



THE INTERNATIONAL
WORLD WIDE WEB CONFERENCE

3-7 APRIL 2017

**PERTH CONVENTION & EXHIBITION CENTRE
PERTH, WESTERN AUSTRALIA**

SPONSORSHIP AND EXPO PROSPECTUS

The **26th International World Wide Web Conference** will be held in Perth, on the west coast of Australia.

This 5-day world-class conference will be the centrepiece in a broader 8-day **Festival of the Web**, bringing together local and international academics; web experts and professionals; students; web, app and game designers and developers in a celebration of all the World Wide Web offers.

We want you to be part of this exciting event.

This brochure outlines the range of possibilities we can offer you.



**The Web <>
Conference**

WELCOME TO WWW2017 PERTH

The prestigious 26th International World Wide Web Conference returns to Australia to be hosted by Perth, a beautiful, progressive city and the gateway to Asia and the world.

Focused around four themes on the evolution of the web, technical standards, the impact of the web on society, and its future, **WWW2017** will include alternate streams on eLearning, remote services, security and privacy - along with the normal high-quality content delegates enjoy.



Our themes are:

- Making decisions
- Rethinking place
- Living in the always on
- The balance between technology and culture

The conference includes:

- A three-day refereed technical program
- Two days of workshops and tutorials,
- A poster display
- A hands-on developer day

PLUS:

Broad alternate tracks, keynote speeches and invited talks, seminars and panel discussions focused around the four conference themes.



A major **Technical Expo** geared towards the future of the web offers specialist and innovative product and service demos each day; a live 'Gamer' space and a web-focused digital art and visualisation exhibition.

The Expo floor features comfortable spaces and hubs for delegates to network while enjoying the exquisite and unique tastes of Western Australia.

This conference attracts the worlds web experts to engage with delegates and participants in a collaborative discussion of the future of the web...

... a future which will underpin Australia's innovative business and economic development.



The Web 
Conference

WWW2017 promises to be a once-in-a-lifetime experience. In addition, we are planning a rare and exciting opportunity to further dissect the future of the web by hosting extra events in a

Festival of the Web:

8 days featuring 20 exciting niche events encompassing relevant and timely streams, where the best technical and creative minds will gather in Perth.

This is a truly world-class, relevant and innovative event combining a high-quality international conference with special co-located events that will attract a broad range of delegates.

We will include a suite of events that focus on Asia and the web, involving the web business community and policy-makers in alternate tracks, speaking programs, seminars and panel discussions.

An exciting variety of international and local events and activities are planned from 8am every day until late in the evening – for delegates, partners and sponsors alike.



WWW2017 and the Festival of the Web is supported by the four public universities in Western Australia



FESTIVAL OF THE WEB

8 DAYS | OVER 20 NICHE EVENTS | SOCIAL SUNDOWNERS | DAWN TILL DARK

Perth's Festival of the Web is eight days of co-located conferences, workshops, talks, exhibitions and events that you won't want to miss.

Bringing together entrepreneurs, academia, industry, business, government and the community, the Festival of the Web offers an unforgettable series of activities focusing on the future of the web.

With the academic and standards-focused WWW2017 conference at its heart, the Festival of the Web will contain streams on:

- eHealth, eLearning, and eGovernment and web governance
- Innovation, web business, entrepreneurship, apps and startups
- Serious games, web-based games and remote operations
- Big data and the 'internet of everything'
- Digital culture, digital art and visualisation and much, much more

Opportunities abound for sponsors and exhibitors to become involved in this once-off event - engaging with delegates, exhibiting your products or services, participating in our Industry Track activities, or hosting VIP events for your clients or staff.

