



24th International World Wide Web Conference

Florence, Italy 18-22 May 2015

SPONSORSHIP PROSPECTUS

ENTREPRENEURS TRACK (ET)



SPONSORSHIP PROSPECTUS

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WELCOME LETTER

It is our great pleasure to welcome you to the 24th 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

- > 12th Web for All Conference (W4A 2015)
- > **Entrepreneurs Track (ET)**
- > 3rd International Digital Disease Detection Conference (DDD 2015)
- > 5th 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

Publicity and Social Media Chairs

Flavio Chierichetti, Sapienza University of Rome, Italy

Gabriella Pasi, University of Milano-Bicocca, Italy

Daniele Quercia, Yahoo Labs, Barcelona, Spain

Web Presence Chair

Aris Anagnostopoulos, Sapienza University of Rome, Italy

Press Chair

Marco Magrini, Florence, Italy

Finance Chairs

Stefano Leonardi, Sapienza University of Rome, Italy

Viviana Vitali, OIC-International Congress Organization, Florence, Italy

Registration Chair

Luca Becchetti, Sapienza University of Rome, Italy

Sponsorship Chairs

Alessandro Panconesi, Sapienza University of Rome, Italy

Paola Velardi, Sapienza University of Rome, Italy

Exhibition Chairs

Aldo Gangemi, National Research Council, Italy & Paris 13 University-CNRS, France

Gioacchino La Vecchia, W3C, Italy

Local Arrangements Chairs

Sandra Celoni, OIC-International Congress Organization, Florence, Italy

Marco Pellegrini, National Research Council, Italy

WiFi Accessibility Chair

Andrea Vitaletti, Sapienza University of Rome, Italy

Event Mobile Applications Chair

Emanuele Panizzi, Sapienza University of Rome, Italy

Marketing Chairs

Carlotta Ferrari, Florence Conference Bureau, Florence, Italy

Viviana Vitali, OIC-International Congress Organization, Florence, Italy

Graphics Chair

Gerry Turano, Rome, Italy

Co-located Events Chairs

Andrei Broder, Google Inc., USA

Ciro Cattuto, ISI Foundation, Turin, Italy

Stefano Leonardi, Sapienza University of Rome, Italy

Industry Track Chairs

Evelyn Viegas, Microsoft Research, USA

Chris Welty, Google Research, USA

Tutorial Track Chairs

Ricardo Baeza-Yates, Yahoo Labs, Sunnyvale, USA & Barcelona, Spain

Meeyoung Cha, KAIST, Republic of Korea

Workshop Track Chairs

Daniel Schwabe, Pontifical Catholic University of Rio de Janeiro, Brazil

Athena Vakali, Aristotle University of Thessaloniki, Greece

Proceedings and Metadata Chairs

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

Volunteers Chair

Sebastien Forget, TD Bank, Canada

Student Travel Grant Chairs

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				
Entrepreneurs Track 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 19-20)	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			

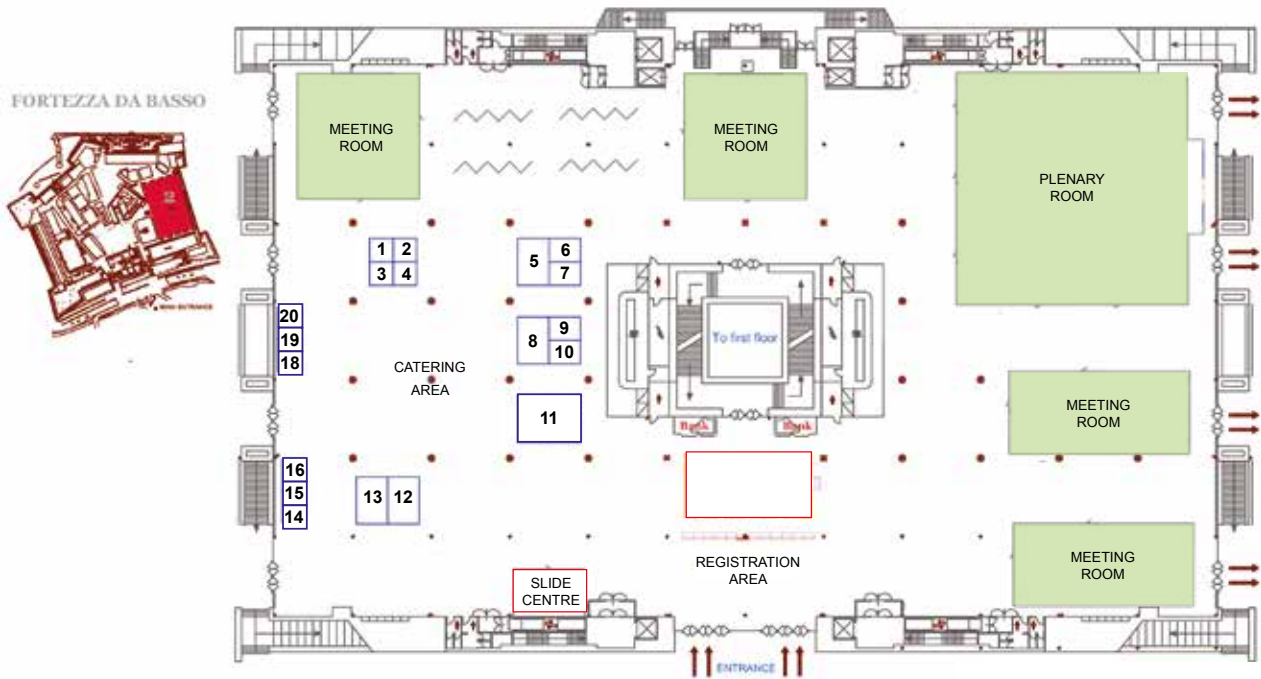
* Different levels of support recognition will be indicated with different prints; website will provide links to industry partners.

