



**24th International World Wide Web Conference**

**Florence, Italy 18-22 May 2015**

# **SPONSORSHIP PROSPECTUS**

**DIGITAL HEALTH**



## **SPONSORSHIP PROSPECTUS**

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## WELCOME LETTER

It is our great pleasure to welcome you to the 24<sup>th</sup> International World Wide Web Conference (WWW 2015) which will be held from May 18 to 22, 2015 in Florence, Italy.

The annual World Wide Web Conference is the premier international forum to present and discuss progress in research, development, standards, and applications of the topics related to the Web.

**WWW 2015** will offer high quality technical activities, including research sessions, poster sessions, workshops, tutorials, demonstrations, an industry track, a developers track, panels, and a Ph.D. symposium.

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Co-located events include Bigdata Innovators Gathering (BIG), the Web for All conference (W4A) , the International Conference on Digital Marketing, the 3rd Digital Disease Detection Conference, **Digital Health** and for the first time the Entrepreneurs Track. **WWW 2015** will also be collocated with the International Conference on Mobile Systems, Services and Applications (**MobiSys 2015**).

WWW 2015 will be a great conference for sharing the latest insights of academic and industrial research as well as to experience the unique environment of Florence, a city which has been at the heart of the artistic, cultural, and scientific development since many centuries. **WWW 2015** will be a great conference for sharing the latest insights of academic and industrial research as well as to experience the unique environment of Florence, a city which has been at the heart of the artistic, cultural, and scientific development since many centuries.

We thank you for your participation and look forward to seeing you in Florence, Italy.

Sincerely,

Local Organizing Committee, WWW 2015

## MAIN TOPICS OF THE CONFERENCE

### 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 20
Tutorials	up to 6
Submitted papers	more than 1000
Actual acceptance rate	12% to 13%
Exhibitors	up to 30
Co-located events	up to 8
Total delegates / all events	up to 1600

### WWW general scientific topics

- > Behavioral Analysis and Personalization
- > Crowdsourcing Systems and Social Media
- > Content Analysis
- > Internet Economics and Monetization
- > Pervasive Web and Mobility
- > Security and Privacy
- > Semantic Web
- > Social Networks and Graph Analysis
- > Web Infrastructure: Datacenters, Content Delivery Networks, and Cloud Computing
- > Web Mining
- > Web Search Systems and Applications

### CO-LOCATED EVENTS

- > 12<sup>th</sup> Web for All Conference (W4A 2015)
- > Entrepreneurs Track (ET)
- > 3<sup>rd</sup> International Digital Disease Detection Conference (DDD 2015)
- > **5<sup>th</sup> International Conference on Digital Health**
- > W3C World Wide Web Consortium
- > Digital Marketing
- > CodEmotion
- > BIG 2015

## COMMITTEES

### General Chairs

**Aldo Gangemi**, National Research Council, Italy & Paris 13 University-CNRS, France  
**Stefano Leonardi**, Sapienza University of Rome, Italy  
**Alessandro Panconesi**, Sapienza University of Rome, Italy

