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www.conference.org/www2012



WORLD WIDE WEB

2012

LYON - FRANCE

from 16th to 20th April

Lyon Web Capital



IW3C2



UNIVERSITÉ DE LYON



Become a sponsor of the WWW2012 and play an active role in determining the scientific orientations governing the content and topics discussed during the conference.



The International World Wide Web Conference series was started by the founders of the web at the birthplace of the web. The World Wide Web was first conceived in 1989 by Tim Berners-Lee at CERN in Geneva, Switzerland. The first conference of the International World Wide Web Conference series, WWW1, was held at CERN in 1994 and organized by Robert Cailliau. The IW3C2, the steering committee of the conference series, was founded by Joseph Hardin and Robert Cailliau later in 1994 and has been responsible for the conference series ever since. You may browse our website www.iw3c2.org for information on past and future conferences. The location of the conference generally rotates among the Americas, Europe, and Asia/Pacific. The location and local organizing committee is selected on the basis of a competitive and comprehensive two step bid process, overseen by an 18 person international committee. We are pleased and proud to be close to the country that gave birth to the web for WWW2012 in Lyon, France.

The International WWW Conference series provides the world with a premier forum about the development of the Web, the standardization of its associated technologies, and the Web's impact on society and culture. These conferences bring together researchers, developers, users, and vendors... indeed all of you who are passionate about the Web and what it has to offer, now and in the future. Part of what is exciting about this series is the cross boundary and eclectic nature of the topics covered, and the opportunity it provides for exploration of new directions, both technological and social. The web has moved ever closer to many aspects of the original vision of its creators, becoming a «read and write» web instead of simply a way for people to passively accept information. Web 2.0 technologies and applications connect humans to humans, and allow every individual to distribute, exchange, and freely share documents and information. This unprecedented

broad and direct interconnection impacts nearly all domains of human activity, private, public, and professional. Boundaries are challenged and reformed, expected and accepted behaviors altered, and our future is newly created. It is up to all of us to ensure that the technological and social processes do not increase the gaps between developed and emerging countries. For that reason, Digital Solidarity is an important theme of our 21st International WWW Conference in Lyon.

Mary Ellen Zurko,
Chair, IW3C2



Established in 2007, the University of Lyon is a Research and Higher Education Consortium. Research and doctoral studies are its core missions and aims to become one of the best European and World universities. It brings together 19 public and private Higher Education Institutions - 4 universities, a number of engineering and post-graduate schools and national institutes. Its development is strongly rooted in the region's own development thanks to an active partnership with the Rhone-Alps Region and Greater Lyon Urban Authority, and a metropolitan strategy integrating institutions based in Saint-Etienne. University of Lyon is in the very center of the European research map and its members (and labs) are all actively involved in many national, European and international networks.

