The ACM Web Conference 2022,
Online edition,
hosted by Lyon France,
25 - 29 April 2022

Sponsorship Package

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SAVE THE DATE
Conference April 25th - 29th, 2022
Early Registration February 28th, 2022
Opening Ceremony April 27th, 2022
Closing Ceremony April 29th, 2022

WELCOME MESSAGE

« It is my great pleasure to welcome you to the Web Conference 2022, which is the 31st conference in the International World Wide Web Conference series. It is wonderful to be back in beautiful Lyon, even if the pandemic means we might not all be able to be there physically. We have learnt over the last year how to run conferences online, and I know the conference hosted by the team in Lyon will be a great event whether it's on-line, or hybrid. We all look forward to the time when international travel becomes easier again and we are able to meet together in beautiful locations around the world. But we have learnt that we can be more inclusive if conferences enable anyone from anywhere in the world to be part of the conference by joining virtually. We don't know yet what are the essential ingredients to make a hybrid conference a success, but they are beginning to emerge, and I plan to work closely with the Lyon team to make it an example of best practice in this respect.

*Apart from potentially breaking new ground in conference formats and presentation styles, the 2022 conference will also be special as it will be the first ACM Web Conference. IW3C2 has managed the International WWW Conference series since the first conference in Geneva in 1994. It was established by Robert Cailliau and Tim Berners-Lee at CERN and rapidly became the top international Web conference. IW3C2 has worked hard over the year to maintain and evolve the conference to the amazing event that it is today – a top publication and discussion venue for researchers and practitioners alike. But it has become increasingly difficult to manage an international conference series as a one conference organisation. The CV-19 pandemic just highlights how hard it is to predict how successful a physical conference will be and that is only going to get harder as we move to hybrid conferences in a world where the future of international travel is so uncertain for many different reasons. As a result, IW3C2 has been in negotiation with SIGWEB for a number of years to move the conference series fully into the **ACM** conference family. We have had a publishing contract with the ACM for many years now so this was in many ways a natural course of events and as a committee we were unanimous in thinking that this is the best way to ensure the future success of the conference.*

*So we will be planning a big party in Lyon – whether virtual or face to face – to say farewell to IW3C2 and hello ACM. Members of IW3C2 will continue as members of the new ACM Steering Committee, with new members joining from SIGWEB. But membership of the committee is on a rotation basis and a number of members are due to retire soon. We are always on the lookout for new members who care about the conference series and want to help it evolve in the future. If you are interested, please get in touch **contact(at)iw3c2.org***

We will all be different as we emerge from the pandemic both as individuals and as a society – it is an experience that has truly shocked the world. But the thing that I have marvelled at most during the pandemic has been the resilience of the Internet. It is a great testament to the Internet and Web pioneers who designed a system that stayed up and running and gave us all hope and a method of communicating when so many systems that we had always taken for granted were closing down around us. For me this makes the Web Conference even more significant as the future of the Web is so important not just to us as researchers but to the world.

I do hope I'll see you all in Lyon next year, not least for the gastronomic experience we can all enjoy if we are there in person, but whatever happens I know I'll see you there on the Web. »

__Prof. Dame Wendy Hall, chair of the IW3C2.__
April 21 2021

WHAT IS THE WEB CONFERENCE?
Building the Web of Tomorrow… Since 1994

Created in 1994 in Geneva, The International World Wide Web Conference is the first scientific conference for topics related to the web. It is today the most selective (ranked A+ with a 12% acceptance rate), and the most frequented in the world (an average of 1,500+ participants worldwide each year) scientific conference about the World Wide Web.

In 2019, with the success of the 2012 and 2018 editions, held in Lyon, the IW3C2 (conference steering committee) approved the principle of reoccurring editions of The Web Conference in Lyon, on a 2-year basis. Two of them are already planned, namely in 2022 and 2024. We are now seeking long-term partners willing to contribute to the co-construction of the conference and to strongly link this elite of global web-related research with actors from the economic and political worlds.

We foresee three levers to develop such partnerships and ensure the best ROI for the future partners of the next conference editions:
- Setting up a foundation with partners with whom we will strongly collaborate, co-leading the organization of the conference.
- Implementing a global communication campaign to maximize the participation and acculturation of European and international digital stakeholders in this number one ranked conference.
- Capitalizing on the fact that the conference will become a full ACM conference as it will tremendously increase its visibility throughout the computing research community

A strong and sustainable partnership (with a global company) could then turn out to be a tremendous opportunity to rethink the organization and the delivery of the conference.