### Local Organizing Committee

<b>Publicity and Social Media Chairs</b>	Flavio Chierichetti, Sapienza University of Rome, Italy Gabriella Pasi, University of Milano-Bicocca, Italy Daniele Quercia, Yahoo Labs, Barcelona, Spain
<b>Web Presence Chair</b>	Aris Anagnostopoulos, Sapienza University of Rome, Italy
<b>Press Chair</b>	Marco Magrini, Florence, Italy
<b>Finance Chairs</b>	Stefano Leonardi, Sapienza University of Rome, Italy Viviana Vitali, OIC-International Congress Organization, Florence, Italy
<b>Registration Chair</b>	Luca Becchetti, Sapienza University of Rome, Italy
<b>Sponsorship Chairs</b>	Alessandro Panconesi, Sapienza University of Rome, Italy Paola Velardi, Sapienza University of Rome, Italy
<b>Exhibition Chairs</b>	Aldo Gangemi, National Research Council, Italy & Paris 13 University-CNRS, France Gioacchino La Vecchia, W3C, Italy
<b>Local Arrangements Chairs</b>	Sandra Celoni, OIC-International Congress Organization, Florence, Italy Marco Pellegrini, National Research Council, Italy
<b>WiFi Accessibility Chair</b>	Andrea Vitaletti, Sapienza University of Rome, Italy
<b>Event Mobile Applications Chair</b>	Emanuele Panizzi, Sapienza University of Rome, Italy
<b>Marketing Chairs</b>	Carlotta Ferrari, Florence Conference Bureau, Florence, Italy Viviana Vitali, OIC-International Congress Organization, Florence, Italy
<b>Graphics Chair</b>	Gerry Turano, Rome, Italy
<b>Co-located Events Chairs</b>	Andrei Broder, Google Inc., USA Ciro Cattuto, ISI Foundation, Turin, Italy Stefano Leonardi, Sapienza University of Rome, Italy
<b>Industry Track Chairs</b>	Evelyne Viegas, Microsoft Research, USA Chris Welty, Google Research, USA
<b>Tutorial Track Chairs</b>	Ricardo Baeza-Yates, Yahoo Labs, Sunnyvale, USA & Barcelona, Spain Meeyoung Cha, KAIST, Republic of Korea
<b>Workshop Track Chairs</b>	Daniel Schwabe, Pontifical Catholic University of Rio de Janeiro, Brazil Athena Vakali, Aristotle University of Thessaloniki, Greece
<b>Proceedings and Metadata Chairs</b>	Eva Blomqvist, University of Linköping, Sweden Paolo Boldi, University of Milano, Italy Valentina Presutti, National Research Council, Italy Daniel Schwabe, Pontifical Catholic University of Rio de Janeiro, Brazil
<b>Volunteers Chair</b>	Sebastien Forget, TD Bank, Canada
<b>Student Travel Grant Chairs</b>	Fabrizio Silvestri, Yahoo Labs, Barcelona, Spain Julinda Stefa, Sapienza University of Rome, Italy

## TECHNICAL PROGRAM COMMITTEE

### Program Committee Chairs

**Krishna Gummadi**, Max Planck Institute for Software Systems (MPI-SWS), Germany  
**Chengxiang Zhai**, University of Illinois at Urbana-Champaign, USA

### Area Chairs

#### BEHAVIORAL ANALYSIS AND PERSONALIZATION

**David Carmel** (Yahoo Labs Haifa)  
**Ryen White** (Microsoft Research Redmond)

#### CROWDSOURCING SYSTEMS AND SOCIAL MEDIA

**Lada Adamic** (Facebook)  
**Carlos Castillo** (Qatar Computing Research Institute)  
**Nick Koudas** (University of Toronto)

#### CONTENT ANALYSIS

**Bing Liu** (University of Illinois, Chicago)  
**Heng Ji** (Rensselaer Polytechnic Institute)

#### INTERNET ECONOMICS AND MONETIZATION

**Ramesh Johari** (Stanford University)  
**Tie-Yan Liu** (Microsoft Research Asia)

#### PERVASIVE WEB AND MOBILITY

**Stefan Saroiu** (Microsoft Research Redmond)

#### SECURITY AND PRIVACY

**Wenke Lee** (Georgia Institute of Technology)  
**Matthew Smith** (University of Bonn)

#### SEMANTIC WEB

**Peter Mika** (Yahoo Labs Barcelona)  
**Natasha Noy** (Stanford University)

#### SOCIAL NETWORKS AND GRAPH ANALYSIS

**Alan Mislove** (Northeastern University)  
**Evimaria Terzi** (Boston University)  
**Sebastiano Vigna** (Università degli Studi di Milano)

#### WEB INFRASTRUCTURE: DATACENTERS, CONTENT DELIVERY NETWORKS, AND CLOUD COMPUTING

**Rodrigo Rodrigues** (Universidade Nova de Lisboa)

#### WEB MINING

**Brian Davison** (Lehigh University)  
**Qiaozhu Mei** (University of Michigan)  
**Andrew Tomkins** (Google)

#### WEB SEARCH SYSTEMS AND APPLICATIONS

**Yi Chang** (Yahoo Labs Sunnyvale)  
**Yoelle Maarek** (Yahoo Labs Haifa)  
**Maarten de Rijke** (University of Amsterdam)

## SPONSORSHIP INFORMATION

Companies are invited to apply for the different Corporate Levels of Support, that will enable them to have the below specified sponsorship details.