Our draft Festival of the Web program

	SUNDAY 2	MONDAY 3	TUESDAY 4	WEDNESDAY 5	THURSDAY 6	FRIDAY 7	SATURDAY 8	SUNDAY 9
WWW2017 PROGRAM		WWW2017 WORKSHOPS & TUTORIALS KEYNOTE 1	KEYNOTE 2	WWW2017 TECHNICAL PROGRAM 3 DAYS : 10 STREAMS PLUS ALTERNATE TRACKS KEYNOTE 3	KEYNOTE 4	KEYNOTE 5	DEVELOPER DAY	
WWW2017 SOCIAL EVENTS		WELCOME DINNER		POSTER RECEPTION	GALA DINNER	CLOSING CEREMONY		
WWW2017 EXPO			WWW2017 - TECHNICAL EXPO & SHOWCASE					

FESTIVAL OF THE WEB (FOTW): COLOCATED CONFERENCES	W4A 2017					PHYGITAL GAMES FESTIVAL		
	SEGAH 2017							
	A NEW WORLD OF WORK							
	BYTES & RIGHTS							
FOTW: SPECIAL SESSIONS	BREAKFAST FOR THE BRAIN						STARTUP WEEKEND	
	ASIA & THE WEB	E-LEARNING DAY	IT CAREER DAY	COMMUNITY DAY	REIMAGINATION	DATA HACKATHON		
	HISA	SUNDOWNER TALK	SUNDOWNER TALK		SUNDOWNER TALK			
	ENGINEERS OZ		OZAPPS DEMOS					
SOCIAL & CULTURAL	LATE NIGHT COMEDY FESTIVAL							
	DIGITAL ART & VISUALISATION EXHIBITION							

FESTIVAL OF THE WEB HIGHLIGHTS

BYTES & RIGHTS

Hear from experts on security, web governance and censorship and discuss the challenges and opportunities of the rapid growth of the World Wide Web

GAMES

Delve into the world of serious and online games through carefully selected co-located events, a two-day games development weekend and live games on the expo floor

START-UPS

Explore the “New World of Work” with speakers, workshops and tutorials; an App Pitchfest; OzApps showcase and a hands-on start-up weekend

The Festival of the Web will operate over 8 days from Sunday to Sunday and bring together a broad range of delegates with a variety of interests. This mix of delegates provides a multitude of opportunities for innovative and exciting events and activities.

Planning is well underway for these activities. Whilst specific details may change, co-located events already agreed to, or under negotiation include:

- **BIG2017** 4th Annual Big Data conference (*first co-located with WWW2014 in Korea*) – 150 delegates;
- **W4A 2017** (Web For All accessibility conference) – 150 delegates;
- **SEGAH 2017** (Serious games and applications for health) – 120 delegates
- **A New World of Work** - a conference on the way technology is changing the way we conduct business and employment;
- **Bytes & Rights** - Presented by Electronic Frontiers Australia and focusing on security, rights, access and control;
- **OzApps Showcase & pitchfest** (Web apps and startups) – a must for app developers, entrepreneurs and venture capitalists.

Other events under consideration for inclusion in the Festival of the Web are:

- A digital health co-located conference & a HISA event
- The Startup Weekend – Perth’s startup community annual hands-on event
- A 3-day computer games conference and hands-on event with live games in development
- An eLearning seminar day focusing on the future of education
- Seminars and events aligned with professional bodies and partners such as the Australian Computer Society, Engineers Australia, and the IEEE.

MORNING EVENTS & SOCIAL SUNDOWNERS

We will provide opportunities for you to engage with Festival of the Web delegates.

- Each morning we will host Breakfast for the Brain – where we will discuss the burning issues on the challenges and opportunities of the web over coffee and muffins prior to the daily keynote speech.
- Each night, we will host social events and sundowners where like-minded people can unwind and interact in an enjoyable networking environment, whilst sampling fresh local produce and award-winning wines and beer.
- At the end of the day, we plan to host a web-focused comedy festival in small bars around the city centre.

These events will provide sponsorship and engagement opportunities for your business.

BECOME A SPONSOR

WWW2017 Perth will be a memorable and innovative conference experience.

WWW2017 and the Festival of the Web will be a unique opportunity for showcasing web-related research, innovation and teaching expertise in Western Australia's universities; demonstrating Australia's strengths in eEducation, eHealth and eGovernment; and building a community of interest in the World Wide Web both in Australia, and with our partners and neighbours in Asia.

Some 1,500 delegates from across the world are expected to attend WWW2017, with many more expected to attend one or more co-located conferences and events.

Opportunities to be part of this conference are limited only by imagination. We wish to engage with potential sponsors and partners in the lead-up to 2017 in all areas, including:

- Holding business-focused and industry streams within the conference
- Hosting of keynote speeches, invited talks, seminars, or poster sessions
- Showcasing technology, systems and services
- Participating in a web technology trade show and product demonstrations
- Sponsoring of awards, student scholarships and social events
- Providing for pre or post conference events, in Perth, in Australia, or in Asia.

