



# COLING 2008

The 22nd International Conference on  
Computational Linguistics

18-22 August, 2008

University of Manchester  
England

# SPONSORSHIP PROSPECTUS

## The Event

Coling is the 22nd International Conference on Computational Linguistics. One of the two most prominent conferences in the field, this is the first time in its 43-year history that it has taken place in the United Kingdom. And where more appropriate than at the University of Manchester, the birthplace of modern computing, and one of the pioneers in computational linguistics in the UK?

We expect an audience of at least 700 participants and possibly as many as 1,000, drawn from academic and industrial organisations across the world. The conference itself consists of four days of parallel paper presentations, and a number of associated specialist workshops and tutorials during the preceding and following weekends. There will also be exhibits and technology demonstrations. The Coling conference is recognised as one of the two major international events in the fields of language technology, computational linguistics and natural language processing; the field is growing constantly, and at the most recent comparable conference, in Prague 2007, the number of delegates was into four figures for the first time. Given its convenient location, Coling 2008 could possibly be the largest-ever international event in the field. It is an event that will be locked in to the calendars of anyone who is serious about cutting-edge developments in the language technologies.

## Content

The main sessions of the conference will consist of refereed academic papers on substantial, original, and unpublished research on all aspects of language technology, natural language processing and computational linguistics, including, but not limited to: pragmatics, discourse, semantics, syntax, grammars and the lexicon; phonetics, phonology and morphology; lexical semantics and ontologies; word segmentation, tagging and chunking; parsing, generation and summarization; language modelling, spoken language recognition and understanding; linguistic, psychological and mathematical models of language; language-oriented information retrieval, question answering, and information extraction; machine learning for natural language; corpus-based modelling of language, discourse and dialogue; multi-lingual processing, machine translation and translation aids; multi-modal and natural language interfaces and dialogue systems; applications, tools and resources; and evaluation of systems. We expect there to be approximately 160 papers presented in the parallel main sessions, and a similar number of poster presentations; there will be three or four plenary invited talks by international leaders in the field, and a large number of satellite events.

## Venue

Manchester is a city in transformation. The dark satanic mills of Lowry's paintings belong to the 19th and 20th centuries. 21st century Manchester is a city of canalside restaurants and cafes, famous for its cultural and sporting activity as much as its business, science and education. Coling 2008 will take place at the brand new University Place, a purpose-built conference centre, one of several stunning buildings recently built as part of the university's expansion following the merger of UMIST and the Victoria University of Manchester, making it the biggest university in Britain.

## Flexible promotional opportunities

The following packages have been tailored to appeal to 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.

All sponsorship packages include the following benefits

- Acknowledgement and link to the sponsor's webpage on Coling webpage through company/institution logo
- Company/institution name and logo prominently featured as a platinum/gold/silver/bronze sponsor as appropriate on conference programme and proceedings covers
- Promotional material insert in delegate bags
- Mono advertisement in programme booklet, size as specified below: you provide the text and lay-out

### PLATINUM (MAIN) SPONSOR    £10,000

Additional benefits:

- Sponsorship of one conference Plenary Session
- Acknowledgement at commencement and end of sponsored Plenary Session
- Full-page advertisement in programme booklet
- Opportunity for company banner to be hung in conference venue
- A double exhibition trade booth up to 6.0 m wide x 2.0 m deep
- **Six** complimentary conference registrations (including banquet)

### GOLD SPONSOR    £5,000

Additional benefits:

- Full-page advertisement in programme booklet
- Opportunity for company banner to be hung in conference venue
- One exhibition trade booth up to 3.0 m wide x 2.0 m deep
- **Four** complimentary conference registrations (including banquet)

### SILVER SPONSOR    £2,500

Additional benefits:

- Half-page advertisement in programme booklet
- One exhibition trade booth up to 3.0 m wide x 2.0 m deep
- **Two** complimentary conference registrations (including banquet)

### BRONZE SPONSOR    £1,000

Additional benefits:

- Quarter-page advertisement in programme booklet
- **One** complimentary conference registration (including banquet)

Instead of, or as well as, the above packages, you may prefer to be associated directly with one particular event or aspect of the conference. The following packages are also available.

### CONFERENCE BANQUET MAIN SPONSOR £6,000

The conference banquet will take place in Manchester's Palace Hotel on Thursday 21<sup>st</sup> August

#### Benefits:

- Full-page advertisement in programme booklet
- Company/institution name and logo featured prominently on all material relating to the banquet (tickets, menus, signage)
- Opportunity for company banner to be hung at banquet venue
- Opportunity to MC the banquet or make brief presentation (5 mins max)
- Opportunity to provide delegate gifts at the banquet
- Opportunity to have input on decisions relating to menu choice, entertainment, etc.
- **Six** complimentary banquet tickets with some seats at or near "top table"

### CONFERENCE BANQUET SUPPORTER £1,000

#### Benefits:

- Quarter-page advertisement in programme booklet
- Company/institution name and logo featured as supporter on material relating to the banquet (tickets, menus)
- **Two** complimentary banquet tickets

### WELCOME RECEPTION SPONSOR £4,000

The welcome reception will take place in the conference venue on Sunday 17<sup>th</sup> August

#### Additional benefits:

- Full-page advertisement in programme booklet
- Company/institution name and logo featured exclusively on all material relating to the welcome reception (tickets, signage)
- Opportunity for company banner to be hung prominently at reception venue
- Opportunity to make brief presentation at reception (5 mins max)
- Opportunity to provide delegate gifts at the reception
- Possibility of providing additional entertainment at the reception (in consultation with the organisers)

### SPONSORSHIP of STUDENT VOLUNTEERS £2,500

#### Additional benefits:

- Half-page advertisement in programme booklet
- Company/institution name and logo featured prominently on all T-shirts worn by Student Volunteers
- You design (in consultation with organisers) and provide the T-shirts to be worn
- Acknowledgement of your support for the Student Volunteers to attend the banquet
- **One** complimentary conference registration (including banquet)

## Primary CONFERENCE BAG SPONSOR £2,500 or equivalent

If you can provide the conference bags yourself, please contact the organisers

### Additional benefits:

- Half-page advertisement in programme booklet
- Company logo most prominent on all conference bags
- **One** complimentary conference registration (including banquet)

## PROMOTIONAL MATERIAL

Half-page advertisement in programme booklet: £300

Quarter-page mono advertisement in programme booklet: £150

Share a full-page ad with other smaller contributors (1/8 page each): £50

Item (provided by sponsor) for inclusion in conference bags (flyer, promotional gimmick):  
£300

## IN-KIND CONTRIBUTIONS

Provision of writing pads, pens, entertainment, delegate gifts, printing services, graphic services will be gratefully received and acknowledged.

Email enquiries regarding sponsorship packages should be directed to any of the following:

John Tait            email: [John.Tait@ir-facility.org](mailto:John.Tait@ir-facility.org)  
Anne de Roeck    email: [A.Deroeck@open.ac.uk](mailto:A.Deroeck@open.ac.uk)  
Harold Somers    email: [Harold.Somers@manchester.ac.uk](mailto:Harold.Somers@manchester.ac.uk)

Enquiries other than by email should be addressed to:  
Harold Somers (Coling sponsorship)  
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