



# **INTER SPEECH 2009**

incorporating the theme  
*“Speech and Intelligence”*

**BRIGHTON CONFERENCE CENTRE,  
BRIGHTON, UK**

**6<sup>TH</sup> – 10<sup>TH</sup> SEPTEMBER 2009**

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## **Invitation to Sponsor**

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[www.INTER SPEECH2009.org](http://www.INTER SPEECH2009.org)

## Contact Details

For more information or to confirm a sponsorship package please contact:

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**Website: [www.INTER\\_SPEECH2009.com](http://www.INTER_SPEECH2009.com)**

## An Unrivalled Sponsorship Opportunity

INTER\_SPEECH is the annual conference of the International Speech Communication Association (ISCA – [www.isca-speech.org](http://www.isca-speech.org)). Every year more than 1000 delegates from all around the world gather to participate in an exciting and up-to-the-minute scientific and technical programme covering the latest research and development activities in this field. It is expected that over 600 scientific papers will be presented alongside a scientific and commercial Exhibition. The conference will be preceded and followed by several satellite workshops.

The theme for INTER\_SPEECH 2009 is ‘Speech and Intelligence’, and it is expected that this will influence many different aspects of the programme ranging from the invited speakers, the Special Sessions and, for the first time at an INTER\_SPEECH conference, the hosting of the prestigious Loebner Contest.

## Location and Venues

INTER\_SPEECH 2009 will be held in the purpose-built Brighton Conference Centre located at the heart of Brighton, one of the UK’s most popular coastal resorts.

Brighton is located on the south coast of England, and together with its immediate neighbour Hove forms the city of Brighton and Hove. Brighton is one of the largest and most notable settlements by the sea in the United Kingdom. It is just under an hour by train from London and there are direct trains from both Luton and Gatwick airports.

The city emerged as an important health resort during the 18th century and became a popular destination for day-trippers after the arrival of the railway in 1841. Modern Brighton forms part of a conurbation stretching along the coast and is visited by 8 million tourists each year.

Brighton boasts a huge number of hotels offering accommodation from budget to luxury. It has a wealth of restaurants, varied specialist and stylish shops and entertainment facilities, which serve a substantial business conference industry. The social programme for INTER\_SPEECH 2009 will feature several of the major visitor attractions in the city including:

- The Royal Pavilion, the spectacular seaside palace of the Prince Regent (George IV) transformed by John Nash between 1815 and 1822 into one of the most dazzling and exotic buildings in the British Isles.

- The Brighton Museum/Dome Facility, part of the historic Pavilion Estate, will be the spectacular setting for the conference Welcome Reception.
- The stylish Italian Al Duomo Restaurant in the heart of the town will be the location of the Student Reception.
- The Brighton Racecourse, set high on the Sussex Downs with stunning views of Brighton and Hove, will host the Conference Dinner and Party.

The modern city of Brighton and Hove is also an educational centre with two universities and many English language schools.

## **Summary of Benefits**

- An unrivalled opportunity to reach over 1000 current and future leaders in the specialist field of Spoken Language Processing from all over the world.
- A range of accessible sponsorship levels to suit every marketing budget.
- Benefits with real value, designed to maximise company exposure and participation in the conference programme – including sponsorship of the prestigious 2009 Loebner Contest, which the conference will host.
- Highly visible exhibition displays located in areas of maximum delegate flow will be available. Preferential treatment will be given in the allocation of these to sponsors and will be allocated on a first come first served basis.
- Priority in allocating sponsorship packages will be given to organisations depending upon the level of sponsorship and also on a first come first served basis.
- Early commitment will ensure inclusion in the full marketing programme planned for the conference and give sponsors the opportunity to spread payment over two financial years.
- Our flexible approach to achieving a win/win position with all of our partners means that we will be happy to consider other sponsorship proposals.

## Sponsorship Structure

- Gold Sponsor                      £ 10,000
- Silver Sponsor                    £ 5,000
- Bronze Sponsor                  £ 2,500
- In-Kind Sponsors - including sponsorship of the prestigious 2009 Loebner Contest

**The benefits in each category reflect the level of financial commitment.**

*Payments must be in POUNDS Sterling. The U.K. rate of VAT (currently 15%) will be due in addition to these sums, but can normally be reclaimed. Priority amongst sponsors in each category will depend on the order in which they commit and on prompt payment of contributions.*

## Sponsorship Packages

### **GOLD SPONSOR £10,000**

- Company logo displayed on pre-conference announcements, the conference Programme, Book of Abstracts and/or the CD-ROM sleeve.
- Company description featured on the conference website with company logo linking to company site.
- Full page advertisement in the conference programme with preferential choice of position before Silver and Bronze sponsors (sponsor to provide artwork).
- Opportunity to provide up to two banners for prominent display at agreed locations in the conference venue.
- Acknowledgement during the Opening and Closing Ceremonies.
- Company name and logo to be featured on the holding slide at plenary sessions.
- Two complimentary 3m x 2m exhibition spaces with preferential site selection in the venue.
- Two complimentary registrations for the conference – includes entry to the Welcome Reception in the Brighton Museum/Dome Facility.
- Four tickets for the Conference Dinner and Party at Brighton Racecourse.
- Insertion of up to two A4 items of approved promotional material in the conference bag.
- Use of INTERSPEECH 2009 name and logo in approved company promotional literature and press releases.