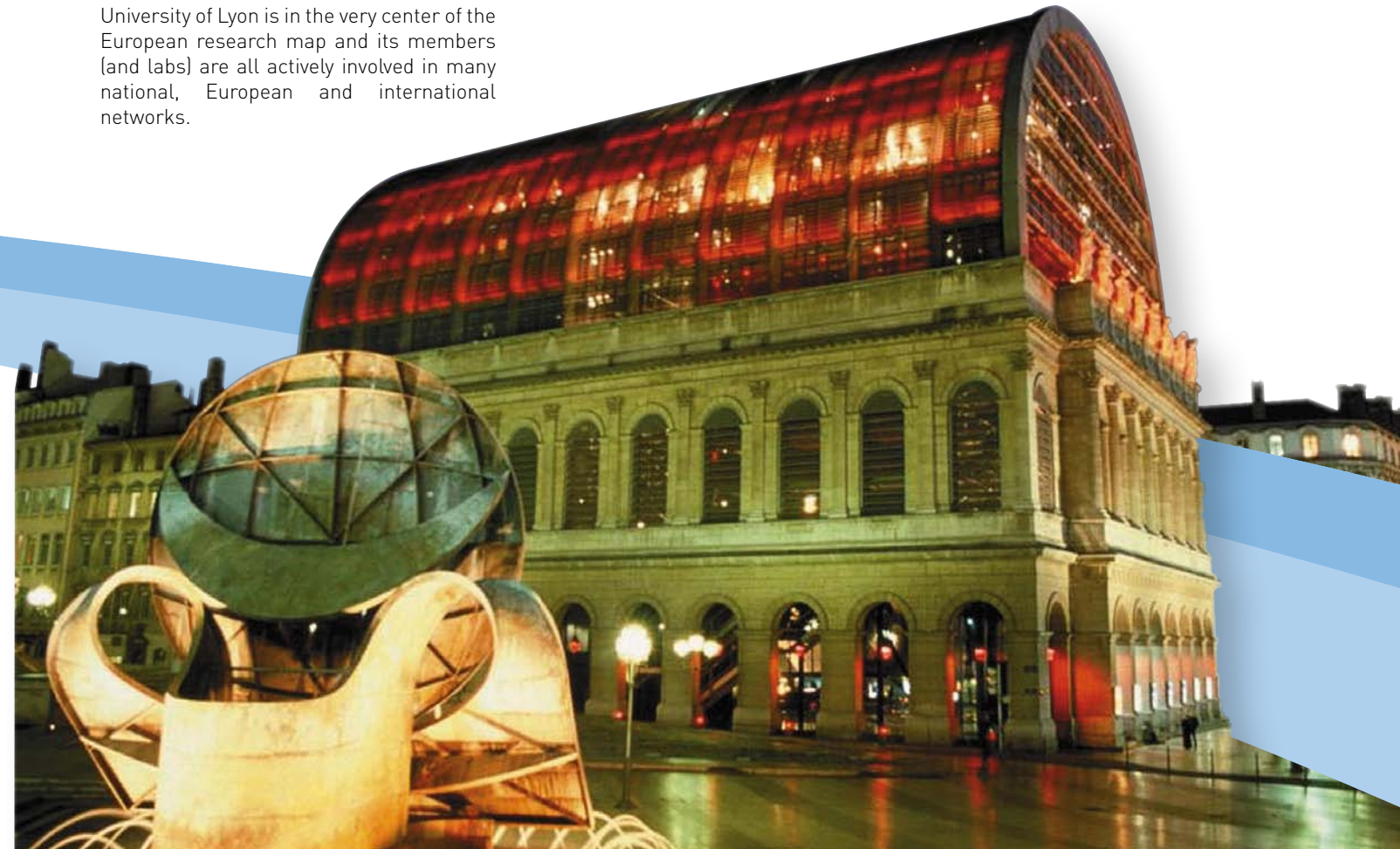
As President, I welcome the prospect of hosting the 21st edition of WWW. This event is a part of the Digital Strategy that is being developed within our institution. Historically Lyon, which is close to the CERN in Geneva, has always maintained strong links with the web as a tool for both research and teaching, but also as a main study field for our 230 research labs.

My wish is to build WWW2012 as a unique WorldWide netWorking opportunity for intensive exchange between our partners, our members, private institutions and advanced web research community.

By associating our brand and our aspirations with those of our partners, we will bring our members, visitors and researchers, together with their organizations, towards a long-term sustainable partnership.

Lyon France, 2012 web capital: a key event, a world class venue and invaluable partners.

Michel Lussault,
President Université de Lyon



LYON

Lyon : a city on a human scale

Lyon, France's second city, ideally situated in the east of Europe, stands at the point where the Rhône River meets the Saône River.

Lyon offers an exceptional quality of life, "l'Art de vivre", with user-friendly, clean and safe public transport and low pollution levels, renovated river banks that reveal beautiful views of the city over a 5-kilometre stretch of modern and delightful walkways, and is in a pleasant location in France just two hours from the Alps and one and a half hours from the French Riviera.

Lyon is a city of culture: from the Biennial Festival of Dance in September to the Nuits de Fourvière in the Gallo-Roman amphitheatre in summer. Lyon offers a host of cultural events. You will love the city's many museums (Museum of Modern Art, Museum of Fine Art, Gallo-Roman Museum at Fourvière, etc.).

Lyon is also the 'gastronomic' capital of France: from the city's bouchon bistros to the world famous chef Paul Bocuse, the city offers you sophisticated cuisine for every budget.

Lyon, a beautiful, proud
and welcoming city.



Lyon Convention Centre

Despite its modern look and its clean lines, the Cité internationale's identity is strongly influenced by nature. Nestling between the Parc de la Tête d'Or and the Rhône, the site was designed and completed with an approach geared towards sustainable development and with special attention being paid to public areas and reduced energy consumption.

Here the Lyon Convention Centre has found its home base. Offering customers a real all in one event complex, it has gradually become one of the spearheads of business tourism in Lyon.

