LREC 2014
Reykjavik

9th edition
May 26 – 31, 2012

Sponsorship Opportunities Brochure

Pre-conference Workshops : 26-27 May 2014
Main Conference: 28-29-30 May 2014
Post-conference Workshops: 31 May 2014

Venue: Harpa Conference Centre, Reykjavik (Iceland)
The Event

LREC 2014 is the ninth edition of the Language Resources and Evaluation Conference, biennially organised by ELRA since 1998 with the support of institutions and organisations involved in HLT. This edition will be placed under the Patronage of UNESCO, which acknowledges the role of ELRA in promoting multilingualism and linguistic diversity.

Over the years, LREC has become the major international conference in the field of Language Resources and Evaluation. For the past editions, the event has gathered 1200+ participants from both academic institutions and industrial companies all over the world. This year, a special focus will be put on Big Data and Collaborative Approaches. We expect similar participation for LREC 2014.

The Content

The aim of LREC is to provide an overview of the state-of-the-art, explore new R&D directions and emerging trends, exchange information regarding Language Resources and their applications, evaluation methodologies and tools, ongoing and planned activities, industrial uses and needs, requirements coming from the e-society, both with respect to policy issues and to technological and organisational ones.

The conference covers a full week, from Monday to Saturday, and LREC 2014’s programme will be organised around parallel oral and poster sessions during the main conference, and 2 days before and 1 day after the conference will be dedicated to specialised workshops and tutorials.

The Venue

The LREC Committee has chosen Reykjavik in Iceland for this 9th edition. The conference venue will be Harpa, the new Reykjavik Conference Centre, recently awarded the prestigious World Architecture Award. House of the Iceland Symphony Orchestra, Harpa is located by the harbor in the heart of Reykjavik, overlooking the bay and mount Esja and is close to the city centre, most of the conference hotels, art galleries, shopping areas and restaurants. Day trips from Reykjavik or longer excursions will allow the visitor to discover Iceland’s wild and unique landscapes.
Why Sponsor LREC?

Previous LREC editions have attracted outstanding attendance. LREC 2012 attracted 1200+ participants including:
- European decision makers (from funding agencies but not only),
- Renowned scientists,
- Executives from key HLT players,
- R&D teams from both private companies and public universities.

Since 2008, the conference’s visibility has been dramatically increased by the support received from the highest authorities, whether local or international: the patronage of King of Morocco (2008), the President of Malta in addition to the support of the European Council’s President (2010), the European Commission Vice-President and the Turkish Minister of Science, Industry and Technology (2012).

The EC Village, set up in the heart of the Conference Centre in Malta in 2010 and Istanbul in 2012 and intended for European-funded HLT projects to promote their activities, has given the LREC participants a central place to meet and network.

As a sponsor, LREC provides you with a unique opportunity to:
- Increase your visibility within the HLT field,
- Establish relationships with potential clients,
- Network with HLT professionals,
- Advertise and demonstrate services or products,
- Network with other sponsors and stay up to date with industry trends,

Flexible promotional opportunities

The following packages have been tailored to appeal 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.

Please note that all amounts are VAT excluded.

The standard packages are detailed hereafter, showing the name, the number of available packages and the amount.

For more information on sponsorship opportunities, please contact choukri@elda.org or mazo@elda.org.
Platinum Sponsor  one  15,000€

- Complimentary Registration for 6 participants
- 2 full-page ad in Conference Programme booklet
- Organisation advertising material (brochure, pen, etc.) in participants' bag
- Organisation name & logo featured as a Platinum sponsor on Conference Programme and Proceedings covers
- Logo acknowledgement on http://lrec2014.lrec-conf.org
- Organisation name & logo on participants' bag
- One-year online subscription to Journal of Language Resources & Evaluation (Ed Springer)
- 50% off the exhibition booth in the Sponsors Exhibition Area*
- Logo on Entrance Boards
- Banner hung in the Conference centre
- Special mention at Opening Ceremony and Closing Session (plus logo acknowledgement)

Gold Sponsor  many  10,000€

- Complimentary Registration for 4 participants
- Full-page ad in Conference Programme booklet
- Organisation advertising material (brochure, pen, etc.) in participants' bag
- Organisation name & logo featured as a Gold sponsor on Conference Programme and Proceedings covers
- Logo acknowledgement on http://lrec2014.lrec-conf.org
- Organisation name & logo on participants' bag
- One-year online subscription to Journal of Language Resources & Evaluation (Ed Springer)
- 50% off the exhibition booth in the Sponsors Exhibition Area*
- Logo on Entrance Boards
- Banner hung in the Conference centre
- Special mention at Opening Ceremony and Closing Session (plus logo acknowledgement)