As a sponsor of WWW2017 we will work with you to get broad exposure to an audience eager to learn and engage with you.

For us, sponsors are our partners in ensuring this event meets all expectations.

For details of WWW2017 sponsorship benefits please refer to the Benefits Table on the next double page.



Keep up to date with the latest announcements and news for WWW2017 and The Festival of the Web.
Visit: www2017.com.au

OPPORTUNITIES FOR SPONSORS & EXHIBITORS

We will provide opportunities for our sponsors, exhibitors and partners to be involved in conference activities and engage directly with our delegates.

Who is the audience for www2017 & the Festival of the Web?

- **We are planning for 2,500 delegates:**
1500 delegates are expected for WWW2017, with a further 1000 delegates attending the co-located conferences and events running in conjunction with the conference.
- **The breakdown of our delegates:**
 - 40% of delegates are expected to be Australian, with one third of these coming from Western Australia;
 - 30% are expected to be from Asia, particularly South East Asia and China – some of which are expected to attend events online from locations within SE Asia;
 - 15% are expected from Europe;
 - 15% coming from the Americas, mostly USA and Canada.

Who are our delegates?

Anyone is welcome to attend WWW2017 and The Festival of the Web.

In particular, we expect delegates in these broad categories:

- **Academics** with a web-based research focus in the computer sciences, electrical and electronic engineering, web science, and the digital humanities;
- **Professionals** from major tech companies such as Google, Microsoft, Apple, etc;
- **Web developers**, designers, game developers and IT practitioners;
- **Government** representatives and public servants;
- **Business** people and entrepreneurs with a focus on the web;
- Internationally regarded **web experts** such as Sir Tim Berners-Lee;
- **Innovators** and futurists from across the world;
- Local and international **students** - perhaps your future employees!

Direct your sponsorship enquiry to:



Jan Bryson

Managing Director, Partner & Prosper

Phone: 08 9443 3468

Email: jan@partnerandprosper.com.au

SPONSORSHIP LEVELS FOR WWW2017:

1. Primary sponsor \$200,000

As a Primary Sponsor, you will be granted exclusive sponsor/partner rights in your field of expertise. You will become a major partner of WWW2017 in the planning and implementation of parts of the conference festival.

Our Primary Sponsors will have the opportunity for naming rights for **The Festival of the Web**, for major WWW2017 events, or for many of the co-located events, single and multi-day conferences and planned activities.

Sponsors at this level would be expected to undertake a significant amount of in-kind support, the provision of a keynote or major speaker, access to mailing lists, or direct support for a sponsored or designated activity.

This would be in addition to your sponsorship contribution.

2. Platinum sponsor

\$100,000

Our Platinum Sponsors will be high-profile businesses and organisations who are playing a major role in the web, in IT, or innovative industries with a keen interest in engaging with both the local and the international web community.

We will provide naming rights for selected events and opportunities to meet and engage with our delegates in the Expo space and in a variety of conference sessions.

