 3,000</b>
<b>NAACL 2012</b>	<b>US\$ 6,500</b>
<b>ACL 2012</b>	<b>US\$ 9,000</b>
<b>3Pack 2012</b>	<b>US\$ 14,000</b>

**Benefits:**

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

## CONFERENCE DINNER ENTERTAINMENT SPONSOR

<b>EACL 2012</b>	<b>€ 1,500</b>
<b>NAACL 2012</b>	<b>US\$ 2,000</b>
<b>ACL 2012</b>	<b>US\$ 3,000</b>
<b>3Pack 2012</b>	<b>US\$ 5,000</b>

### Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Opportunity for company banner to be hung in Dinner venue
- May invite up to 2 complimentary guests to the Dinner

## WELCOMING RECEPTION SPONSORSHIP

<b>EACL 2012</b>	<b>€ 2,400</b>
<b>NAACL 2012</b>	<b>US\$ 4,000</b>
<b>ACL 2012</b>	<b>US\$ 6,000</b>
<b>3Pack 2012</b>	<b>US\$ 9,000</b>

### Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Opportunity for company banner to be hung in Reception venue
- May provide additional entertainment at the Reception (in consultation with the organizers)
- May invite up to 5 complimentary guests to the Reception

## SPONSORSHIP of WIRELESS INTERNET

<b>EACL 2012</b>	<b>€ 2,400</b>
<b>NAACL 2012</b>	<b>US\$ 4,000</b>
<b>ACL 2012</b>	<b>US\$ 6,000</b>
<b>3Pack 2012</b>	<b>US\$ 9,000</b>

### Benefits:

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

## **CONFERENCE BAG SPONSOR**

<b>EACL 2012</b>	<b>€ 1,200</b>
<b>NAACL 2012</b>	<b>US\$ 2,000</b>
<b>ACL 2012</b>	<b>US\$ 3,000</b>
<b>3Pack 2012</b>	<b>US\$ 5,000</b>

### **Benefits:**

- Company logo most prominent on all conference bags (design of bag in cooperation with local organizers)
- Listing in program booklet
- One promotional material insert in conference bags (one item)

## **SPONSORSHIP of STUDENT VOLUNTEERS**

<b>EACL 2012</b>	<b>€ 2,400</b>
<b>NAACL 2012</b>	<b>US\$ 4,000</b>
<b>ACL 2012</b>	<b>US\$ 6,000</b>
<b>3Pack 2012</b>	<b>US\$ 9,000</b>

### **Benefits:**

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Your logo on all T-shirts worn by Student Volunteers (design of T-shirt in cooperation with local organizers)
- Acknowledgement of your support for the SV's to attend the Conference Dinner
- Complimentary registration for one (1) company representative

## **SPONSOR of OVERSEAS STUDENT FELLOWSHIP**

<b>EACL 2012</b>	<b>€ 400</b>
<b>NAACL 2012</b>	<b>US\$ 750</b>
<b>ACL 2012</b>	<b>US\$ 1,000</b>
<b>3Pack 2012</b>	<b>US\$ 1,750</b>

### **Benefits:**

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Your logo on one specific international student's T-shirt

## **SPONSOR of LOCAL STUDENT FELLOWSHIP**

<b>EACL 2012</b>	<b>€ 200</b>
<b>NAACL 2012</b>	<b>US\$ 400</b>
<b>ACL 2012</b>	<b>US\$ 600</b>
<b>3Pack 2012</b>	<b>US\$ 1,000</b>

### **Benefits:**

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Your logo on one specific local student's T-shirt

## **EXHIBITOR UNMANNED PER DAY**

<b>EACL 2012</b>	<b>€ 125</b>
<b>NAACL 2012</b>	<b>US\$ 200</b>
<b>ACL 2012</b>	<b>US\$ 250</b>
<b>3Pack 2012</b>	<b>US\$ 450</b>

### **Benefits:**

- One exhibition trade booth up to 3.0 m wide x 2.0 m deep

## **EXHIBITOR MANNED PER DAY**

<b>EACL 2012</b>	<b>€ 250</b>
<b>NAACL 2012</b>	<b>US\$ 400</b>
<b>ACL 2012</b>	<b>US\$ 500</b>
<b>3Pack 2012</b>	<b>US\$ 900</b>

### **Benefits:**

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

## **PROMOTIONAL MATERIAL**

### **HALF PAGE MONO ADVERTISEMENT IN PROGRAM BOOKLET**

<b>EACL 2012</b>	<b>€ 250</b>
<b>NAACL 2012</b>	<b>US\$ 500</b>
<b>ACL 2012</b>	<b>US\$ 700</b>
<b>3Pack 2012</b>	<b>US\$ 1,100</b>

Note: the program booklet is usually compact size, i.e., about half of US letter size, or A5.

### **QUARTER PAGE MONO ADVERTISEMENT IN PROGRAM BOOKLET**

<b>EACL 2012</b>	<b>€ 100</b>
<b>NAACL 2012</b>	<b>US\$ 200</b>
<b>ACL 2012</b>	<b>US\$ 300</b>
<b>3Pack 2012</b>	<b>US\$ 500</b>

### **CONFERENCE BAG INCLUSION (PER ITEM)**

<b>EACL 2012</b>	<b>€ 100</b>
<b>NAACL 2012</b>	<b>US\$ 200</b>
<b>ACL 2012</b>	<b>US\$ 300</b>
<b>3Pack 2012</b>	<b>US\$ 500</b>

**SPONSORING EVENTS IS EASY!  
CONTACT ANY OF THE FOLLOWING PEOPLE  
TO MAKE A DONATION!**

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