



Language Resources & Evaluation Conference

7th edition

17-23 May 2010



Sponsorship Opportunities Brochure

Pre-conference Workshops 17-18 May 2010

Main Conference 19-20-21 May 2010

Post-conference Workshops 22-23 May 2010

Mediterranean Conference Centre, Valletta, Malta



The Event

LREC 2010 is the seventh edition of the Language Resources and Evaluation Conference, biennially organized by ELRA with the support of institutions and organisations involved in HLT since 1998.

Over 1100 participants coming from nearly 60 countries – with all continents represented - attended the sixth edition of LREC in Marrakech in 2008, under the High Patronage of the King Mohammed VI. We expect an audience in excess of 900 participants from academic institutions and industrial companies for LREC 2010.

The Content

The aim of LREC is to provide an overview of the state-of-the-art, explore new R&D directions and emerging trends, exchange information regarding Language Resources and their applications, evaluation methodologies and tools, ongoing and planned activities, industrial uses and needs, requirements coming from the e-society, both with respect to policy issues and to technological and organisational ones.

The conference covers a full week and LREC 2010's programme will be organised around parallel oral and poster sessions during the main conference, and 4 days before and after the conference will be dedicated to workshops and tutorials.

The Venue

The Republic of Malta is situated in the Mediterranean Sea, approximately 90 kilometres to the south of Sicily, and is comprised of five islands, only three of which, Malta, Gozo and Comino, are inhabited. Malta has two official languages, Maltese and English, which are both widely spoken. Malta is an EU member since 2003 and has adopted the Euro currency in 2008.

Malta has excellent air connections to all parts of the world and all destinations in Europe can be reached within 3 hours. Luqa, Malta International Airport, is located less than 10 km southwest of Valletta, the capital of Malta.



Flexible promotional opportunities

The following packages have been tailored to appeal a wide variety of marketing objectives. However, if there are other ways in which your organisation would like to be involved, we would welcome the opportunity to discuss these with you and encourage your creative ideas.

Please note that all amounts are VAT excluded. For more information on sponsorship opportunities, please contact choukri@elda.org or mazo@elda.org.

Platinum Sponsor	one	20,000€
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- Complimentary Registration for **6 participants**
- Full-page ad in Conference Programme booklet
- Company/institution advertising material (brochure, CD-Rom, pen, etc.) in participants' bag
- Company/institution name & logo featured as a **Platinum sponsor** on Conference Programme, Proceedings CD and Abstracts book cover.
- Link to the sponsor page on www.lrec-conf.org/lrec2010 through Company/institution logo
- Company/institution name & logo on participants' bag
- One-year online subscription to Journal of Language Resources and Evaluation (Ed Springer)
- Logo on Entrance Boards
- Banner hung in the Conference centre
- Announcement at Opening Ceremony
- Invitation to social events (Welcome cocktail and Gala dinner)

Gold Sponsor	many	10,000€
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- Complimentary Registration for **4 participants**
- Full-page ad in Conference Programme booklet
- Company/institution advertising material (brochure, CD-Rom, pen, etc.) in participants' bag
- Company/institution name & logo featured as a **Gold sponsor** on Conference Programme, Proceedings CD and Abstracts book cover.
- Link to the sponsor page on www.lrec-conf.org/lrec2010 through Company/institution logo
- Company/institution name & logo on participants' bag



- One-year online subscription to Journal of Language Resources and Evaluation (Ed. Springer)
- Logo on Entrance Boards
- Banner hung in the Conference centre
- Announcement at Opening Ceremony
- Invitation to social events (Welcome cocktail and Gala dinner)

Silver Sponsor

many

5,000€

- Complimentary Registration for **2 participants**
- Half-page ad in Conference Programme booklet
- Company/institution advertising material (brochure, CD-Rom, pen, etc.) in participants' bag
- Company/institution name & logo featured as a **Silver sponsor** on conference programme and proceedings covers.
- Link to the sponsor page on www.lrec-conf.org/lrec2010 through Company/institution logo
- Company/institution name & logo on participants' bag
- One-year online subscription to Journal of Language Resources and Evaluation (Ed Springer)
- Logo on Entrance Boards
- Invitation to social events (Welcome cocktail and Gala dinner)

Welcome Cocktail Sponsor

one

5,000€

- 5 Complimentary guests to the Cocktail
- Banner hung in the Cocktail place
- Quarter-page ad in Conference Programme booklet
- Link to the sponsor page on www.lrec-conf.org/lrec2010 through Company/institution logo
- Opportunity to distribute gifts to the Cocktail's participants



Bronze Sponsor

many

2,000€

- Complimentary Registration for **1 participant**
- Quarter-page ad in Conference Programme booklet
- Company/institution advertising material (brochure, CD-Rom, pen, etc.) displayed on tables in the Registration area (entrance of the Conference Centre)
- Company/institution name & logo featured as a **Bronze sponsor** on conference programme and proceedings covers.
- Link to the sponsor page on www.lrec-conf.org/lrec2010 through Company/institution logo
- Company/institution name & logo on participants' bag
- Logo on Entrance Boards

Supporter

many

1,000€

- Company/institution advertising material (brochure, CD-Rom, pen, etc.) displayed on tables in the Registration area (entrance of the Conference Centre)
- Listed in the Conference Programme booklet
- Link to the sponsor page on www.lrec-conf.org/lrec2010 through Company/institution logo

Publisher

many

500€

- Company/institution advertising material (brochure, CD-Rom, pen, etc.) and books displayed on tables in the Publisher area (entrance of the Conference Centre)

Enquiries regarding sponsorship packages should be directed to:

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Sponsorship Opportunities at a Glance

	Platinum	Gold	Silver	Bronze	Welcome Cocktail	Supporter	Publisher
Investment	20 000€	10 000€	5 000€	2 000€	5 000€	1 000€	500€
Available Packages	one	many	many	many	one	many	many
Complimentary Registration to Conference	6	4	2	1	-	-	-
Logo on Entrance Boards	Yes	Yes	Yes	Yes	-	-	-
Banner	In conference centre	In conference centre	-	-	In Cocktail place	-	-
Marketing material	In participant's bag	In participant's bag	In participant's bag	Available to participants during the conference	Opportunity to distribute gifts to Cocktail guests	Available to participants during the conference	-
Ad in Conference Programme Booklet	Full-page ad	Full-page ad	Half-page ad	Quarter-page ad	Quarter-page ad	Listed in the booklet	-
Name and logo on LREC 2010 printed material and bags	Yes	Yes	Yes	Yes	-	-	-
Link to the sponsor page on LREC 2010 homepage	Yes	Yes	Yes	Yes	Yes	Yes	-
Invitation to social events (Gala Dinner & Welcome Cocktail)	Yes	Yes	Yes	-	Yes (5)	-	-
Announcement at Opening Ceremony	Yes	Yes	-	-	-	-	-
Free online subscription to JLRE for 1 year	Yes	Yes	Yes	-	-	-	-