SPONSOR CATEGORY BENEFITS - WWW2017

	Sponsor type PRIMARY WWW2017	Sponsor type PRIMARY Naming rights
Major naming rights	Naming rights for: · 1 x multi-day co-located conference	Naming rights for: · The Festival of the Web · 1 x multi-day co-located conference
Other naming rights & branding	Naming rights or branding for: · 1 x WWW2017 major event · 2 x WWW2017 minor events · 1 x co-located event Scheduled time to address attendees at your naming rights event	Scheduled time to address attendees on each day of the Festival of the Web Scheduled time to address attendees at your naming rights event
Presentations & sessions	Acknowledgement in Opening and Closing addresses Session speaking opportunity - Industry Track Keynote sponsorship & Thank You address Access to Sponsor Theatre for sponsor presentations and demos	Speaking role in Opening and Closing ceremonies Access to Sponsor Theatre for sponsor presentations and demos
Hospitality	Host 1 x VIP events Access to VIP/Sponsors Lounge Complimentary passes: · 4 x WWW2017 passes · 4 x named event passes Access to additional discounted passes Opportunity to host a mini pre- or post-conference web-themed event	Host 2 x VIP events Dedicated VIP Lounge Complimentary passes: · 4 x Festival of the Web passes · 4 x named event passes Access to additional discounted passes
Marketing & Promotion	Logo on satchel or lanyard Inclusion in all media releases Premium level promotion of logo in conference handbook, App, conference website and marketing materials Double page advertisement in Conference handbook 1 x branded product & 1 x A4 multiple page brochure for conference satchel 1 x Sponsored door prizes per day at key points in the WWW2017 program Access for sponsor banners and signage & media wall presence	Logo on satchel or lanyard Inclusion in all media releases Premium level promotion of logo in conference handbook, App, conference website and marketing materials Double page advertisement in Conference handbook 1 x branded product & 1 x A4 multiple page brochure for conference satchel 1 x Sponsored door prizes per day at key points in the WWW2017 program Access for sponsor banners and signage & media wall presence
Expo booth and passes	4 single booths: 6m x 6m square Booth position: Premium Booth finish: Deluxe stand 6 Expo passes	4 single booths: 6m x 6m square Booth position: Premium Booth finish: Deluxe stand 6 Expo passes

3. Gold sponsor \$ 50,000

Gold-level Sponsorship is ideal for those seeking business opportunities with the local web community, professional industry associations and State and Federal government departments.

You can play a role in our Industry Track, and will have a major presence in our Expo and the conference centre.

4. Silver sponsor \$ 25,000

Silver Sponsors will be businesses and organisations wishing to broadly support this exciting suite of conferences.

Broad opportunities are available for engaging with delegates in the Expo space. Don't miss this chance to the best audience for tech and innovative products and services seen in Australia.

Sponsor type PLATINUM	Sponsor type GOLD	Sponsor type SILVER	Sponsor type EXHIBITOR
Naming rights or branding for: · 1 x WWW2017 minor event · 1 x co-located event	Naming rights for: · Selected Industry Track sessions		
Scheduled time to address attendees at your naming rights event	Scheduled time to address attendees at your naming rights event		
Acknowledgement in Opening and Closing addresses Session speaking opportunity - Industry Track	Session speaking opportunity - Industry Track		
Access to Sponsor Theatre for sponsor presentations and demos	Access to Sponsor Theatre for sponsor presentations and demos	Access to Sponsor Theatre for sponsor presentations and demos	
Access to VIP/Sponsors Lounge Complimentary passes: · 3 x WWW2017 passes · 3 x named event passes Access to additional discounted passes Opportunity to host a mini pre- or post-conference web-themed event	Access to VIP/Sponsors Lounge Complimentary passes: · 2 x WWW2017 passes · 2 x named event passes Access to additional discounted passes Opportunity to host a mini pre- or post-conference web-themed event	Access to VIP/Sponsors Lounge Complimentary passes: · 1 x WWW2017 passes Access to additional discounted passes Opportunity to host a mini pre- or post-conference web-themed event	
Inclusion in all media releases High level promotion of logo in conference handbook, App, conference website and marketing materials Full page advertisement in Conference handbook 1 x branded product & 1 x A4 multiple page brochure for conference satchel 1 x Sponsored door prizes per day at key points in the WWW2017 program Access for sponsor banners and signage & media wall presence	Inclusion in all media releases High level promotion of logo in conference handbook, App, conference website and marketing materials Half page advertisement in Conference handbook 1 x A4 multiple page brochure for conference satchel 1 x Sponsored door prize at a key point in the WWW2017 program Access for sponsor banners and signage & media wall presence	Standard logo & listing in conference handbook, App, conference website and marketing materials 1 x A4 multiple page brochure for conference satchel 1 x Sponsored door prize at a key point in the WWW2017 program Access for sponsor banners and signage & media wall presence	Listing in conference handbook and App 1 x A4 info sheet for conference satchel
2 single booths: 3m x 6m rectangle Booth position: High value Booth finish: Deluxe stand 5 Expo passes	2 single booths: 3m x 6m rectangle Booth position: High Value Booth finish: Deluxe stand 4 Expo passes	1 single booth: 3m x 3m Booth position: Standard Booth finish: Shell scheme 3 Expo passes	1 single booth: 3m x 3m Booth position: Premium or Standard Booth finish: Deluxe or Shell 2 Expo passes

OUR TECHNICAL EXPO

Our Expo will be the daily activity and engagement hub for WWW2017

Running for the central four days of The Festival of the Web (4-7 April) the Expo floor will be the place for daily food service and engagement between sponsors, exhibitors and delegates.