They are also free to make their selection from the list of sponsorship opportunities hereafter listed, in order to complete their participation in the Conference.

All amounts are in Euro (VAT to be added if applicable)

WWW 2015 CO-LOCATED EVENTS Digital Health 2015				
Benefits	Gold	Silver	Bronze	Supporter
	from € 10.000	from € 5.000	from € 2.000	from € 1.000
Logo on the co-located event webpage	YES	YES	YES	YES
Logo on conference home (listed as Bronze sponsor of WWW'15)	YES			
Twitter visibility before/during event	YES	YES	YES	
List of contacts from the conference (by Italian Law must obtain explicit consent at registration)	YES	YES	YES	
Free passes to the co-located event	6	3	1	
Exhibition BANNER in the meeting room during event (May 18-20)	YES	YES	YES	
Exhibition stand during main conference (May 18-22)	9 sqm (3 m x 3 m)			
Invited talk or participation in panel	YES			
Sponsorship of keynote, best paper or best student paper (if applicable) including pitch to participants	YES			

\* Different levels of support recognition will be indicated with different prints; website will provide links to industry partners.

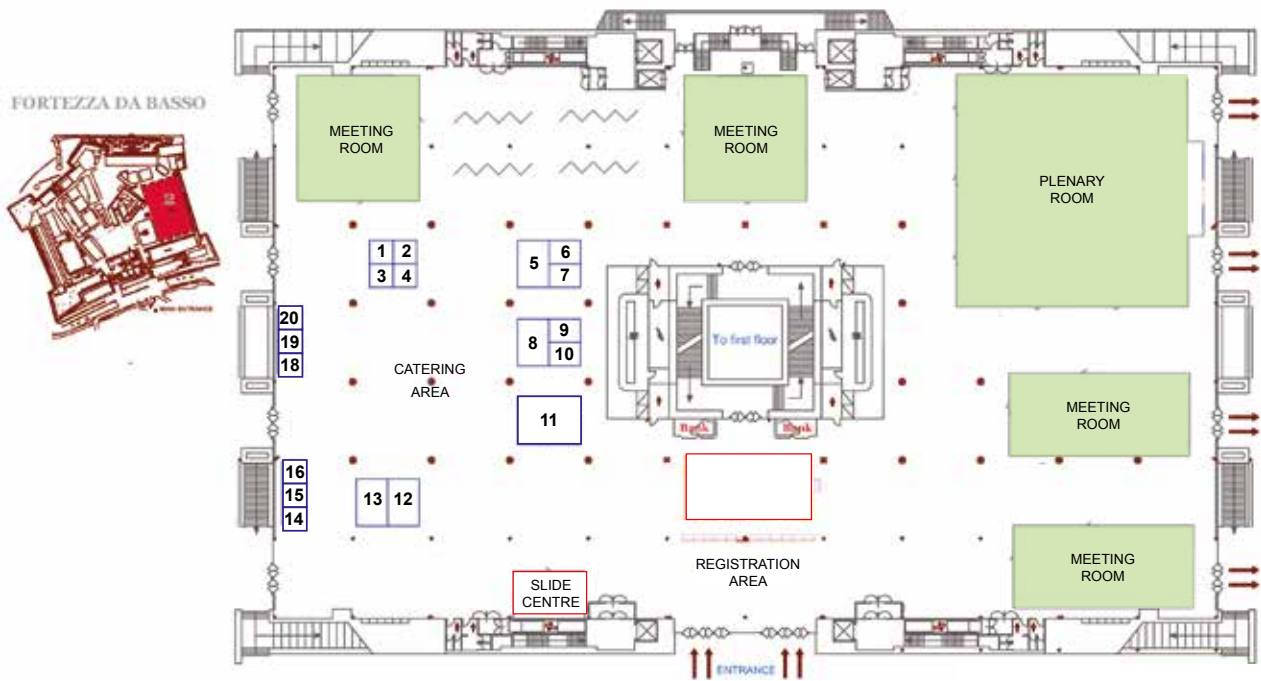
\*\* The package includes only floor space. Set-up of the booth, decoration, electricity and other needs are to be provided directly by the exhibitor or ordered separately through the Organising Secretariat OIC Srl, by using the Exhibitors forms available upon confirmation of the space.