## **SILVER SPONSOR £5,000**

- Company logo displayed on pre-conference announcements and the conference Programme.
- Company logo featured on the conference website with link to company site.
- Half page advertisement in the conference programme with choice of position after Gold Sponsors (sponsor to provide artwork).
- Company logo to be featured on the holding slide at plenary sessions.
- One complimentary 3m x 2m exhibition space with preferential site selection in the venue after Gold Sponsors.
- One complimentary registration for the conference – includes entry to the Welcome Reception in the Brighton Museum/Dome Facility.
- Two tickets for the Conference Dinner and Party at Brighton Racecourse.
- Insertion of one A4 item of approved promotional material in the conference bag.
- Use of INTERSPEECH 2009 name and logo in approved company promotional literature and press releases.

## **BRONZE SPONSOR £2,500**

- Company name displayed in the conference Programme.
- Company name featured on the conference website with link to company site.
- One complimentary 3m x 2m exhibition space with preferential site selection in the venue after Gold and Silver Sponsors.
- One ticket for the Conference Dinner and Party at Brighton Racecourse.
- Use of INTERSPEECH 2009 name and logo in approved company promotional literature and press releases.

## “In Kind” and other Sponsorship Opportunities

There are several other opportunities to sponsor elements of the conference programme and social programme. The level of company branding and recognition associated with each will depend on the level of sponsorship. For example if you choose to sponsor one of the social events then you will have the opportunity to make a short address to the delegates. There will also be branding opportunities appropriate to each venue, as well as recognition in the conference programme. The organisers will work in partnership with the sponsors to maximise the value of their support.

<u><b>Item</b></u>	<u><b>Indicative Contribution</b></u>
<b>Catering:</b>	
Coffee/tea/refreshments during the conference	£2,000 per break
<b>Social Events:</b>	
Welcome Reception - Monday 7 September, Brighton Museum/Dome	£7,000
Reviewers Reception - Tuesday 8 September, Royal Pavilion	£5,000
Student Reception - Tuesday 8 September, Al Duomo Restaurant	£3,500
Conference Dinner - Wednesday 9 September, Brighton Racecourse	£10,000
<b>Printed/Electronic Material:</b>	
Conference programme, Book of Abstracts	£6,500
CD-Rom	£10,000
<b>Other:</b>	
Conference bag insert – 1 x A4 leaflet, must be approved	£750
Conference bags with sponsors logo	£5,000*
Gifts in delegate pack, e.g. mugs, ponchos, whisky miniatures	£1 per item
Notepads with company name	£1,000*
Pens with company name	£1,000*
Lanyards with company name	£1,000*
Internet Café	£3,000
Pocket Programme	£1,000

### **The 2009 Loebner Prize Contest**

The Loebner Prize for artificial intelligence (<http://loebner.net/Prizef/loebner-prize.html>) is the first formal instantiation of a Turing Test (named after Alan Turing the brilliant British mathematician). In 1990 Hugh Loebner agreed with The Cambridge Center for Behavioral Studies to underwrite a contest designed to implement the Turing Test, and he pledged a Grand Prize of \$100,000 and a Gold Medal for the first computer whose responses were judged to be indistinguishable from a human's. Each year an annual prize of \$2000 and a bronze medal is awarded to the most human-like computer.

This prestigious event constitutes a very attractive addition to INTERSPEECH 2009 and an opportunity to establish *for the first time* a speech-based element to the contest. This event is expected to attract interest from the media. Sponsors will have the opportunity to place their logos alongside those of the Loebner Prize Contest.

Hire of PCs and equipment for Loebner Prize Contest	£1,500*
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*\*These costs are based on Interspeech 2009 sourcing the items. Alternatively sponsors may provide these items, with approval of the organisers.*

## **Payment**

A non-refundable deposit of 20% must be received within 30 days of the booking, otherwise the exhibition space, sponsorship package or item may be released. The balance will be invoiced and due by 31 March 2009. For bookings made after 31 March, full payment (non-refundable) will be required within 30 days. Companies wishing to spread the payments over several instalments should contact the Secretariat to agree a payment schedule. Should any payment remain outstanding at the time of conference, neither company personnel or their contractors will be allowed access to the exhibition space.

## **Cancellations**

Cancellations must be sent to the Interspeech 2009 Secretariat in writing.

Cancellations received on or before 31 March 2009 – the 20% non-refundable deposit will be withheld and the balance of the sponsorship cost will be refunded.

Cancellations received after 31 March 2009 – no refunds will be issued.

All information in this document was correct at the time of writing.

**INTERSPEECH 2009**  
**Application form for Sponsorship and Exhibition Space**

**Company:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Postcode:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Sponsorship**

**We wish to book the following sponsorship package**

Gold Sponsor	£10,000	[ ]	
Silver Sponsor	£ 5,000	[ ]	
Bronze Sponsor	£ 2,500	[ ]	£ _____

**Exhibition Space**

We wish to reserve stand number(s)

\_\_\_\_\_

**Other Sponsorship Opportunities**

Sponsorship Item

\_\_\_\_\_

£ \_\_\_\_\_

Subtotal £ \_\_\_\_\_

Plus VAT at current rate – 15% £ \_\_\_\_\_

Total £ \_\_\_\_\_

I have read and accept the cancellation terms as contained within this brochure.

**Signature** \_\_\_\_\_

**Name** \_\_\_\_\_

**Date** \_\_\_\_\_