

## Sponsorship Manual

**Dear friends and colleagues,**

Over the years, the [Afeka Center for Language Processing \(ACLP\)](#) has organized and hosted an annual speech processing conference at the [Afeka Academic College of Engineering](#). The conference provides a unique platform for speech processing professionals from the industry and researchers from the academia to come together and share their knowledge and ideas.

In past years, the industry has assisted in funding the conference, contributing to its success and subsequently, enriching the level of discussion and knowledge gained. This has benefited both the industry and the academia.

At this stage, we feel that the current conference format has maximized its potential. As such, we are planning to take the conference to a new level in 2014 by expanding its offering.

First of all, the conference will be extended to two full days. Rather than providing an optional seminar day at an extra cost (as in previous years), all participants will be able to enjoy presentations from top researchers and industry professionals from around the world, included in the registration fee.

This year's keynote speakers will be:

- **Prof. Jean François Bonastre** Vice President of the University of Avignon, who be talking on "The Notion of Performance: A Paradigm Shift in Speaker Recognition and Voice Comparison?"
- **Prof. Herman Ney** from RWTH Aachen, who will be talking on "The Statistical Approach to Speech Recognition and Natural Language Processing: Achievements and Open Problems."
- **Prof. Richard Stern** from Carnegie Mellon University, who will be talking on "Robust Automatic Speech Recognition in the 21st Century."
- **Mr. Jay Wilpon** Executive Director, NLP Research at AT&T Labs, who will be talking on "The Connected World and Speech Technologies: It's About "Effortless.""

In addition, we will be featuring several workgroups in a dedicated session, similar to the successful pilot that was held during last year's conference; offering travel grants to international graduate student papers accepted; and hosting a satellite event that includes a cocktail &

networking event and live video conference with **Mr. Ray Kurzweil**, Author, Inventor, Visionary, and Director of Engineering at Google who will be speaking on “The Future of Language in an Era of Accelerating Technologies.” You are welcome to visit this year’s [conference website](#) to view all the details.

Needless to say, expanding the conference format also affects the conference budget. Afeka has partially subsidized the conference over the years, and plans to contribute again this year. Although, the entrance fee will be higher this year, we are also in need of greater support from our sponsors.

We trust that you recognize the contribution the conference makes to the speech processing community, a contribution that will only grow as the conference evolves. Your sponsorship is indeed extremely appreciated.

In this document, you will be able to find all the sponsorship options for the 2014 Afeka Conference for Speech Processing. Please take a look to see which sponsorship plan suits your organization.

We will also be glad to discuss additional options.

Our Sponsorship Sales Manger listed below, will be in touch with you to further discuss your options.

Sincerely,

**Prof. Ami Moyal**

Chairman, 2014 Afeka Conference for Speech Processing

**Important Notice:**

We are aware that sponsorship of any of the below items may not suit your current marketing aims. We are therefore willing to tailor a package to suit your needs.

Please feel free to contact the Sponsorship Office to discuss your requests:

**For more information:**

**Ms. Hofit Gandi**

Tel: +972-3-7688769

Email: [SPD-Sponsorship@afeka.ac.il](mailto:SPD-Sponsorship@afeka.ac.il)

Or visit: [www.acip.co.il/SPconference2014](http://www.acip.co.il/SPconference2014)

## Sponsorship Packages

### Platinum Package

- 4 complimentary full entry tickets to the Afeka Conference for Speech Processing - includes free admission to all sessions (with lunch and coffee breaks), as well as, the satellite event, with cocktail networking and live video conference with Ray Kurzweil.
- An additional 6 full entry tickets at a 50% reduced rate.
- Company logo on all conference publications and promotional activities (e-mails, badges, printed program, conference proceedings, event signs and PR activities) with the title: **Platinum Sponsors** – 1<sup>st</sup> tier placement.
- Company logo on conference website with link to company's website – 1<sup>st</sup> tier placement.
- **Complimentary exhibition space** at the conference venue (includes 1 table, 2 chairs, 1 electrical outlet).
- Acknowledgement of sponsorship from the conference podium.
- Full page advertisement in the conference program.
- Brief statement and greetings by company representative during one of the conference events/  
Opportunity to present a product/application demonstration during one of the conference workgroups or a demo session.
- Opportunity to organize and chair a conference workshop.
- Exposure to the media as part of conference PR activities.