## ADDITIONAL OPTIONS FOR SPONSORSHIP

Option	Description	Price in EUR (VAT will be added if applicable)
All sponsors and exhibitors will be listed and thanked in the sponsor section of the Final Program.		
<b>EXHIBITION SPACE</b>		
<b>Exhibition</b>	<p>Space assignment will be on a first-come-first-served basis with the exception of Gold Sponsors. The exhibition will be set up at the ground floor of the Fortezza da Basso.</p> <p><b>€ 400 per sqm</b>  <b>Minimum rental space: m.3x3 (9 sqm)</b>  <b>Discounted prices will be applied to Publishers</b></p> <p>The above prices include only floor space. Exhibition space can be booked by returning the Sponsorship Intent Form. The rates do not include rental of booth, construction crew, shipping, storage, extra electricity or other complementary items, which must be ordered separately through the Congress Secretariat OIC by using the Exhibitors Manual forms available for confirmed sponsors only.</p>	To be determined individually upon availability
<b>PRIVATE MEETING ROOMS</b>		
<b>Hospitality Suites</b>	<p>Meeting rooms/hospitality suites of 30/40 sqm. can be rented at the Conference Venue for private discussions led by the industry. The rooms will be assigned for the whole conference. Furniture, catering and equipments are not included in the renting fee.</p> <p>Hospitality suites can be reserved upon availability by returning the Sponsorship Intent Form.</p>	€ 5.000
<b>ADVERTISING</b>		
<b>Conference bags</b>	Exclusive sponsorship of conference bags. The sponsor's name/logo (1 colour) will be displayed on each bag. Bags with logo can be provided by the sponsor, with priority choice for Gold sponsors.	€ 8.000 or provided by the company + € 3.000
<b>Notepads and pens</b>	Notepads and pens branded with the sponsor company logo. To be included in the conference bags, with priority choice for Gold sponsors.	€ 5.000 or provided by the company + € 1.500
<b>Sponsoring of badge lanyards</b>	Badge lanyards branded with the company logo for all participants, accompanying persons and speakers with priority choice for Gold sponsors.	€ 5.000 or provided by the company + € 1.500
<b>Company banners or advertisements</b>	Companies advertising within the Congress Centre (e.g. stairs or hallways). Dimension of the banner m. 2 x 1. Artwork to be provided by the company.	€ 2.000
<b>Full branding of directional signage</b>	Sponsor logo to be placed on all directional signs at the Congress Centre.	€ 8.000
<b>Promotional inlays in the Conference bags</b>	Each item (subject to approval)	€ 2.500
<b>ADVERTISING</b>		
<b>Sponsoring of coffee points</b>	Company logo will be displayed on each coffee station	€ 4.000 each day
<b>VIP Lounge</b>	Banner in and outside the room & 42" screen with institutional film, company logo on promotional printed matters and recognition on the conference program	€ 12.000
<b>Preliminary/ Final Program</b>	Inside page	€ 2.500
<b>Pocket Program</b>	Branding of the pocket program distributed with the conference bags to all participants and on request during the conference. It is also possible to co-sponsor this item with other companies.	€ 4.000
<b>Spots during sessions breaks</b>	Your company logo will be projected in all meeting rooms during session breaks in all conference days. (Not exclusive)	€ 1.500
<b>Wi-Fi</b>	Logo on banners and information material, logo on the website, on the connection page and recognition in the conference program	€ 15.000



