

ESTC2008

2ND ANNUAL EUROPEAN SEMANTIC TECHNOLOGY CONFERENCE
24-26 September 2008 Palais Niederösterreich Vienna, Austria

The 2nd annual European Semantic Technology Conference 2008

ESTC 2008 is the leading semantic technologies event in Europe,
attracting both senior-level delegates and high-profile leading practitioners
in the industry

www.estc2008.com

Exhibition and Conference
Sponsorship Document

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Welcome to ESTC 2008

www.estc2008.com

European Semantic Technology Conference

24-26 September, 2008 Palais Niederösterreich,
Vienna, Austria

Semantic Technology Institute (STI) International is pleased to announce the 2nd annual **European Semantic Technology Conference**. ESTC is Europe's foremost gathering on the application of semantic technology in industry, commerce and government. The programme will provide participants with a strategic overview of how semantic technology can be applied within their organisations.

Participants will learn how to design, develop and apply a cohesive strategy for managing semantic technology initiatives and utilising these innovations to dramatically evolve the operations and effectiveness of their organisations from the foremost semantic technology experts, exploiters and experienced practitioners.

Program Structure:

The 2008 **European Semantic Technology Conference** is designed to allow participants to network with and learn from each other – you will be able to customize your own program to suit your interests and imperatives, as the program will be divided into learning tracks focused on specific areas of practice.

Tutorials – 24th September (half day)

Main Conference and Exhibition – 24th September (afternoon) – 26th September

Program structure will include:

- **Focused tracks** that guide you through the conference experience and help you select which content is most relevant to your work
- A **wide range of topics** to ensure that your experience on-site will reflect your most pressing imperatives
- **Opportunities to meet** and get to know your peers in more informal settings
- **Business Idea Showcase** – pitch your idea for the application of semantic technology to our panel of investors – winners will be selected at the conference and rewarded!
- **Exhibition** area with exhibitors out of the mayor key players of semantic industry



Conference Themes:

In general terms, the conference is interested in the application of semantic technology to any business need, whether inside or outside the enterprise and in both the B2B and B2C contexts.

Topics include but are not limited to:

- SOA and Semantic Technology
- Semantic Business Intelligence
- Knowledge Management
- Information Integration
- Semantic Web Services
- Semantic Web & Web 2.0
- Semantic search
- Ontology modelling
- Ontology management
- Semantic BPM
- Semantic Technology & SaaS
- Information Retrieval

Semantic technology is applicable to many sectors. Verticals already generating strong interest include:

- Financial Services
- Life Sciences
- Telecommunications
- eHealth
- Government

Who Attends?

The delegates at the 2008 **European Semantic Technology Conference** are individuals involved at all levels of research and development of semantic technology, including:

- Heads of New Media
- CTOs and Strategists
- CIOs and Information Technology Managers
- Information Architects and Strategic Technology Planners
- Data Analysts
- Software Developers
- Internet/Intranet/Extranet/Web Managers/Webmasters
- Venture Capitalists and Investors
- CEOs of software startups
- Product Managers
- Academics and Researchers
- Press and Analysts
- Technology Consultants



SPONSORSHIP PACKAGES

DIAMOND SPONSOR (ONE POSITION ONLY)

PRE-CONFERENCE

1. **Corporate Branding** - Status as Official Diamond Sponsor on all print and electronic conference documentation.
2. **Featured Article** – Can be submitted to appear in the ESTC 2008 monthly e-Newsletter.
3. **Public Relations** – Diamond Sponsor announced in pre-Conference press release.
4. **Web Advertising** – Banner, Skyscraper or Pop-up Advert to appear on the ESTC 2008 official Website. Corporate Logo and link to feature on-site.
5. **Complimentary Passes** – 5 delegate places to the conference.

