



24th International World Wide Web Conference
Florence, Italy 18-22 May 2015

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.

Co-located events include Bigdata Innovators Gathering (BIG), the Web for All conference (W4A) 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.

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

WWW2015:

Florence's specific focus

- > Digital Marketing for Made in Italy
- > Digital Disease Detection
- > Start ups and Entrepreneurships
- > Digital Health
- > Big Data
- > Web for All

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)

Benefits		Gold	Silver	Bronze	Supporter
Items	Details	Eur 30.000	Eur 20.000	Eur 10.000	Eur 1.000
On-site presence	Exhibiting space	36sqm (6mX6m)	24 sqm (6mX4m)	9sqm (3mX3m)	
	Free registration (Full Pass)	5	3	2	
	Conference speaking opportunity (upon approval)	√			
	Access to VIP lounge	√	√		
On-site visibility	Logo on banners	√	√	√	√
	Sponsorship of co-located events (see page 4 for listing)	All events: Eur 5.000 One event of your own choice: Eur 2.000	All events: Eur 10.000 One event of your own choice: Eur 3.000	One event of your own choice: Eur 4.000	
	Logo projected on screen before and after plenary sessions	√			
	Promotional material inside Conference Kit	√	√	√	
Online visibility	Logo and Link on website home (quality of web-page slot given according to sponsorship level)	√	√	√	√
	Visibility on www2015 social media outlets	√	√		
	Press and social media release of sponsorship	√	√		
	Logo on official conference documents and promotional material	√	√	√	

SPONSORSHIP INFORMATION

Advertising on printed matter	Sponsor presentation page in the Conference Program	✓	✓		
	Advertisement on Program Booklet	1 page (back cover, or inside cover)	1 inside page	½ inside page	
	Logo on post-conference email reporting	✓			
Awards / Fellowships	Best paper award	Eur 1.000	Eur 1.000	Eur 1.000	Eur 1.000
	Best student paper award	Eur 1.000	Eur 1.000	Eur 1.000	Eur 1.000
	Student fellowships named after sponsor (e.g. ACME student fellowship)	Registration pack: Eur 4.000 (incl 10 full passes, any additional one = Eur 400)	Registration pack: Eur 4.500 (incl 10 full passes, any additional one = Eur 450)	Registration pack: Eur 5.000 (incl 10 full passes, any additional one = Eur 500)	

* 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.