THE VISIONARY CONFERENCE ON THE FUTURE OF THE WEB

Since its early beginning, the conference series has seen many projects emerge from research works to major solutions or companies:
- In 1998, Sergei Brin and Larry Page presented the PageRank algorithm. They created the Google search engine from this code idea a few months later.
- In 2000, Andrei Broder and his fellow researchers released a scientific publication about the "Graph structure in the Web": it lays the groundwork to improve many of the crawling and indexing algorithms for Web search.
- In 2001, Badrul Sarwar and his fellow researchers proposed a new type of recommendation algorithm that is now integrated into most social networks and other everyday tools.
- In 2012, Lyon, our keynote speakers covered several topics that are still today of primary importance: *Neutrality of the Web*, by Neelie Kroes, - *Open data & privacy*, by Tim Berners Lee, - *Artificial intelligence,* by Chris Welty.
- In 2018, Lyon, our plenary sessions covered several topics such as *AI and the future of the Web and the Internet*, by Tim Berners-Lee, Vinton Cerf, Wendy Hall, Antoine Bordes, Kira Radinsky, Mounir Mahjoubi - *Privacy and security on the Web*, *The good web - some challenges and strategies to realize it,* by Luciano Floridi.

THE CONFERENCE BRINGS TOGETHER ALL PLAYERS OF THE WEB

Industrials, Private & Public Research and R&D, Investors, Politicians, Recruiters, Developers will discuss, exchange, and share their vision to build the Web of tomorrow. More than 50% of the attendance comes from private companies. In particular, we expect delegates in these broad categories:

- Academics from computer science, web science, and digital humanities
- Professionals from major tech companies such as Alibaba, Amazon, Baidu, Facebook, Google, Microsoft Research, Orange, Pinterest, Tencent, Wikimedia, Yahoo, etc.
- Web developers, designers, game developers, editors, and IT practitioners
- Government representatives and public servants
- Business actors and entrepreneurs
- Internationally regarded web experts
- Innovators and futurists from across the world
- Local and international students - perhaps your future employees!

PROGRAM CHAIRS

- Elena Simperl, King's College London (UK)
- Deepak Agarwal, Pinterest (USA)
- Aris Gionis (KTH, Sweden)

MAIN TOPICS OF THE CONFERENCE

Research Tracks:
Economics, Monetization, and Online Markets
Search
Security, Privacy, and Trust
Semantics and Knowledge
Social Network Analysis and Graph Algorithms
Social Web
Systems and Infrastructure
User Modeling, Personalization, and Accessibility
Web and Society
Web Mining and Content Analysis
Web of Things, Ubiquitous and Mobile Computing

Special Tracks:
Esports and Online Gaming
History of the Web
Web for good: FATES (Fairness, Accountability, Transparency, Ethics, Sustainable Development, and Healthy Society)

PROMOTIONAL OPPORTUNITIES

WHY BECOMING A SPONSOR OF THE ACM WEB CONFERENCE 2022?

- Contribute to writing a page of the history of the Web
- Exchange with the world's Web elite
- Meet with decision-makers, buyers, and partners
- Showcase your latest innovations and attract new talents
- Identify or propose topics that will shape the Web of tomorrow
- Enjoy high media coverage both nationally and internationally
- Access and understand the current research state of the art
- Recruit high-level talents
- Confront products, ideas, solutions to the world of research
- Being part of the top online event about the Web

We will provide opportunities for our sponsors, exhibitors, and partners to be involved in conference activities and engage directly with our delegates.
We are at your disposal to help you build a partnership that will best fit your needs.

