

LREC 2014

Reykjavik

9th edition

May 26 – 31, 2012

Sponsorship Opportunities Brochure

Pre-conference Workshops : 26-27 May 2014

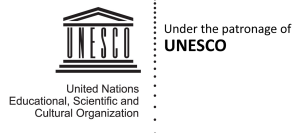
Main Conference: 28-29-30 May 2014

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€
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- 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€
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- 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€
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- 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€
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- 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€
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- 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€
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- 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€
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- 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:

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France

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Sponsorship Opportunities at a Glance

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