

ASSOCIATION FOR COMPUTATIONAL LINGUISTICS (ACL)

INVITATION TO SPONSOR CONFERENCES

IN 2010

The Association for Computational Linguistics (ACL) and its regional chapter North America will host two conferences in 2010 (the European Chapter will host the ACL meeting in 2010 rather than holding a separate conference):

- NAACL HLT 2010 in Los Angeles, California, USA (June 1 – June 6, 2010)
- ACL 2010 in Uppsala, Sweden (July 11 – 16, 2010)

In the past 5 years, ACL conferences have attracted between 650 and 1,100 paying attendees, EACL conferences between 250 and 500, and NAACL conferences between 500 and 700+.

This document summarizes sponsorship opportunities at the upcoming conferences. For the first time, ACL also offers a “2Pack” which, for a single payment, gives access to sponsorship opportunities at both 2010 conferences. The 2Pack provides a significant discount, and an easy opportunity for global presence in the leading conferences on natural language processing.

Further information on sponsorship opportunities can be obtained by contacting sponsoring@aclweb.org.

LEVELS OF SPONSORSHIP

PLATINUM SPONSORSHIP

NAACL 2010	US\$ 8,500
ACL 2010	US\$ 12,000
2Pack 2010	US\$ 15,375

Benefits:

- Sponsorship of one conference Plenary Session
- Acknowledgement at commencement and end of sponsored Plenary Session
- Acknowledgement and hyperlink on conference website
- One page mono advertisement in program booklet
- Company logo on conference bags
- Promotional material insert in conference bags (up to two items)
- Inclusion of company logo in Platinum section on large, prominently displayed banner
- A double exhibition trade booth up to 6.0 m wide x 2.0 m deep
- Complimentary registration for three (3) company representatives

GOLD SPONSORSHIP

NAACL 2010	US \$5,500
ACL 2010	US\$ 7,500
2Pack 2010	US\$ 9,750

Benefits:

- Acknowledgement and hyperlink on website
- Half page mono advertisement in program booklet
- Promotional material insert in conference bags (up to two items)
- Inclusion of company logo in Gold section on large, prominently displayed banner
- One exhibition trade booth up to 3.0 m wide x 2.0 m deep
- Complimentary registration for two (2) company representatives

SILVER SPONSORSHIP

NAACL 2010	US\$ 3,000
ACL 2010	US\$ 4,000
2Pack 2010	US\$ 5,250

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Inclusion of company logo in Silver section on large, prominently displayed banner
- Complimentary registration for one (1) company representative

BRONZE SPONSORSHIP

NAACL 2010	US\$ 1,250
ACL 2010	US\$ 1,500
2Pack 2010	US\$ 2,065

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)

SUPPORTER

NAACL 2010	US\$ 750
ACL 2010	US\$ 1,000
2Pack 2010	US\$ 1,315

Benefits:

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Promotional material insert in conference bags (one item)

CONFERENCE DINNER SPONSOR

NAACL 2010	US\$ 8,500
ACL 2010	US\$ 12,000
2Pack 2010	US\$ 15,37

Benefits:

- Acknowledgement and hyperlink on website
- Half page mono advertisement in program booklet
- Promotional material insert in conference bags (up to two items)
- Opportunity for company banner to be hung in Dinner venue
- Opportunity to MC the Dinner Evening
- Opportunity to provide attendee gifts at the Dinner
- May invite up to 5 complimentary guests to the Dinner

WELCOMING RECEPTION SPONSORSHIP

NAACL 2010	US\$ 4,000
ACL 2010	US\$ 6,000
2Pack 2010	US\$ 7,500

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Opportunity for company banner to be hung in Reception venue
- May provide additional entertainment at the Reception (in consultation with the organizers)
- May invite up to 5 complimentary guests to the Reception

SPONSORSHIP of WIRELESS HOTSPOTS

NAACL 2010	US\$ 4,000
ACL 2010	US\$ 6,000
2Pack 2010	US\$ 7,500

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Opportunity for promotional material to be displayed in foyers / at hotspots
- Complimentary registration for one (1) company representative

CONFERENCE BAG SPONSOR

NAACL 2010	US\$ 2,000
ACL 2010	US\$ 3,000
2Pack 2010	US\$ 3,750

Benefits:

- Company logo most prominent on all conference bags (design of bag in cooperation with local organizers)
- Listing in program booklet
- One promotional material insert in conference bags (one item)

SPONSORSHIP of STUDENT VOLUNTEERS

NAACL 2010	US\$ 4,000
ACL 2010	US\$ 6,000
2Pack 2010	US\$ 7,500

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in conference bags (one item)
- Your logo on all T-shirts worn by Student Volunteers (design of T-shirt in cooperation with local organizers)
- Acknowledgement of your support for the SV's to attend the

Conference Dinner

- Complimentary registration for one (1) company representative

SPONSOR of OVERSEAS STUDENT FELLOWSHIP

NAACL 2010	US\$ 750
ACL 2010	US\$ 1,000
2Pack 2010	US\$ 1,315

Benefits:

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Your logo on one specific international student's T-shirt

SPONSOR of LOCAL STUDENT FELLOWSHIP

NAACL 2010	US\$ 500
ACL 2010	US\$ 500
2Pack 2010	US\$ 750

Benefits:

- Acknowledgement and hyperlink on website
- Listing in program booklet
- Your logo on one specific local student's T-shirt

EXHIBITOR UNMANNED PER DAY

NAACL 2010	US\$ 200
ACL 2010	US\$ 250
2Pack 2010	US\$ 340

Benefits:

- One exhibition trade booth up to 3.0 m wide x 2.0 m deep

EXHIBITOR MANNED PER DAY

NAACL 2010	US\$ 400
ACL 2010	US\$ 500
2Pack 2010	US\$ 675

Benefits:

- One exhibition trade booth up to 3.0 m wide x 2.0 m deep

- Complimentary refreshments for one stand manager

PROMOTIONAL MATERIAL

HALF PAGE MONO ADVERTISEMENT IN PROGRAM BOOKLET

NAACL 2010	US\$ 500
ACL 2010	US\$ 700
2Pack 2010	US\$ 825

Note: the program booklet is usually compact size, i.e., about half of US letter size, or A5.

QUARTER PAGE MONO ADVERTISEMENT IN PROGRAM BOOKLET

NAACL 2010	US\$ 200
ACL 2010	US\$ 300
2Pack 2010	US\$ 375

CONFERENCE BAG INCLUSION (PER ITEM)

NAACL 2010	US\$ 200
ACL 2010	US\$ 300
2Pack 2010	US\$ 375

SPONSORING EVENTS IS EASY! CONTACT ANY OF THE FOLLOWING PEOPLE TO MAKE A DONATION!

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