



WWW
2013

Rio de Janeiro, Brazil

22nd International
World Wide Web Conference
13th-17th, May



The WWW2013 Conference will be held in the city of Rio de Janeiro, Brazil, the first Latin American country ever to host the event. More than 1,200 people are expected at the gathering, 40% of them being foreigners. It is estimated that 60% of the attendees will be technology professionals from the public and private sectors and 40% will be academic researchers. Since 1994, the conference has been an opportunity to gather developers, suppliers, companies, governments and users who are interested in the future of the web in various parts of the world. Now it is Brazil's turn to welcome research and innovations that make the web a society changing element..

The eyes of the world are focused on Brazil. Proof of this is that the country will also host the FIFA World Cup in 2014 and the Olympic Games in 2016. The recent economic achievements – Brazil made the sixth biggest economy in the world in 2012 – are also keeping the country in a strategic spotlight before the world. Another strong indicator is the historic movement of its citizens into middle class: from 2003 to 2008, more than 24 million Brazilians escaped poverty.

Because of the growing consumption and the spread of Internet use, the need to establish internet solutions increases, for both private initiatives as well as government bodies. It is with this optimism and excitement about technology that Brazil will host WWW2013.

Be a sponsor of the 2013 International World Wide Web Conference.

Your brand will be seen by people who breathe technology – and help build, spread and decide the direction of the web in the world.



Rio de Janeiro was chosen to host WWW2013 during the 2010 edition of the event, in Tgaleigh (USA). The Brazilian bid was an initiative of the Internet Steering Committee in Brazil (CGI.br) and the Brazilian Network Information Center (NIC.br), with support from the Ministry of Foreign Affairs and by the academic community, represented by the universities - Pontificia Universidade Católica of Rio de Janeiro (PUC-Rio) and Universidade Federal of Minas Gerais (UFMG).

About the Conference

The WWW is an annual international conference, regarded today as the world's premier forum for debate and discussion about research and development of the web and its associated Technologies and their impact on society. Organized by the International World Wide Web Conferences Steering Committee (IW3C2), the WWW had its first edition in 1994 in Geneva, Switzerland, and has already been held in several countries worldwide, such as United States, Australia, Japan, India, and several European countries.

Rio



de Janeiro



Rio de Janeiro: a cosmopolitan city

Rio de Janeiro, or simply the 'Marvelous City', is home to the best known views of Brazil, and also embraces many different cultures. Rio has everything from modern buildings and bustling city life to breathtaking beach scenery and historic buildings which tell part of the history of Brazil. Rio is: Diverse. Unique. Unforgettable.

The second biggest economy in Brazil, behind only Sao Paulo, Rio has 447 years of history, a large part of those as the capital of Brazil (from 1763 to 1960), which today is Brasilia.

Beauty and History

One of the icons of the city is the Christ the Redeemer statue, elected one of the New Seven Wonders of the World. The monument shares space with a myriad of natural and architectural beauties: Sugar Loaf Mountain; the beautiful beaches, remembered by poets and singers in many languages; the buildings of the city center and their heavy French influence; the Municipal Theater; the National Library; the museums; the Arches of Lapa; the tram in Santa Teresa; the Maracanã stadium and many other places.

Windsor Barra Hotel

The venue chosen for WWW2013 is located opposite the Barra da Tijuca beach or "two steps from paradise" as in the lyrics of a well known Brazilian song.

- 5 Star Hotel
- The biggest and best venue for events among the hotels in Rio de Janeiro
- Panoramic Terrace with two swimming pools and well equipped leisure areas.
- In the heart of Barra da Tijuca, close to many attractions, bars, restaurants, shopping malls, theme parks and ecological reserves.



Structure



	Platinum	Gold	Silver	Bronze	Special
01 24m ² Stand with basic installation	●				
02 18m ² Stand with basic installation		●			
03 15m ² Stand with basic installation			●		
04 12m ² Stand with basic installation				●	
05 9m ² Stand with basic installation					●
06 Support Kiosk- hallway to lecture rooms	●				

Lecture*


	Platinum	Gold	Silver	Bronze	Special
01 45min Lecture - industry track room	●				
02 30min Lecture - industry track room		●			
03 15min Lecture - industry track room			●		
04 5 registrations for the congress	●	●			
05 4 registrations for the congress			●	●	
06 3 registrations for the congress					●

*Lectures about technology related issues – no references to any product.

**Responsibility of the sponsor.

PLAN	US\$
PLATINUM	70,000
GOLD	50,000
SILVER	40,000
BRONZE	25,000
SPECIAL	15,000

Communication



	Platinum	Gold	Silver	Bronze	Special
01 Inclusion of logo in all event communication material	●	●	●	●	●
02 Inclusion of materials provided by the SPONSOR in the folder of conference participants, which must be provided up to 60 (sixty days) before the event;	●	●	●	●	●
03 Super banner on the home page of the event website with (random) link	●				
04 Full banner on the home page of the event website with (random) link		●			
05 Half banner on the home page of the event website with link with (random) link			●		
06 Button on the event website with (random) link				●	●
07 Institutional video in the homepage of the sponsorship hotspot;	●				
08 15-second advert in the hotspot sponsorship channel		●	●		
09 Acknowledgement in the event's opening ceremony mentioning the SPONSOR;	●	●	●	●	
10 1/2 page advert in the event's program;		●			
11 Footer advert in the event's program;			●		
12 Welcome card to conference participants staying at the Windsor hotel;	●	●	●		
13 Authorization for prize draws with prizes provided by the SPONSOR, for which the sponsor is liable (subject to approval by event organizers);	●	●	●	●	
14 SPONSOR testimonial in the sponsorship hotspot;	●	●	●		
15 Mention of SPONSOR in press releases prior to the event;	●	●	●		



EXTRA PLANS



PLAN	FOCUS	US\$	ADVANTAGES
BONUS	breakfast	6,000	banners* + table identification tent cards + distribution of freebies* and folders* + promoters*
PLUS	coffee	3,000	banners* + table identification tent cards + distribution of freebies* and folders* + promoters*
PREMIUM	lunch	8,000	banners* + table identification tent cards + distribution of freebies* and folders* + promoters* + 4x 42" LCD TVs
GALA	dinner	20,000	banners in the venue* + half banner on the website + promoters* + distribution of freebies* and folders* + 4x 42" LCD TVs + 10 company executives + logo on the events communication material
REGISTRATION	registration	11,000	giant poster behind the registration desks + logo on name badges + lanyard + logo on the receptionist uniform + logo on the counter
WI-FI	wi-fi	8,000	distribution of freebies* and flyer* during registration + logo on the attendees' welcome pack + logo on the connection page + logo on the website
VIP	vip lounge	15,000	distribution of freebies* and folders* + banner in the room* + 42" TV with institutional film + table tent cards + promoter*
KIOSK	on the floors	6,000	distribution of freebies* and folders* + promoter* + identified frontlet and of VIPs
BEACH	Leisure	4,000	distribution of freebies* and folders* + beach chairs* (returnable) + tents* + caps* + flyers* + display in the reception

Some items may be changed. Contact us for more information.

*Responsibility of the sponsor.



A Wonderful city. A World of innovation. Ride this Wave:
Be a sponsor.



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e Coordenação do
Ponto BR

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Comitê Gestor da
Internet no Brasil

W3C
Brasil