Convention Center key figures

- > 500 hotel rooms
- > 14 bars and restaurants
- > 100 companies
- > 1 concierge service
- > 1 museum
- > 10 cinema theatres
- > 1 casino
- > 300 accommodation units
- > 3 underground car parks with 3 350 spaces
- > 260 acres of parkland Shops

THEMATICS

WWW general scientific topics

- > Web Search Engines
- > Data Mining and Machine Learning
- > Bridging Structured and Unstructured Data
- > Social Networks
- > Semantic Web
- > Security and Privacy
- > Internet Monetization
- > Software Architecture and Infrastructure
- > Performance, Scalability and Availability
- > Networking and Mobility
- > Users Interfaces and Rich Interaction
- > Rich Media
- > Web Services and Service-Oriented Computing
- > Web Education
- > Societal impact

WWW conferences key information

World Wide Event outstanding ranking	A+
Conference Attendees	up to 1000 (40% from companies)
Keynotes and invited speakers	up to 8
Workshops	up to 12
Tutorials	up to 12
Submitted papers	more than 1000
Actual acceptance rate	12% to 13%
Exhibitors	up to 30.
Collocated events	up to 4.
Total delegates / all events	up to 1600

WWW2012: Lyon's specific focus

- > World digital solidarity
- > Sociological evolution due to web usage
- > Web Accessibility Initiative
- > Web for teaching
- > Massively Multiplayer Online Games
- > Video on the web



SPONSORSHIP PACKAGES

Sponsorship opportunities are available for companies seeking maximum exposure towards WWW2012's participants.

BENEFITS		Platinum	Gold	Silver	Regular
		From € 50,000	From € 30,000	From € 20,000	From € 10,000
Exhibition	Bare stand	48 sqm	36 sqm		
	Pre-equipped booth			24 sqm	12 sqm
	Exhibitor passes	4	4	2	2
Conference	Free Conference Passes	5	4	3	2
	Access to the VIP lounge	★	★	★	
	Conference speaking opportunity (upon approval by conference chairs)	★			
	Private Meeting room	★			
On-site visibility	Logo recognition on the acknowledgement banner	★	★	★	★
	Projection of the logo in the plenary room before the sessions	★	★		
Online Visibility	Logo and link on the conference website (sponsors' page)	★	★	★	★
	Company description on the sponsor page of www2012.org	★	★	★	★
	Logo and link on the conference website (homepage)	★	★	★	
	Logo on the conference e-newsletter (monthly displayed)	★	★	★	
	Press release announcing the sponsorship	★	★		
	Specific e-newsletter (document provided by the sponsor)	★			
Advert insertion	Logo on official conference documents and promotional materials	★	★	★	★
	1 page advert in the conference programme	★	★	★	
	Sponsor presentation page in the conference programme	★	★		
	Logo and link on the post-conference's report e-mailing	★	★		



Sponsor's privilege: choose one from the following coloured options



SPONSORSHIP OPTIONS

Platinum sponsors have priority to choose one of these options.



► Matchmaking Session - € 20,000

Sponsors can associate their brand to the one-to-one meetings session organized during the conference.

- > Logo and presentation on the matchmaking online platform used by all participants
- > Logo recognition on every individual meetings schedule
- > Logo recognition and acknowledgment banner on the one-to-one meetings area on-site
- > Dedicated meeting space for sponsors' one-to-one meetings
- > Priority given to the sponsor's meeting requests

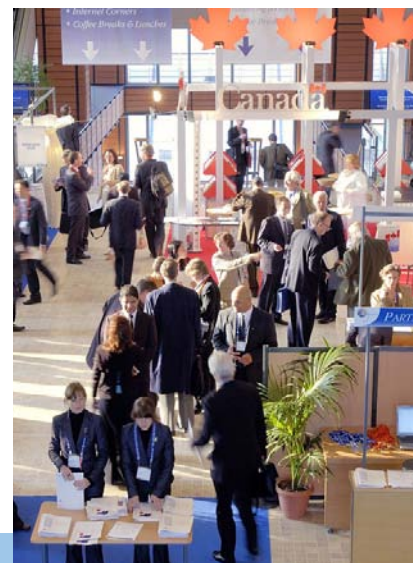


► Gala Evening - € 20,000

Prominent promotion of your company throughout the evening: provides a unique forum for discussion and informal contact.

- > Logo on the conference website (evening events page)
- > Logo recognition and acknowledgment banner during the gala event

2 possible sponsors. Other evenings sponsorships are available. Please contact us for further information



► Job Fair - € 20,000

Sponsors can associate their brand to the Job Fair organized during the conference.

- > Logo and presentation on the recruitment online platform used by all candidates and recruiters
- > Logo recognition on every individual meetings schedule
- > Logo recognition and acknowledgment banner on the interviews area on-site
- > Dedicated meeting space for candidates' interviews
- > Presentation and link on the specific recruitment e-newsletter sent to our contacts network





► Wifi Coverage - € 20,000

Wifi coverage for the conference.

- > Logo recognition on the website as « wifi coverage sponsor » on the sponsors' page
- > On-site Logo recognition: « Wifi brought to you by... »
- > Logo recognition on the Wifi connexion page
- > Display of a promotional flyer at the welcome desk by conference hostesses
- > Logo recognition in the conference programme



SPONSORSHIP OPTIONS

Gold sponsors have priority to choose one of these options.



