



The 24th ACM International Conference on
Information and Knowledge Management

CIKM2015

19–23 October 2015 Melbourne Australia

Sponsorship and Exhibition
OPPORTUNITIES

www.cikm-2015.org



SPONSORSHIP

The ACM Conference on Information and Knowledge Management (CIKM) is the premier international conference on topics at the confluence of information retrieval, databases, and knowledge management. Running annually since 1992, it currently attracts over 500 participants, including the best talents in industry and academia. The purpose of the conference is to identify challenging problems facing the development of advanced knowledge and information systems, and to shape future research directions through the publication of applied and theoretical research findings of the highest quality. The program will foster collaboration and bridge the academic-commercial gap in the database, information retrieval, and knowledge management communities. Attendees will hear about recent research results and be able to network with luminaries, researchers, and practitioners in the field. CIKM 2015, which will be held in Melbourne, Australia will attract the best graduate students, researchers, and practitioners from academic and industrial institutions in Australia and around the world, and offer unparalleled opportunities for recruiting top talent.

Benefits on sponsoring CIKM 2015

CIKM 2015 wants to partner with you and offer a unique platform 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 utilise 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.

OPPORTUNITIES

Sponsorship opportunities are listed below. The conference is also happy to tailor alternative opportunities to suit your organisation. All listed pricing is in Australian dollars (AUD) and inclusive of Australian Goods and services Tax (GST). At time of writing \$AUD1.00 is approximately equal to \$USD0.87.

Platinum Sponsor – investment \$30,000

Exclusive Opportunity

We view our Platinum Sponsor as our key Conference partner, and you will receive the highest profile branding opportunities before, during and after the Conference is held. This package will reinforce your brand as a leader in this arena.

We will work closely with you to ensure your organisation's aims are achieved. As a Platinum Partner you will receive the following benefits:

- Exhibition Booth 18sqm (3m x 6m)
- 4 x Exhibitor Registrations
- 4 Full Delegate Registrations to the Conference
- Verbal acknowledgement at the opening and closing of the conference
- Logo on the website with hyperlink to your organisation
- Logo on the holding slide in the opening session and all plenary sessions
- Full Page Advertisement in the Conference Program Book
- 100 word organisation profile in the Conference Program Book
- Banner Advertisement on the conference e-zines (electronic mail outs) regularly distributed to the database
- Logo on conference signage throughout the venue
- 2 x Inserts in the conference bag
- Sponsor provided pop up banner displayed near the registration desk
- Delegate list prior to the conference (subject to privacy laws)

Including Sponsored Workshop

In addition to the above you will receive the opportunity to sponsor a workshop of your choice.*

Branding of the conference workshop session with your logo will be listed as follows:

- On the website
- In the program book
- Sponsor provided pop up banner to be displayed in the session room
- Acknowledgement at the commencement of the Workshop.

The workshops are heavily promoted in the lead up to the conference so early commitment of this option ensures further exposure for your organisation.

**The organising committee reserves the right to approve the chosen session.*

Gold Sponsor - investment \$20,000

Maximum of 4 opportunities

As Gold Partners you will receive strong branding exposure throughout the Conference. This package will reflect your company as a key organisation in this field.

- Exhibition Booth 9sqm (3m x 3m)
- 2 x Exhibitor Registrations
- 2 Full Delegate Registrations
- Verbal acknowledgement at the opening and closing of the conference
- Logo on the website with hyperlink to your organisation
- Logo on the Conference E-zines (regular electronic mail outs to the database)
- Half Page Advertisement in the Conference Program Book
- 75 word organisation profile in the Conference Program Book
- Logo on conference signage throughout the venue
- 1 x Inserts in the conference bag
- Delegate list prior to the conference (subject to privacy laws)



SPONSORSHIP

Silver Sponsor - investment \$10,000

Multiple opportunities

As Silver Partners you will receive strong branding exposure throughout the Conference. This package will reflect your company as a key organisation in this field.

- 2 Full Delegate Registrations
- Logo on the website with hyperlink to your organisation
- Logo on the Conference E-zines (regular electronic mail outs to the database)
- Quarter Page Advertisement in the Conference Program Book
- 50 word organisation profile in the Conference Program Book
- Logo on conference signage throughout the venue
- 1 x Inserts in the conference bag
- Delegate list at the conference (subject to privacy laws)

Bronze Sponsor - investment \$5,000

Multiple opportunities

Our Bronze Partners also receive a strong branding presence throughout the Conference as follows:

- 1 Full Delegate Registration
- Logo on the website with hyperlink to your organisation
- 50 word organisation profile in the Conference Program Book
- 1 x Inserts in the conference bag
- Delegate list at the conference (subject to privacy laws)

Awards Sponsor - investment \$3,500

CIKM is offering opportunities to sponsor the Best Student Paper and Best Paper awards. The sponsor's name will be announced and prominently displayed during the awards ceremony. Award sponsors are highly regarded as your organisation plays an important role in encouraging excellence and supporting the next generation of specialists in this field.