AT THE CONFERENCE

1. **Speaking Session** – You will be guaranteed a speaking position at the conference (must strictly be a case study presentation and meet with the conference producers approval)
2. **Client Case Study Workshop** - Invite a senior executive from a client organization to present a 1-hour Strategic Workshop. This is a content-rich session, but showcases your organization in a real-case scenario as your client serves as an advocate of your organization's performance. Speaker selection and content are subject to the approval of the program director.
3. **Roundtable Session** - Roundtables will be offered at the ESTC2008, to be led by industry experts on a wide variety of topics each afternoon at the program. Roundtables provide the opportunity for experts from your organization to interact directly with targeted delegates to discuss their issues. Roundtables topics that will be featured at the program will be provided shortly.
4. **Exhibition Space** - 2m x 5m² exhibition space, prime location in the main exhibition area.
5. **Conference Delegate Workbook** – Full page colour advert on the outside back cover. Company logo to appear on the front of the cover and a 200 word company description within the workbook.
6. **Conference Gala Dinner** – Sponsored with 10 minute presentation. Opportunity to supply corporate gifts to delegates.
7. **Conference Cocktail Reception** – Branding/announcement of Diamond Sponsor.
8. **On-Site Branding** - Prominently featured on all on-site Conference materials.

POST-CONFERENCE

1. **Delegate List** - A copy of the confidential delegate list (excluding email addresses) to assist you in new business generation activities



PLATINUM SPONSOR (THREE POSITIONS ONLY)

PRE-CONFERENCE

1. **Corporate Branding** - Platinum Sponsor acknowledgement on all print and electronic conference documentation
2. **Web Advertising** - Banner, Skyscraper or Pop-up Advert to appear on the ESTC 2008 official website. Corporate logo and link to feature on-site.
3. **Complimentary Passes** – 3 delegate places to the conference.

AT THE CONFERENCE

1. **Speaking Session** – You will be guaranteed a speaking position at the conference (*must strictly be a case study presentation and meet with the conference producers approval*)
2. **Client Case Study Workshop** - Invite a senior executive from a client organization to present a 1-hour Strategic Workshop. This is a content-rich session, but showcases your organization in a real-case scenario as your client serves as an advocate of your organization's performance. Speaker selection and content are subject to the approval of the program director.
3. **Roundtable Session** - Roundtables will be offered at the ESTC2008, to be led by industry experts on a wide variety of topics each afternoon at the program. Roundtables provide the opportunity for experts from your organization to interact directly with targeted delegates to discuss their issues. Roundtables topics that will be featured at the program will be provided shortly.
4. **Exhibition Space** - 2m x 3m² exhibition space, prime location in the main exhibition area.
5. **Conference Delegate Workbook** – Half page colour advert within workbook. Company logo to appear on the front of the cover and a 100 word company description within the workbook.
6. **On-Site Branding** - Prominently featured on all on-site conference materials.

POST-CONFERENCE

1. **Delegate List** - A copy of the confidential delegate list (excluding email addresses) to assist you in new business generation activities



GOLD SPONSOR

PRE-CONFERENCE

1. **Corporate Branding** - Gold Sponsor acknowledgment on all print and electronic conference documentation.
2. **Web Advertising** – Banner, Skyscraper or Pop-up Advert to appear on the ESTC 2008 official Website. Corporate logo and link to feature on-site.
3. **Complimentary Passes** – 2 delegate places to the conference.

AT THE CONFERENCE

1. **Case Study Presentation** - Your company will have the opportunity to provide a case study based presentation. To be approved with the program director and subject to availability
2. **Roundtable Session** - Roundtables will be offered at the ESTC2008, to be led by industry experts on a wide variety of topics each afternoon at the program. Roundtables provide the opportunity for experts from your organization to interact directly with targeted delegates to discuss their issues. Roundtables topics that will be featured at the program will be provided shortly.
3. **Exhibition Space** - 2m x 3m² exhibition space, prime location in the main exhibition area.
4. **Conference Delegate Workbook** – Company logo to appear on the front of the cover and a 100 word company description within the workbook.
5. **On-Site Branding** - Prominently featured on all on-site conference materials.

POST-CONFERENCE

1. **Delegate List** - A copy of the confidential delegate list (excluding email addresses) to assist you in new business generation activities



SILVER SPONSOR

PRE-CONFERENCE

1. **Web Advertising** – Banner, Skyscraper or Pop-up Advert to appear on the ESTC 2008 official Website. Corporate logo and link to feature on site.
2. **Conference Brochure** – Corporate logo in conference brochure. This will be used in our extensive marketing campaign directed to a well defined target audience within this market.

AT THE CONFERENCE

1. **Individual presentations of tools & services at the STI International joint booth** using booth infrastructure (beamer/large screen, laptop, internet access, printer)
2. **Business support by booth staff** (active providing sponsor specific information, contact management for interested parties...)
3. Providing **one poster** (paper format 841mm x 1189mm A0) at the joint booth providing information material at the booth **Conference Delegate Workbook** – a 50 word company description within the workbook.

