

# **10<sup>th</sup> International World Wide Web Conference (WWW10)**

## **WWW10 Sponsorship Opportunities**

*(updated on 2000.11.13)*

The **10th International World Wide Web Conference (WWW10)** will be held in May 1-5, 2001 in the beautiful city of Hong Kong - Pearl of the Orient. WWW10 is the next Web conference in the series that started in 1994 and have been held once or twice a year in various major international cities since that time. These conferences provide a forum for sharing advances in Web technology, and for examining the impacts of the Web on business and on society as a whole. At WWW10, leaders from industry, academia and government will present the latest technological developments, and discuss the issues and challenges facing the Web community in the 21st Century. At least 1,500 delegates from around the world are expected to attend.

### **Sponsorship Opportunities**

WWW10 offers a variety of sponsorship opportunities suitable for both small and large organizations. Sponsors of WWW10 will gain visibility for their companies, demonstrate their support of critical Web-related research and development, and contribute to the success of the conference.

Potential sponsors should send their contact information including company name, name of the person to contact, telephone number, e-mail address, and level of sponsorship desired via email to [sponsors@www10.org.hk](mailto:sponsors@www10.org.hk). We shall be happy to develop a sponsorship package that will best fit the sponsor's needs.

### **Sponsorship Levels**

Four levels of sponsorship packages are available depending on the contribution (in US\$):

Platinum Sponsor	\$25,000 or above + platinum sponsorship item(s)
Gold Sponsor	\$15,000 or above + gold sponsorship item(s)
Silver Sponsor	\$ 7,500 or above + silver sponsorship item(s)
Bronze Sponsor	\$ 3,000 or above + bronze sponsorship item(s)

In-kind sponsorships, such as providing computer equipment, servers and routers that directly help defray the costs of the conference are also welcome. It is possible to designate part of the sponsorship fund to a particular conference activity and be recognized accordingly. Please indicate such wish when contacting [sponsors@www10.org.hk](mailto:sponsors@www10.org.hk)

## Sponsorship Benefits

A WWW10 sponsor at any level will be listed in the conference Program Guide, and on the conference Web site, with an active link to the sponsor's company Home Page. Depending on the level of sponsorship, a sponsor will receive the additional benefits as listed in the sponsorship packages.

### Platinum Sponsorship Package

	<b>Sponsorship Benefits</b>	<b>Cost in US\$</b>
1	Company logo on the inside front cover of on-site collateral materials }	
2	An approved 60 seconds spot on the conference Web site streaming video server }	
3	Company write-up (100 words) in the Program Guide }	
4	Six complimentary conference registrations }	
5	Printed insert in Conference Bag (maximum of 6 pages, sponsor to provide) }	
6	CD ROM insert in Conference Bag (sponsor to provide) }	
7	One post conference blind mailing to all attendees }	25,000
8	One or more of the following <b>exclusive platinum sponsorship items</b>	
	* Sharing 50% of the Gala Banquet	25,000
	* Other Events	TBD
	* Sole Official Bank	15,000
	* Color Ad on Back Cover of Program Guide	15,000
	* Sharing 50% Memento of Bags	17,500
	* Sole Memento of Pens	10,000
	* Sole Memento of Lanyards	10,000
9	One or more of the following optional sponsorship items	
	* Sole Memento of T-shirts	15,000
	* Sole Memento of Mugs	15,000
	* Sole Memento of Travelling Clock	15,000
	* Sole Memento of Writing Pad	10,000
	* Sole Memento of High-lighter	10,000
	* Sole Memento of Golf Ball	10,000
	* Color Ads in Program Guide	
	- Center Spread	10,000
	- Inside Back	5,000
	- Inside Page	2,000
	* Exhibition Booth at 3m x 3m	2,000

## Gold Sponsorship Package

<b>Sponsorship Benefits</b>		<b>Cost in US\$</b>
1	An approved 30 seconds spot on the conference Web s streaming video server }	
2	Company write-up (50 words) in the Program Guide }	
3	Three complimentary conference registrations }	
4	rinted insert in Conference Bag (maximum of 3 pages, sponsor to provide) }	
5	One post conference blind mailing to all attendees }	15,000
6	One or more of the following <b>optional gold sponsorship items</b>	
	* Sole Memento of T-shirts	15,000
	* Sole Memento of Mugs	15,000
	* Sole Memento of Travelling Clock	15,000
	* Sole Memento of Writing Pad	10,000
	* Sole Memento of High-lighter	10,000
	* Sole Memento of Golf Ball	10,000
	* Color Ads in Program Guide	
	- Center Spread	10,000
	- Inside Back	5,000
	- Inside Page	2,000
	* Exhibition Booth at 3m x 3m	2,000

## Silver Sponsor Package

<b>Sponsorship Benefits</b>		<b>Cost in US\$</b>
1	Company write-up (25 words) in the Program Guide }	
2	Two complimentary conference registrations }	
3	Printed insert in Conference Bag (1 page, sponsor to provide) }	
4	One post conference blind mailing to all attendees }	7,500
5	One or more of the following <b>optional silver sponsorship items</b>	
	* Color Ads in Program Guide	
	- Center Spread	10,000
	- Inside Back	5,000
	- Inside Page	2,000
	* Exhibition Booth at 3m x 3m	2,000

**Bronze Sponsorship Package**

<b>Sponsorship Benefits</b>		<b>Cost in US\$</b>
1	Company logo and/or name in the Program Guide	}
2	One complimentary conference registration	}
3	Printed insert in Conference Bag (1 page, sponsor to provide)	}
4	One or more of the following <b>optional bronze sponsorship items</b>	3,000
	* Color Ads in Program Guide (Inside Page)	2,000
	* Exhibition Booth at 3m x 3m	2,000

## **10th International World Wide Web Conference (WWW10)**

### **Platinum Sponsorship Items**

#### **1. Conference Events**

WWW10 participants and attendees will be invited to take part in a Gala Banquet to be held one evening during the conference. Organizations contributing at the Platinum Sponsorship level may sponsor or co-sponsor the Gala Banquet that features Hong Kong cuisine and open bar. They may also sponsor special events such as an outing or reception for attendees. Sponsors of events will be acknowledged as such in the Program Guide. In addition, the Gala Banquet sponsor's company banner will be one of two banners hung in the Gala Banquet room.