Silver Sponsor  many  5,000€

- Complimentary Registration for 2 participants
- Half-page ad in Conference Programme booklet
- Organisation advertising material (brochure, pen, etc.) in participants' bag
- Organisation name & logo featured as a Silver sponsor on Conference Programme and Proceedings covers
- Logo acknowledgement on http://lrec2014.lrec-conf.org
- Organisation name & logo on participants' bag
- One-year online subscription to Journal of Language Resources & Evaluation (Ed Springer)
- 30% off the exhibition booth in the Sponsors Exhibition Area*
- Logo on Entrance Boards
Welcome Cocktail Sponsor  
- one  
- 5,000€

- 5 Complimentary guests to the Cocktail
- Banner hung in the Cocktail place
- Quarter-page ad in Conference Programme booklet
- Logo acknowledgement on http://lrec2014.lrec-conf.org
- Opportunity to distribute gifts to the Cocktail’s participants

Bronze Sponsor  
- many  
- 2,000€

- Complimentary Registration for 1 participant
- Quarter-page ad in Conference Programme booklet
- Organisation advertising material (brochure, pen, etc.) displayed on tables in the Registration area (entrance of the Conference Centre)
- Organisation name & logo featured as a Bronze sponsor on Conference Programme and Proceedings covers
- Logo acknowledgement on http://lrec2014.lrec-conf.org
- Organisation name & logo on participants' bag
- Logo on Entrance Boards

Supporter  
- many  
- 1,000€

- Organisation advertising material (brochure, pen, etc.) displayed on tables in the Registration area (entrance of the Conference Centre)
- Listed in the Conference Programme
- Logo acknowledgement on http://lrec2014.lrec-conf.org

Publisher  
- many  
- 500€

- Organisation advertising material (brochure, CD-Rom, pen, etc.) and books displayed on tables in the Publisher area (entrance of the Conference Centre)

Exhibition Booth: 1500€ including
- Booth dimensions: 1mx 2m
- Spotlight
- Fascia with the name of the organisation
- 1 table, 2 chairs
- 1 electrical outlet
Enquiries regarding sponsorship packages should be directed to:

Dr Khalid Choukri / Mrs Helene Mazo
ELRA Secretary General
9, rue des Cordelières
75013 Paris
France
Tel: +33 1 43 13 33 33
Fax: +33 1 43 13 33 30
Email: choukri@elda.org / lrec@elda.org
## Sponsorship Opportunities at a Glance

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Welcome Cocktail</th>
<th>Supporter</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment</strong></td>
<td>20 000€</td>
<td>10 000€</td>
<td>5 000€</td>
<td>2 000€</td>
<td>5 000€</td>
<td>1 000€</td>
<td>500€</td>
</tr>
<tr>
<td><strong>Available Packages</strong></td>
<td>one</td>
<td>many</td>
<td>Many</td>
<td>many</td>
<td>one</td>
<td>many</td>
<td>many</td>
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<tr>
<td><strong>Complimentary Registration to Conference</strong></td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Logo on Opening Slides</strong></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Logo on Entrance Boards</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Banner</strong></td>
<td>In conference centre</td>
<td>In conference centre</td>
<td>-</td>
<td>-</td>
<td>In Cocktail place</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Marketing material</strong></td>
<td>In participant’s bag</td>
<td>In participant’s bag</td>
<td>In participant’s bag</td>
<td>Available to participants during the conference</td>
<td>Opportunity to distribute gifts to Cocktail guests</td>
<td>Available to participants during the conference</td>
<td>-</td>
</tr>
<tr>
<td><strong>Ad in Conference Programme Booklet</strong></td>
<td>2 Full-page ad</td>
<td>Full-page ad</td>
<td>Half-page ad</td>
<td>Quarter-page ad</td>
<td>Quarter-page ad</td>
<td>Listed in the booklet</td>
<td>-</td>
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<tr>
<td><strong>Name and logo on LREC 2014 printed material and bags</strong></td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td><strong>Link to the sponsor page on LREC 2014 homepage</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td><strong>Booth Discount</strong></td>
<td>50%</td>
<td>50%</td>
<td>30%</td>
<td></td>
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<tr>
<td><strong>Announcement at Opening Ceremony</strong></td>
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<td><strong>Free online subscription to JLRE for 1 year</strong></td>
<td>Yes</td>
<td>Yes</td>
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