► Web lounge - € 15,000

Web lounges are located within the exhibition area and provide delegates with plugs for their laptops, printers, PC's.

- > Flag sign with the sponsors' logo
- > The web lounge will have the sponsors' name on all the conference signage and floor plans
- > Logo recognition and hyperlink on the official website (sponsors' page)
- > Personalised screensaver with the sponsors' logo and name
- > Homepage set to the sponsors' website



► VIP lounge - € 15,000

This area is open to organizers' guests and speakers. They will be able to relax, exchange enjoying a quite environnement, coffee and refreshments.

- > Signage for the VIP lounge with the sponsor's logo
- > Logo on the special invitation sent by the organizers to VIP and guests
- > Sponsorship recognition on the bar and coffee tables « offered to you by... »
- > Logo recognition on the conference website (sponsors' page)
- > Logo recognition on the conference programme



► Delegate bags - € 15,000

Distributed to all delegates upon arrival. The bags contain the conference material: programme, floorplans, cityguide... Bags are supplied by the organizer.

- > Coloured logo on the front of the delegate bags
- > Promotional insert in the delegate bags (flyer or brochure)
- > Logo recognition on the conference website (sponsors' page)
- > Logo recognition in the conference programme



► Pocket programme - € 15,000

The pocket programme is an abridged version of the full conference schedule, providing a succinct summary of all key information and timings. It is given out to each participant within the badge holder.

- > Logo on the pocket programme (front cover)
- > Advert on the pocket programme (back cover)
- > Logo recognition on the conference website (sponsors' page)
- > Logo recognition in the conference programme

SPONSORSHIP OPTIONS

Silver sponsors have priority to choose one of these options.



► Conference Session - € 10,000

Sponsors can associate directly with the scientific conferences. The choice of topics, coordinators, speakers and schedule is independant.

- > Conference listed in the programme as « sponsored by... ».
- > Brochure display at the entrance of the sponsored conference
- > Logo recognition and hyperlink on the official website (sponsors' page and programme page)





► Badge Lanyards - € 10,000

Badge holder ribbons are given to every delegate and will be worn around the neck. Lanyards provided by the organizer.

- > Sponsor's logo printed on the lanyards.
- > Logo recognition and hyperlink on the official website (sponsors' page and programme page)



► Conference Report - € 10,000

After the event, all the speeches and presentations will be posted online within an access code protected area for participants only.

- > Logo on the conference report page: « conference report offered by... »
- > Sponsor presentation on the conference report page
- > Logo recognition and hyperlink on the official website (sponsors' page and programme page)



► Coffee breaks - € 10,000

Arranged within the exhibition area and served on buffet.
2 coffee breaks per day.

- > Sponsor's logo on each buffet
- > Special acknowledgement: « this break was offered by... » on each buffet
- > Promotional material displayed on the buffet (flyer or brochure)
- > Logo recognition on the conference website (sponsors' page)
- > Logo recognition in the conference programme



► Press Room - € 10,000

Sponsor visibility in the area dedicated to journalists.

- > Logo at the entrance of the press room
- > Display of flyers, leaflets, brochures produced by the sponsor
- > Logo recognition on the conference website (sponsors' page and media page)
- > Logo recognition in the conference programme and floorplan

FELLOW SUPPORT

Please contact us to become a partner of WWW2012

ADVERTISING FROM €1,000

For any advertising in the Final Programme, extras included in delegates' bag, notepads or pens sponsoring, emailing... please contact us.

EXHIBITION

- **Bare surface (not equipped):** € 280/sqm (from 36 sqm)
- **Pre-equipped stand*:** € 450/sqm (from 12sqm)
- **Academic stand:** € 400/sqm (9sqm pre-equipped booth)
- **Exhibitors' registration fees** - € 300
- **2 exhibitors' badges** providing access to the conferences, breaks, lunches
- **50% discount on additional exhibitors' badges order**
- **Company name recognition** on the event website (exhibitors' list)
- **Company name recognition** on the conference programme

>*Pre-equipped stand description:

- Partitions and stiffeners
- 1 double-sided flag sign with company name
- Carpeting
- 1 furniture kit: 1 table, 3 chairs,
- 1 bar with 3x100W spotlights per 12sqm
- 1,5kW electric supply/stand
- 1 waste bin.



Whatever your needs, your messages,
your budget, **we are able to develop**
a specific package with you that will fulfill your goals.

For more details, feel free to contact:

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Co-chairs:

Conference: Prof. Alain Mille and Mr. Jacques Misselis

Organization committee: Mr. Laurent Flory and Mr. Luc Mariaux