<b>EVENT</b>	<b>CONTRIBUTION OF 100% SPONSORSHIP</b>	<b>MAXIMUM NUMBER OF SPONSORS</b>
<b>Gala Banquet</b>	<b>\$50,000</b>	<b>2</b>
<b>Other Events</b>	<b>TBD</b>	<b>TBD</b>

#### **2. Official Conference Bank**

The main WWW10 accounts will be kept at the Official Conference Bank. WWW10 will provide a booth at the conference site to facilitate currency exchanges for WWW10 attendees. The bank will be acknowledged in the Program Guide.

**Sponsorship level for the Official Conference Bank      \$15,000**

### 3. Conference Mementos

The company logo and/or company name will appear on the item, and the sponsor will be acknowledged in the Program Guide. Organizations may sponsor or co-sponsor any of these mementos, or an appropriate additional one of their own choosing.

The mementos available for sponsorship are listed below along with the suggested contribution for 100% sponsorship (in USD), and the maximum number of sponsors for each.

<b>MEMENTO</b>	<b>CONTRIBUTION OF 100% SPONSORSHIP</b>	<b>MAXIMUM NUMBER OF SPONSORS</b>
<b>Bag</b>	<b>\$35,000</b>	<b>2</b>
<b>Pen</b>	<b>\$10,000</b>	<b>1</b>
<b>Lanyard</b>	<b>\$10,000</b>	<b>1</b>
<b>T-shirt</b>	<b>\$15,000</b>	<b>1</b>
<b>Mug</b>	<b>\$15,000</b>	<b>1</b>
<b>Travelling Clock</b>	<b>\$15,000</b>	<b>1</b>
<b>Writing Pad</b>	<b>\$10,000</b>	<b>1</b>
<b>High-lighter</b>	<b>\$10,000</b>	<b>1</b>
<b>Golf Ball</b>	<b>\$10,000</b>	<b>1</b>

### 4. Corporate Advertising and Promotion

Available promotional and advertising opportunities and their associated costs (in USD) are listed below.

<b>Color Advertisement on the back cover of Program Guide</b>	<b>\$15,000</b>
<b>Color Advertisement in the Program Guide</b>	
<b>Center spread</b>	<b>\$10,000</b>
<b>Page facing inside back cover</b>	<b>\$ 5,000</b>
<b>Page inside</b>	<b>\$ 2,000</b>
<b>Exhibition Booth (3m x 3 m)</b>	<b>\$ 2,000</b>

## 10th International World Wide Web Conference (WWW10)

### Gold Sponsorship Items

#### 1. Conference Mementos

For contributions at the Gold sponsorship level, a Gold Sponsor may sponsor a conference memento. The company logo and/or company name will appear on the item, and the sponsor will be acknowledged in the Program Guide.

Organizations may sponsor or co-sponsor one of the mementos listed below, or an appropriate additional one of their own choosing.

<b>MEMENTO</b>	<b>CONTRIBUTION OF 100% SPONSORSHIP</b>	<b>MAXIMUM NUMBER OF SPONSORS</b>
<b>T-shirt</b>	<b>\$15,000</b>	<b>1</b>
<b>Mug</b>	<b>\$15,000</b>	<b>1</b>
<b>Travelling Clock</b>	<b>\$15,000</b>	<b>1</b>
<b>Writing Pad</b>	<b>\$10,000</b>	<b>1</b>
<b>High-lighter</b>	<b>\$10,000</b>	<b>1</b>
<b>Golf Ball</b>	<b>\$10,000</b>	<b>1</b>

#### 2. Corporate Advertising and Promotion

Available promotional and advertising opportunities and their associated costs (in USD) are listed below.

##### Color Advertisement in the Program Guide

<b>Center spread</b>	<b>\$10,000</b>
<b>Page facing inside back cover</b>	<b>\$ 5,000</b>
<b>Page inside</b>	<b>\$ 2,000</b>

<b>Exhibition Booth (3m x 3 m)</b>	<b>\$ 2,000</b>
------------------------------------	-----------------

**10th International World Wide Web Conference (WWW10)**

**Silver Sponsorship Items**

**1. Corporate Advertising and Promotion**

For contribution at the Silver Sponsorship level, available promotional and advertising opportunities and their associated costs (in USD) are listed below.

**Color Advertisement in the Program Guide**

<b>Center spread</b>	<b>\$10,000</b>
<b>Page facing inside back cover</b>	<b>\$ 5,000</b>
<b>Page inside</b>	<b>\$ 2,000</b>

**Exhibition Booth (3m x 3 m) \$ 2,000**

**Bronze Sponsorship Items**

**1. Corporate Advertising and Promotion**

For contribution at the Bronze Sponsorship level, available promotional and advertising opportunities and their associated costs (in USD) are listed below.

**Color Advertisement in the Program Guide**

<b>Page inside</b>	<b>\$ 2,000</b>
--------------------	-----------------

**Exhibition Booth (3m x 3 m) \$ 2,000**