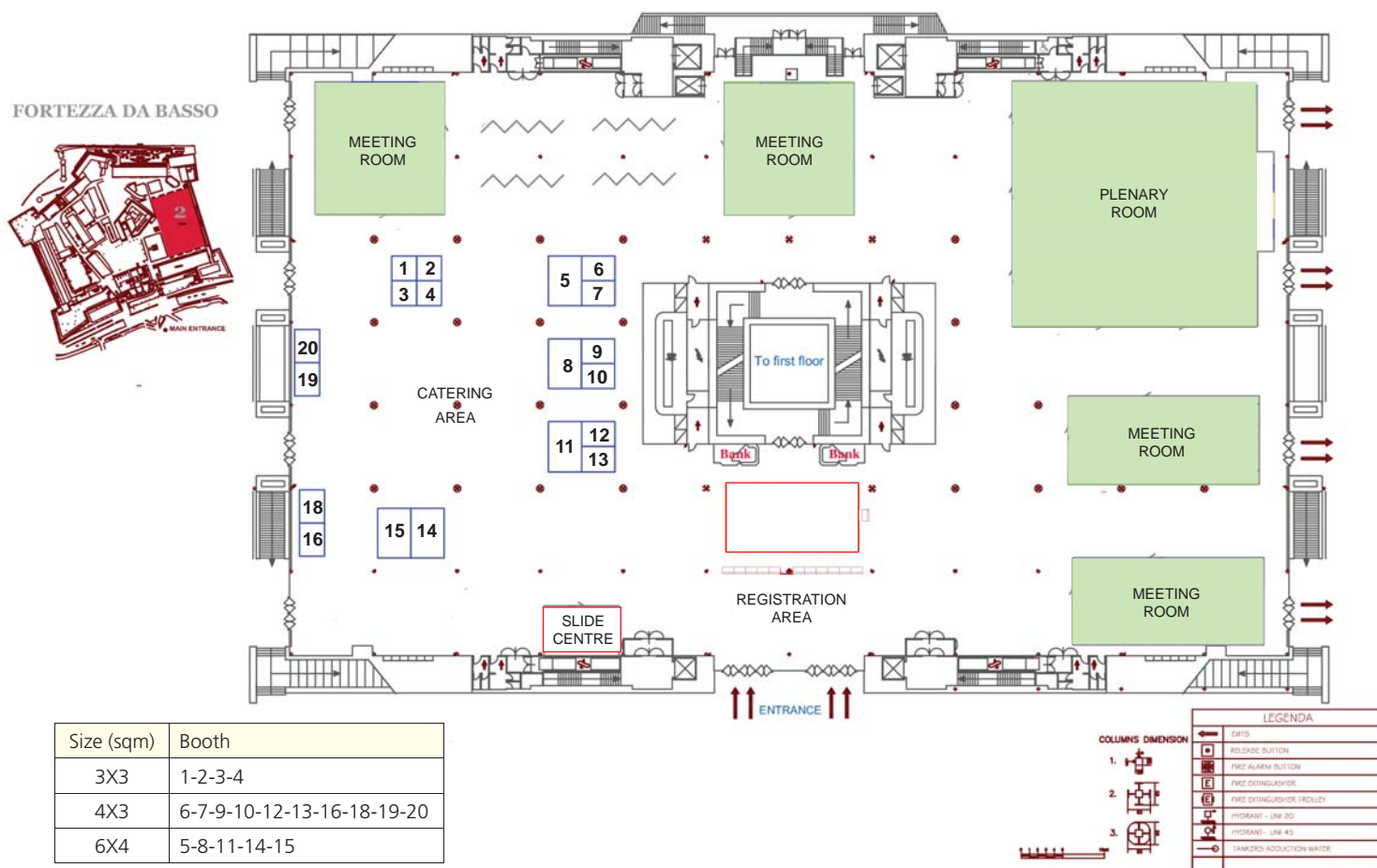
ADDITIONAL OPTIONS FOR SPONSORSHIP

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
SYMPOSIA AND PRIVATE MEETING ROOMS		
Company Workshop	<p>The scientific program offers opportunity for organizing Company workshops open to conference participants of 60 minutes duration each at lunch time. All workshops are scheduled as an official part of the conference program. This will ensure a high level of attendance by participants. The full program of the workshop will be printed in the final program of the conference.</p> <p>You will be offered a room of your choice if available, including standard audio-visual equipment, technical assistance, and one hostess. Preference in the choice of the day and room will be given to the Gold sponsors only.</p> <p>The time slots are not exclusive, the Organising Committee will try to avoid subject overlaps as far as possible.</p> <p>Workshops can be reserved upon availability by returning the Sponsorship Intent Form.</p>	Depending on the room size from € 5.000 to € 10.000
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
WWW Gala Dinner	Banners in the venue, logo on the event communication material, on the website and registration page (dinner registration), recognition on the conference program	€ 15.000
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