** 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.		
EXHIBITION SPACE		
Exhibition	<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>€ 400 per sqm Minimum rental space: m.3x3 (9 sqm) Discounted prices will be applied to Publishers</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
PRIVATE MEETING ROOMS		
Hospitality Suites	<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
ADVERTISING		
Conference bags	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
Notepads and pens	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
Sponsoring of badge lanyards	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
Company banners or advertisements	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
Full branding of directional signage	Sponsor logo to be placed on all directional signs at the Congress Centre.	€ 8.000
Promotional inlays in the Conference bags	Each item (subject to approval)	€ 2.500
ADVERTISING		
Sponsoring of coffee points	Company logo will be displayed on each coffee station	€ 4.000 each day
VIP Lounge	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
Preliminary/ Final Program	Inside page	€ 2.500
Pocket Program	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
Spots during sessions breaks	Your company logo will be projected in all meeting rooms during session breaks in all conference days. (Not exclusive)	€ 1.500
Wi-Fi	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.

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
Website: 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 24th International World Wide Web Conference.

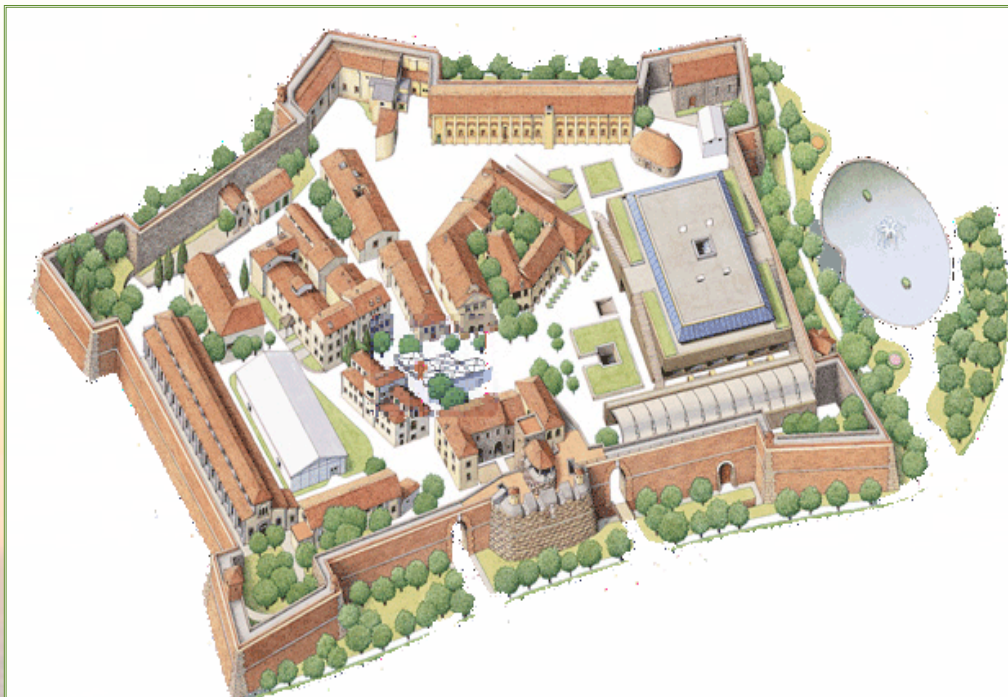
HOTEL ACCOMMODATION

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
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
Entrepreneurs Track 2015**

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

Exhibition 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

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 _____