### Platinum Package - 20,000 NIS

## Gold Package

- 2 complimentary full entry tickets to the AfeKa Conference for Speech Processing - includes free admission to all sessions (with lunch and coffee breaks), as well as, the satellite event, with cocktail networking and live video conference with Ray Kurzweil.
- An additional 2 full entry tickets at a 50% reduced rate.
- Company logo on all conference publications and promotional activities (e-mails, badges, printed program, conference proceedings, event signs and PR activities) with the title: **Gold Sponsors** – 2nd tier placement.
- Company logo on conference website with link to company's website – 2nd tier placement.
- **Complimentary exhibition space** at the conference venue (includes 1 table, 2 chairs, 1 electrical outlet).
- Logo prominence on conference badges, printed program or sessions - *On a first come first serve basis.*

## Gold Package – 10,000 NIS

## Silver Package

- 1 complimentary full entry ticket to the AfeKa Conference for Speech Processing - includes free admission to all sessions (with lunch and coffee breaks), as well as, the satellite event, with cocktail networking and live video conference with Ray Kurzweil.
- An additional 2 full entry tickets at a 50% reduced rate.
- Company logo on all conference publications and promotional activities (e-mails, badges, printed program, conference proceedings, event signs and PR activities) with the title: **Silver Sponsors** – 3rd tier placement.
- Company logo on conference website with link to company's website – 3<sup>rd</sup> tier placement.
- **Complimentary exhibition space** at the conference venue (includes 1 table, 2 chairs, 1 electrical outlet) - *On a first come first serve basis.*

## Silver Package – 7,500 NIS

## Start – Up Package

- 1 complimentary full entry ticket to the AfeKa Conference for Speech Processing - includes free admission to all sessions (with lunch and coffee breaks), as well as, the satellite event, with cocktail networking and live video conference with Ray Kurzweil.
- Company logo on all conference publications and promotional activities (e-mails, badges, printed program, conference proceedings, event signs and PR activities) with the title: **Silver Sponsors** – 3th tier placement.
- Company logo on conference website with link to company's website – 3th tier placement.

## Start Up Package – 5,000 NIS

### Professional Sponsorship (Academia and Non-profit & Professional Organizations)

- Company logo on all conference publications and promotional activities (e-mails, badges, printed program, conference proceedings, event signs and PR activities) with the title: **Professional Sponsors** – 4th tier placement.
- Company logo on conference website with link to company's website – 4th tier placement.

#### Professional Sponsorship – 5,000 NIS

\* All prices do not include VAT.

**Non-Israeli sponsors– will be charged in NIS according to the exchange rate on the day of transaction.**

## Registration Information

**Dates:** Monday – Tuesday, 7-8 July, 2014

**Conference Venue:** Afeka Academic College of Engineering, Tel Aviv, Israel

### **Conference Program, Proceedings & Website:**

All sponsors will be listed in the official conference program and proceedings distributed to the participants, as well as, on the conference's website.

### **Terms and Conditions of Participation:**

Any company manning an exhibition desk during the conference will do so at its sole responsibility and liability. Any such company must maintain an adequate insurance policy with sufficient coverage for its property and liability coverage towards employees, representatives and any visitors participating in the exhibition against any risk, loss and damage, of any kind whatsoever. Such liability policies shall specifically provide that Afeka shall be additional named insured for their liability for acts and/or omissions of the company. It being clarified that an absence of such insurance policies or an invalidity of any such insurance policies shall neither derogate, in any manner, from the company's liabilities and responsibilities hereunder nor create a liability or responsibility of such kind for Afeka or anyone on its behalf, and Afeka will not be liable, whether financially or otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.

### **For more information:**

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