



Language Resources & Evaluation Conference
8th edition
21-27 May 2012



Sponsorship Opportunities
Brochure

Pre-conference Workshops : 21-22 May 2012

Main Conference: 23-24-25 May 2012

Post-conference Workshops: 26-27 May 2012

Venue:

Istanbul Lutfi Kirdar Convention & Exhibition Centre



The Event

LREC 2012 is the eighth edition of the Language Resources and Evaluation Conference, biennially organized by ELRA since 1998 with the support of institutions and organisations involved in HLT.

Over 1200 participants coming from nearly 55 countries – with all continents represented - attended the seventh edition of LREC in Malta in 2010, under the Patronage of Dr George Abela, President of Malta and with the support of Mr Herman van Rompuy, President of the European Council. We expect similar participation from both academic institutions and industrial companies for LREC 2012.

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 2012's programme will be organised around parallel oral and poster sessions during the main conference, and 2 days before and 2 days after the conference will be dedicated to specialized workshops and tutorials.

The Venue

LREC Committee has selected Istanbul, Turkey for this 8th edition. One of the most populated cities in the world, Istanbul is the cultural and financial centre of Turkey. The official language is Turkish but English is widely spoken in Istanbul. The currency is the Turkish Lira (TL).

Istanbul is well served by regular and low cost airlines through its 2 international airports located on both European (Istanbul Atatürk) and Asian (Sabiha Gokcen) sides. From most European cities, Istanbul can be reached within 3 hours by air. Connections by train, sea and road are also available.

The Lutfi Kirdar Convention and Exhibition Centre is located in the centre of the “new city” on the European side.



Why Sponsor LREC?

Previous LREC editions have attracted outstanding attendance. LREC 2010 attracted 1200+ participants including:

- European decision makers (from funding agencies but not only),
- Renowned scientists,
- Executives from key HLT players,
- R&D teams from both private companies and public universities.

The High Patronages from both the King of Morocco (2008) and the President of Malta in addition to the support of the European Council's President (2010) has brought an incredible visibility to the event and unprecedented media coverage. The EC Village, placed in the heart of the Conference Centre in Malta in 2010 and set up for European-funded HLT projects to promote their activities, has given the LREC participants a central place to meet and network.

As a sponsor, LREC provides you with a unique opportunity to:

- Increase your visibility within the HLT field,
- Establish relationships with potential clients,
- Network with HLT professionals,
- Advertise and demonstrate services or products,
- Network with other sponsors and stay up to date with industry trends,

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.

The standard packages are detailed hereafter, showing the name, the number of available packages and the amount.

For more information on sponsorship opportunities, please contact choukri@elda.org or mazo@elda.org.



Platinum Sponsor

one

20,000€

- Complimentary Registration for **6 participants**
- 2 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/lrec2012 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
- Participation into the Sponsors' Session held during the Main Conference
- Announcement at Opening Ceremony and Logo displayed on the Opening Session slides
- Invitation to social events (Welcome cocktail and Gala dinner) for 4 persons

Gold Sponsor

many

10,000€

- 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/lrec2012 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
- Participation into the Sponsors' Session held during the Main Conference
- Announcement at Opening Ceremony
- Invitation to social events (Welcome cocktail and Gala dinner) for 3 persons



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/lrec2012 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
 - Participation into the Sponsors' Session held during the Main Conference
 - Invitation to social events (Welcome cocktail and Gala dinner) for 2 persons
-

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/lrec2012 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/lrec2012 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/lrec2012 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:

Dr Khalid Choukri / Ms Helene Mazo

ELRA Secretary General

55-57, rue Brillat-Savarin

75013 Paris

France

Tel: +33 1 43 13 33 33

Fax: +33 1 43 13 33 30

Email: choukri@elda.org / lrec@elda.org



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 Opening Slides	Yes						
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	2 Full-page ad	Full-page ad	Half-page ad	Quarter-page ad	Quarter-page ad	Listed in the booklet	-
Name and logo on LREC 2012 printed material and bags	Yes	Yes	Yes	Yes	-	-	-
Link to the sponsor page on LREC 2012 homepage	Yes	Yes	Yes	Yes	Yes	Yes	-
Participation to the Sponsors' Session	Yes	Yes	Yes				
Invitation to social events (Gala Dinner & Welcome Cocktail)	Yes (4)	Yes (3)	Yes (2)	-	Yes (5)	-	-
Announcement at Opening Ceremony	Yes	Yes	-	-	-	-	-
Free online subscription to JLRE for 1 year	Yes	Yes	Yes	-	-	-	-