The Expo will feature relaxation zones, cash bars, a poster display, an innovative web-focused digital art and visualisation exhibition, and a glass-walled zone where game developers will be creating games - live...

PRICES & DETAILS

All sponsors will all have automatic access to a booth within the Expo space. Non-sponsors may purchase a booth at the following rates:

PREMIUM POSITION BOOTH

\$8,800 (inc GST)

Exhibitors will be supplied with one 3m x 3m Deluxe Stand package in a highly visible position.

PREMIUM POSITION SPACE ONLY

\$8,000 (inc GST)

Exhibitors will be supplied with space to build a customised exhibition display stand in a highly visible position.

Note: 3m x 3m space only - no walls, furniture or power is included. These can be supplied at an additional cost if required.

DELUXE BOOTH

\$6,600 (inc GST)

Exhibitors will be supplied with one 3m x 3m Deluxe Stand package in a non-premium position.

ACADEMIC/NOT FOR PROFIT BOOTH

\$4,400 (inc GST)

Exhibitors will be supplied with one 3m x 3m Shell Scheme package in a non-premium position.

Note: A 3m x 3m booth space quoted for all options. Multiple spaces may be purchased and combined to create larger booths.

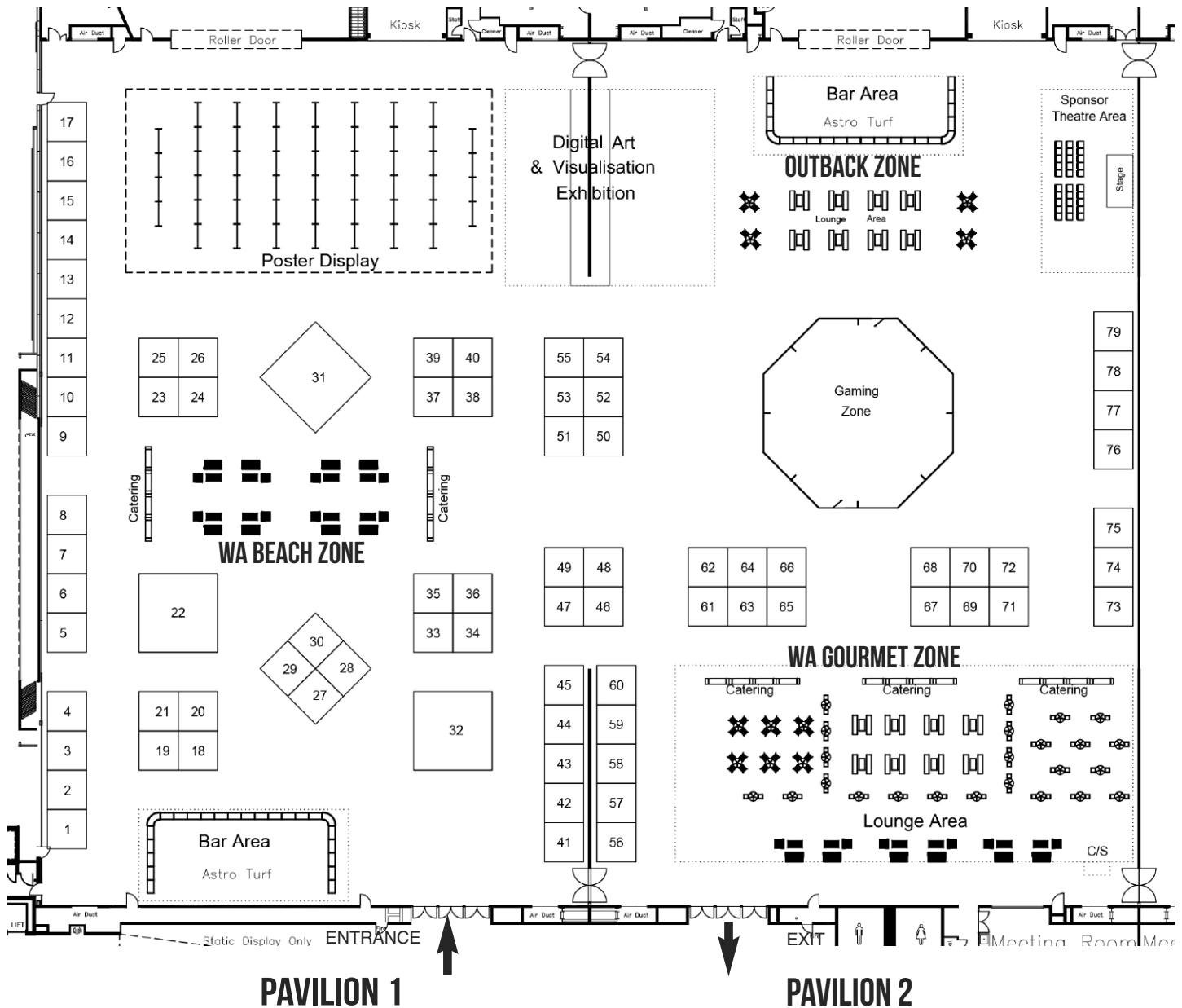
Themed eating and relaxation zones will attract delegates to spend more time in the Expo spaces.