THEY SUPPORTED US ON PREVIOUS EDITIONS

2021 Ljubljana, Slovenia	2020 Taipei, China	2019 San Francisco, USA	2018 Lyon, France
Amazon Science	Amazon Science	Airbnb	Amazon
Bloomberg	Chunghwa Telecom	Amazon	Baidu
Event registry	Egis Technology	Bloomberg Engineering	Cambridge University
Facebook	ELTA HD	Cisco	Press
Finvolution	ELTA Technology Co.,Ldt	Criteo AI Lab	Charli Charger
Google	Facebook	DiDi	EFFEKTIV
Huawei	FET	Ebay	Facebook
Magagon	Google	Facebook	Google
Microsoft Research	Institute for Information	Google	Groupe Caisse des
NSF	Industry	Gordon and Betty Moore	Dépôts
Outbrain	Institute of Information	Foundation	IdexLyon
Pinterest	Science, academia Sinica	Letgo	Inria
Pošta Slovenije	Microsoft	LinkedIn	Institut Carnot
Qlector	National Chiao Tung	Megagon Labs	La Région Auvergne-
Yahoo! Research	University	Microsoft	Rhône-Alpes
	National Taiwan University	MIX	Medef Auvergne Rhône-
	NSF	Mozilla	Alpes
	Pinterest	Netflix	Medef Lyon-Rhône
	Quanta Computer	Notheastern University	Mozilla
	Taiwan Mobile	Khoury College of	Naver Line
	Telecom Technology Center	Computer Sciences	Only Lyon La Métropole
	TWNIC	Ntent	
	Web4Good	Pinterest	
	Yahoo! Research	Quora	
	Zoom	Spotify	
		Visa Research	
		Walmart Labs	
		Webcastor	
		Wikimedia Foundation	
		Yahoo! Research	

SPONSORSHIP PACKAGES

The sponsorship packages provide sponsors with broad visibility before and during the congress.
4 categories are offered: **PLATINUM / GOLD / SILVER / BRONZE**

Items	Benefits	PLATINUM (20,000€ VAT excl.)	GOLD (10,000€ VAT excl)	SILVER (7,500€ VAT excl)	BRONZE (5,000€ VAT excl)
CONFERENCE	Free Conference online passes	10	4	3	2
	Access to additional discounted registration	on demand	on demand	on demand	✗
	Conference speaking opportunity (upon approval by conference chairs)	V	✗	✗	✗
	Special thanks during the opening ceremony	V	✗	✗	✗
	Logo recognition on the acknowledgment banner	V	V	V	V
	Projection of a video presentation in the plenary rooms before the sessions * (keynotes, opening and closing ceremony)	multiple video ad: max 90 sec - 1 slot / plenary	single video ad : max 45 sec - 1 slot / plenary	✗	✗
	Projection of a soundless video presentation before sessions *	V	V	V	✗
	Projection of the logo in the plenary room before the sessions *	V	V	V	V
	Number of logos in the video-conference background when LOC speaks during sessions **** (minimum number)	4	3	2	1
ONLINE VISIBILITY	Logo and link on the conference website (sponsors page)	1rst row	2nd row	3rd row	4th row
	recognition as Platinum/Gold/Silver/Bronze supporter	V	V	V	V
	Embedded video capability on the company description page	V	V	✗	✗
	Logo on the conference website homepage	V	V	✗	✗
	Logo on the conference e-newsletter	V	V	✗	✗
	Logo and link on the post-conference's report e-mailing	V	V	✗	✗
	1 Specific e-newsletter to the pre-registered delegates (document provided by the sponsor) ***	V	✗	✗	✗
	1 specific social media post (amongst our available platforms)	V	V	V	✗
	possibility to send virtual swag bags to some attendees *	V	V	✗	✗
	Logo in the conference program	V	✗	✗	✗
JOB FAIR	job fair sessions *****	Five days session	Five days session	Two-days session	Half-day session

* To be validated regarding the videoconference tool
** Logo size to be defined
***Limited number of words (to be defined)
**** Common size of the logo to be defined
***** To be defined and to be validated regarding the videoconference tool

THE 2022 EDITION AND COVID19

The ACM Web Conference 2022, proud to come back to Lyon, France, highlights the French Touch. From April 25 to 29th: "Let's make the Web Better, Faster, Stronger" all together!

Due to Covid19 uncertainty, this edition will be hosted online.

LOCAL ORGANIZATION COMMITTEE

Conference General Co-chairs
Frédérique Laforest
Raphaël Troncy

Local Organization Committee Co-chairs
Laurent Flory
Luc Mariaux

Local Organization Committee members
Pierre Antoine Champin
Coralie Grégoire
Ivan Herman
Yoelle Maarek
Lionel Médini

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Let's make the Web Better, Faster, Stronger

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