- Logo on the website with hyperlink to your organisation
- Listing in the Conference Program Book as Award Sponsor
- Announcement of particular award sponsorship during ceremony
- Logo branding on screen for award category
- Delegate list at the conference (subject to privacy laws)



OPPORTUNITIES

Social Events Sponsorship

CIKM also invites expressions of interest from partners interested in sponsoring social functions. During these events, the sponsor's name will be prominently displayed, together with associated linkage in the program booklet.

- Conference reception
- Conference banquet
- Conference luncheons

Other Sponsorship Opportunities

In order to maximise your exposure at the conference CIKM is also open to discussion about sponsoring further components to the event and an example is listed below.

- Conference poster area
- Conference satchels
- Delegate name badge and lanyards
- Delegate tee-shirts etc.

For information about these and other opportunities, please contact the sponsorship manager.



Exhibition Opportunities

The exhibition will be the main networking area and integrated into the conference hours to ensure maximum delegate attendance and participation. Morning and afternoon teas will be held in the Exhibition area.

Exhibition Booth – investment \$3,950

This package includes:

- standard 3m x 3m booth with 9 square metres of exhibition space
- two spotlights
- carpeted floor
- one standard power outlet
- back and side walls
- two exhibition registrations
- organisation name on fascia over each open side.

Exhibition Display Table – investment \$2,000

This package includes:

- table with cloth
- two chairs
- one standard power outlet
- back wall
- organisation name on fascia
- one exhibition registration

We look forward to and welcome your participation in Melbourne in 2015.

Sponsorship application form

Contact details

Please note all correspondence including invoices will be sent to the contact supplied below:

Company or organisation name _____

Contact person _____

Position _____

Telephone _____

Email _____

Address _____

State _____

Postcode _____

Country _____

Website _____

Sponsorship opportunities (tick appropriate)

All sponsorship prices are in AUD and are inclusive of 10 percent GST. (Goods and Services Tax)

Partnerships

- | | | | | |
|--------------------------|----------|------------|----------|--------------------|
| <input type="checkbox"/> | Platinum | Investment | \$30,000 | (exclusive option) |
| <input type="checkbox"/> | Gold | Investment | \$20,000 | |
| <input type="checkbox"/> | Silver | Investment | \$10,000 | |
| <input type="checkbox"/> | Bronze | Investment | \$5,000 | |
| <input type="checkbox"/> | Awards | Investment | \$3,500 | |



Other opportunities

Agreed Item _____ Agreed Cost _____

I agree to be invoiced for a total of \$ _____ including 10% GST for the items selected above.

Signature _____

Date _____

Sponsorship agreement and tax invoice will be sent upon receipt of your application form.

Payment form

- I wish to pay by bank transfer. Bank details will be supplied on the tax invoice issued with confirmation.
- I wish to pay by credit card (including bank credit charges) as per the total above to be debited to:
- Visa MasterCard Amex Diners Club

Credit card number _____ / _____ / _____

Card holder's name _____

Signature _____

Expiry Date _____

Please note: All credit card payments will appear as ICMS Australasia Pty Ltd on your statement.

Application forms may be sent to:

CIKM 2015
PO Box 5005
South Melbourne VIC 3205
Australia

Phone: + 61 7 3255 1002

Fax: +61 7 3255 1004

Email: sponsorship@cikm-2015.org

Exhibition application form

Contact details

Please note all correspondence including invoices will be sent to the contact supplied below:

Company or organisation name _____

Contact person _____

Position _____

Telephone _____

Email _____

Address _____

State _____

Postcode _____

Country _____

Website _____

Exhibition opportunities (tick appropriate)

All exhibition prices are in AUD and are inclusive of 10 percent GST. (Goods and Services Tax)

- Exhibition Booth - 9 square metres \$3,950
 Exhibition Display Table \$2,000



Please advise of your preferred Booth / Table location

I agree to be invoiced for a total of \$ _____ including 10% GST for the items selected above.

Signature _____

Date _____

Exhibition confirmation and tax invoice will be sent upon receipt of your application form.

Payment form

- I wish to pay by bank transfer. Bank details will be supplied on the tax invoice issued with confirmation.
 I wish to pay by credit card (including bank credit charges) as per the total above to be debited to:
 Visa MasterCard Amex Diners Club

Credit card number _____ / _____ / _____

Card holder's name _____

Signature _____

Expiry Date _____

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PO Box 5005

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Australia

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General Terms and Conditions

All costs include Australian GST and are quoted in Australian dollars.

A tax invoice will be sent upon receipt of a signed application form.

The allocation of exhibition positions or confirmation of a sponsorship item is at the discretion of the CIKM 2015 Organising Committee and will take into account the level of sponsorship, date of application booking, exhibition preferences, proximity to competitors and other relevant matters.

CIKM 2015 reserves the right to alter the exhibition floor plan at any time.

Contact details:

For all enquiries regarding sponsorships and exhibition, please contact:

CIKM 2015 Sponsorship and
Exhibition Sales Manager
ICMS Australasia
E: sponsorship@cikm-2015.org
T: 07 3255 1002
F: 07 3255 1004

www.cikm-2015.org