OUTBACK ZONE

WWW2017 EXPO LAYOUT

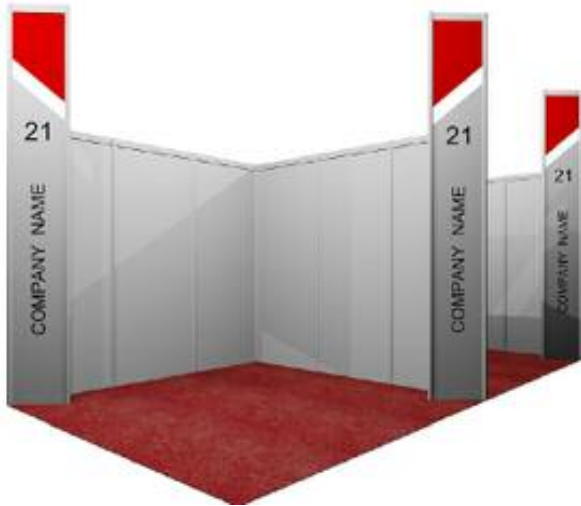
All daily food service will occur in the Pavilions across the four days of the Expo.
[Expo layout indicative and may change]



You will share the Expo space with:

- 2 cash bars and 3 Aussie-themed food and relaxation zones;
- The Sponsor Theatre;
- The WWW2017 and Festival of the Web Poster display;
- A web-focused digital art and visualisation exhibition; and
- Live gamers in action... and more.

BOOTH DESCRIPTIONS



DELUXE STAND

Package includes:

- One (1) 3m x 3m exhibition booth with an aluminium extrusion incorporating white melamine panels.
- Organisation name in vinyl lettering on upright fascia
- Two (2) 150 watt spotlights.
- One (1) 4 amp power connection.
- TWO (2) Exhibitor Passes which provides daily catering and access to Expo area only for the 4 core days of the conference; additional passes may be purchased
- Company name and contact details included in the Program Book and Conference app as an exhibitor.
- 1 x Conference Bag and Program Book per 3m x 3m booth.
- Delegate contact list subject to Delegate Privacy stipulations per exhibitor.
- 50 word company profile and logo posted on the Conference App



SHELL SCHEME

Package includes:

- One (1) 3m x 3m exhibition booth with an aluminium extrusion incorporating white melamine panels.
- Organisation name in vinyl lettering on horizontal fascia.
- Two (2) 150 watt spotlights.
- One (1) 4 amp power connection.
- TWO (2) Exhibitor Passes which provides daily catering and access to Exhibition area only; additional passes may be purchased
- Company name and contact details included in the Program Book as an exhibitor.
- 1 x Conference Bag and Program Book per 3m x 3m booth.
- Delegate contact list subject to Delegate Privacy stipulations per exhibitor.
- Listing and nominated representative contact details posted on the Conference App

Direct your Expo booth enquiries to:



EECW

Taylor Bow

Phone: (+61 8) 9389 1488

Email: info@eecw.com.au

WWW2017 & FESTIVAL OF THE WEB PARTNERS



www2017.com.au