**EXHIBITION AREA**



Size (sqm)	Booth
3X3	1-2-3-4
4X3	6-7-9-10-12-13-16-18-19-20
6X4	5-8-11-14-15

## PAYMENTS AND CANCELLATIONS

Please note: VAT will be added if applicable

### Payment conditions

For each confirmed item will be requested the payment of 50% of the due amount upon confirmation.

Balance within March 15, 2015

Payments – without any charges to the beneficiary can be made:

- *by bank cheque payable to:* OIC srl
- *by bank transfer:*  
Bank: Cassa di Risparmio di Firenze, Ag. 1  
Bank address: Viale Matteotti 20r, 50132 Florence  
Account Number: 10628, ABI 6160, CAB 02801,  
IBAN IT39S0616002801000010628C00  
CIN: S, SWIFT CODE: CRFIIT3F  
All payments should have the notification: WWW2015 invoice nr....
- *by Credit Card* (Visa, Mastercard, American Express)

If the payment is not received within the time established in the payment conditions, the agreement with OIC will automatically be rescinded. In this case OIC will send by registered mail a written declaration to the sponsor. The missing payment will be intended as "cancellation by the client" and the penalties indicated below will be applied.

The missing balance payment before the conference will entitle OIC to forbid the building up of the stand or not to provide the requested services, the penalties indicated below will anyway be applied.

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### Cancellations

All cancellations of sponsorship and/or exhibiting space must be sent in writing to OIC srl.

- For cancellations received **within 20 December 2014**, 25% of the fee will be charged as penalty.
- For cancellations received **within 31 January 2015**, 50% of the fee will be charged as penalty.
- For cancellations received **after 31 January 2015**, 100% of the fee will be charged as penalty.

In case the Conference must be cancelled, due to "force majeure", exhibitors and sponsors will be reimbursed only for what already paid.

### Sponsor Secretariat



O.I.C. srl  
Viale G. Matteotti, 7  
50121 Florence - Italy  
Phone: +39 055 50351  
Fax: +39 055 5001912  
E-mail: [sponsorwww2015@oic.it](mailto:sponsorwww2015@oic.it)  
Website: [www2015.it](http://www2015.it)

## INFORMATION ABOUT FLORENCE

### CITY OF FLORENCE

Florence is one of the most beloved cities in the world, an open sky museum famous worldwide. In the fifteenth-century Florence, a self-governed, independent city-state with a population of 60.000, became with its writers, painters, architects, and philosophers the cradle of Renaissance culture; Renaissance shifted mankind into the centre of the known cosmos and man became its measure. With such relevant philosophical and scientific inheritance, with its beautiful Mediterranean climate, good and healthy food, and great shopping Florence it is the ideal place for the 24<sup>th</sup> International World Wide Web Conference.