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

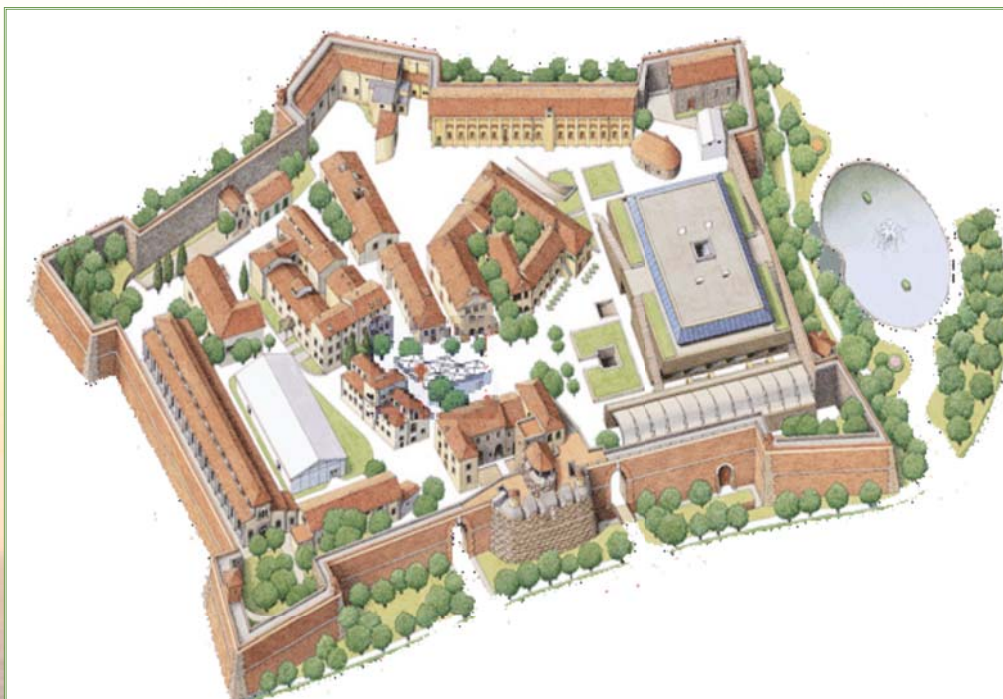
CONFERENCE VENUE

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.



SPONSORSHIP APPLICATION FORM

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 the 24th World Wide Web Conference, 18-22 May, Florence - Italy

Gold <input type="checkbox"/>	Silver <input type="checkbox"/>	Bronze <input type="checkbox"/>	Supporter <input type="checkbox"/>
€ 30.000	€ 20.000	€ 10.000	€ 1.000

Sponsorship of co-located events:

All events: € 5.000 <input type="checkbox"/>	All events: € 10.000 <input type="checkbox"/>	One event of your own choice: <input type="checkbox"/>
One event of your own choice: € 2.000 <input type="checkbox"/>	One event of your own choice: € 3.000 <input type="checkbox"/>	€ 4.000 <input type="checkbox"/>

Best paper award:

€ 1.000 <input type="checkbox"/>	€ 1.000 <input type="checkbox"/>	€ 1.000 <input type="checkbox"/>	€ 1.000 <input type="checkbox"/>
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Best student paper award:

€ 1.000 <input type="checkbox"/>	€ 1.000 <input type="checkbox"/>	€ 1.000 <input type="checkbox"/>	€ 1.000 <input type="checkbox"/>
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Student fellowships named after sponsor (e.g. ACME student fellowship)

Registration pack: <input type="checkbox"/> € 4.000 (incl 10 full passes) additional ____ x € 400= € ____	Registration pack: <input type="checkbox"/> € 4.500 (incl 10 full passes) additional ____ x € 450= € ____	Registration pack: <input type="checkbox"/> € 5.000 (incl 10 full passes) additional ____ x € 500= € ____
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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 <input type="checkbox"/>
Company Workshop	Room < 50 seats Room >50<100 seats Room <100 seats	€ 5.000 <input type="checkbox"/> € 8.000 <input type="checkbox"/> € 10.000 <input type="checkbox"/>
Hospitality Suites	Private room for the whole conference of 30/40 sqm. to be furnished	€ 5.000 <input type="checkbox"/>

ADVERTISING		
Company logo on conference bags		€ 8.000 <input type="checkbox"/>
- conference bags produced by the Company		€ 3.000 <input type="checkbox"/>
Company logo on notepads and pens		€ 5.000 <input type="checkbox"/>
- notepads and pens produced by the Company		€ 1.500 <input type="checkbox"/>
Company logo on badge lanyards		€ 5.000 <input type="checkbox"/>
- lanyard produced by the Company		€ 1.500 <input type="checkbox"/>
Company banners or advertisements		€ 2.000 <input type="checkbox"/>
Full branding of directional signage		€ 8.000 <input type="checkbox"/>
Promotional inlays in the conference bags		€ 2.500 <input type="checkbox"/>
Sponsoring of coffee points - Company logo on coffee points table / each day		€ 4.000 <input type="checkbox"/>
WWW Gala Dinner	banners in the venue, logo on communication material, dinner registration webpage	€ 15.000 <input type="checkbox"/>
VIP Lounge	banners in & outside room, 42" screen with institutional film (provided by the Company), logo on promotional printed matters	€ 12.000 <input type="checkbox"/>
Preliminary/ Final Program	Inside page	€ 2.500 <input type="checkbox"/>
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 <input type="checkbox"/>
Spots during sessions breaks		€ 1.500 <input type="checkbox"/>
Wi-Fi	Logo on banners, information material and website, on the connection page	€ 15.000 <input type="checkbox"/>

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 _____