POST-CONFERENCE

1. **Delegate List** - A copy of the confidential delegate list (excluding email address) to assist you in new business generation activities



ADDITIONAL SPONSORSHIP OPTIONS

Lanyard Sponsor (one company only)

The sole sponsor of this will receive the following benefits:

- Exclusive rights for company name to appear on the conference lanyard, which each delegate will receive.

Gift upon registration

The sponsors of this will receive the following benefits:

- Exclusive right to give each delegate a gift upon registration and drive traffic to your stand.

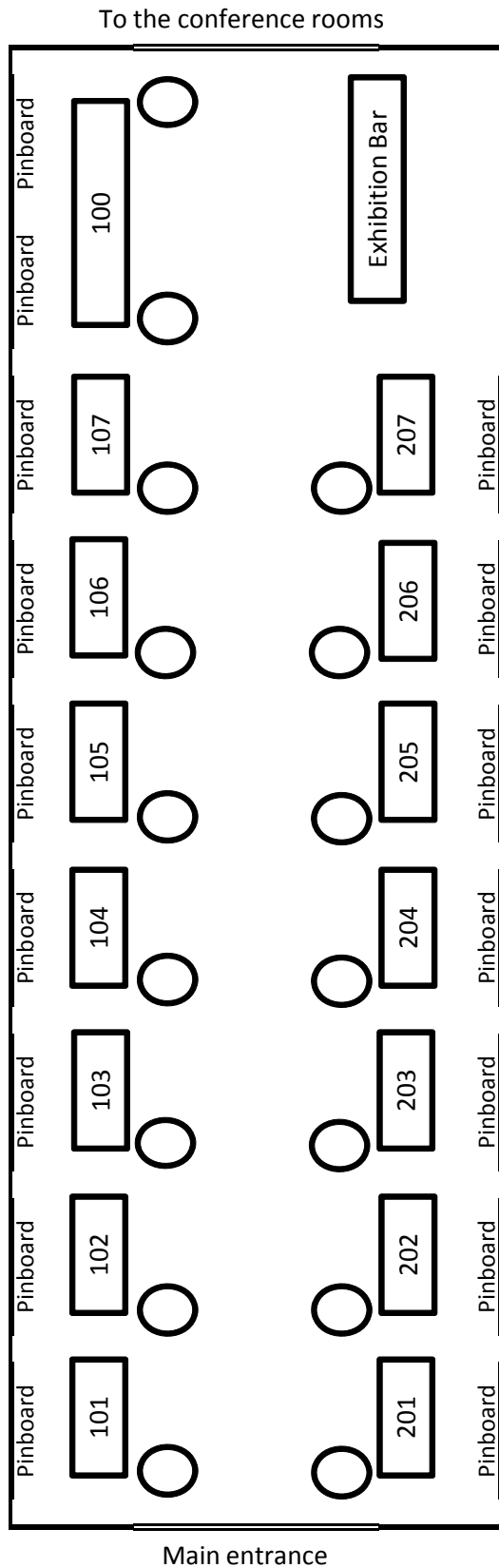
Brochure Inserts in show-bag

The sponsors of this will receive the following benefits:

- A4 marketing collateral included in the show bag.

ESTC 2008 is a unique opportunity for sponsors to align themselves alongside the world's leading semantic technology gurus, and to position themselves as leaders in the European business space





ESTC2008 Palais Niederösterreich Exhibition tent at the central court Exhibition Dates: 24-26 Sept. 2008

The STI International joint booth and additional exhibition space is located at the first floor of the Palais Niederösterreich



Sponsorship & Exhibition enquiries

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About STI International

The aim of the Semantic Technology Institute (STI) International is to support the successful and enduring development of semantic technologies as a central pillar of future ICT systems. The critical factors for the success and sustainability of any technology are standardization and commercial adoption. In order to support this process in the emerging field of semantic technologies, STI International coordinates, integrates, and consolidates the activities of interested academic, industrial, and governmental organizations.

STI International provides a bundle of unique services which are essential for the successful development of the research area, standardization, and commercial adoption of respective technology developments that are usually beyond the scope of individual organizations or particular research projects. Ultimately, STI International provides a platform for cross-project collaboration where synergies between interested partners are found.

The STI International Services are categorized in three main areas: research, technology and realization. The core services function as a fundamental basis for these main areas.