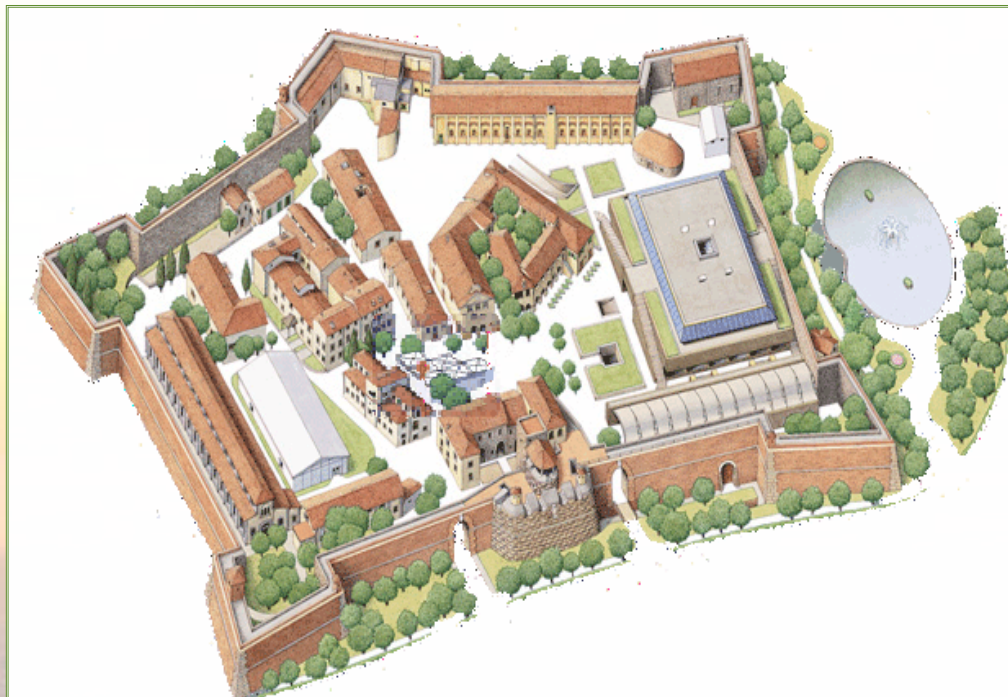
### HOTEL ACCOMMODATION

Most hotels are in the city centre near the Congress Centre. Special rates have been negotiated for congress participants, please apply to the Organising Secretariat OIC srl  
Tel. +39 055 50351, Fax +39 055 5001912  
e-mail [registrationswww2015@oic.it](mailto:registrationswww2015@oic.it)  
for early booking and special rates for groups

### CONFERENCE VENUE

**Fortezza da Basso**  
**Viale Strozzi 1**  
**50123 Florence, Italy**

The Fortezza da Basso is a huge fortress commissioned by Alessandro de' Medici and built between 1533 and 1535. The complex is situated near the historic city centre, and just at 5 minutes walk from the Santa Maria Novella Railway station. The Florence airport, Peretola which serves all the European capitals, can be reached in 15 minutes by car. The Florentine highway junction is located just west of the airport.



Please fill in the form and send it to:

**Organizing Secretariat O.I.C. Srl**

Viale G. Matteotti, 7 - 50121 Firenze – Italy

Tel. +39/055/50.35.1 - Fax +39/055/500.19.12 - e-mail: sponsorwww2015@oic.it

Company name \_\_\_\_\_

VAT Number \_\_\_\_\_

Address \_\_\_\_\_

Zip Code \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Telephone Nr. \_\_\_\_\_

Fax Nr. \_\_\_\_\_

E-mail address \_\_\_\_\_

Person responsible for this project \_\_\_\_\_

**We would like participate as sponsor of  
WWW 2015 CO-LOCATED EVENTS  
Digital Health 2015**

<input type="checkbox"/> <b>Gold</b>	<input type="checkbox"/> <b>Silver</b>	<input type="checkbox"/> <b>Bronze</b>	<input type="checkbox"/> <b>Supporter</b>
€ 10.000	€ 5.000	€ 2.000	€ 1.000

<b>Exhibition</b>	Nr. _____ sqm. (minimum 9sqm) Please indicate your preferred exhibition booth number _____ In addition € 200 for general expenses including 1 kw of electricity and compulsory insurance	€ 400/sqm <input type="checkbox"/>
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**OTHER SPONSORSHIPS (PLEASE REFER TO LIST PAGE 8)**

\_\_\_\_\_ € \_\_\_\_\_

\_\_\_\_\_ € \_\_\_\_\_

\_\_\_\_\_ € \_\_\_\_\_

All amounts are in Euro (VAT to be added if applicable).

For further contribution or information please apply to the Organising Secretariat OIC Srl.

Date \_\_\_\_\_

Signature \_\_\_\_\_