

SIGIR 2005

**THE 28TH ANNUAL INTERNATIONAL ACM SIGIR
CONFERENCE ON RESEARCH AND DEVELOPMENT
IN INFORMATION RETRIEVAL**

AUGUST 15 – 19, 2005, IN SALVADOR, BAHIA, BRAZIL

**SPONSORSHIP PROJECT
FOR ACM SIGIR 2005**

OCTOBER 2004



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1 PRESENTATION

SIGIR is the major international forum for the presentation of new research results and the demonstration of new systems and techniques in the broad field of information retrieval.

The 28th Annual International ACM SIGIR Conference will be held at the Pestana Bahia in Salvador, Brazil, August 15 to 19, 2005.



2 OBJECTIVES

The objective of the ACM SIGIR Conference is to promote the discovery and dissemination of high quality research in the domain of information retrieval. It welcomes members working in all aspects of information storage, retrieval, and dissemination, including research, development, evaluation, and education.

The main areas of interest, but not limited to, are: Formal Models, Language Models, Fusion/Combination; Text Representation and Indexing, XML and Metadata; Performance, Compression, Scalability, Architectures, Mobile Applications; Web IR, Intranet/Enterprise Search, Citation and Link Analysis, Digital Libraries, Distributed IR; Cross-language Retrieval, Multilingual Retrieval, Machine Translation for IR; Video and Image Access, Audio and Speech Retrieval, Music Retrieval; Machine Learning for IR, Text Data Mining, Clustering, Text Categorization; Topic Detection and Tracking, Content-Based Filtering, Collaborative Filtering, Agents; Summarization, Question Answering, Natural Language Processing for IR, Information Extraction, Lexical Acquisition; Interfaces, Visualization, Interactive IR, User Models, User Studies; Evaluation, Building Test Collections, Experimental Design and Metrics; Specialized Applications of IR, including Genomic IR, IR in Software Engineering, and IR for Chemical Structures.



3 ANTECEDENTS

The ACM SIGIR Conference is in its 28th edition. The conference have been traditionally held in North America and Europe in an alternate fashion. The only time that it did not follow this pattern was in 1998, when it was held in Melbourne, Australia. Thus, it will be the first time in Latin America, and we have chosen Salvador, Bahia, a warmth and nice place to host such a prestigious event.



4 ORGANIZATION

The General Chairs are Ricardo Baeza-Yates (University of Chile) and Nivio Ziviani (Federal University of Minas Gerais, Brazil). The Conference is a five days meeting, and the main events are: tutorials, presentation of full papers, posters, workshops, demonstration and doctoral consortium.



5 ESTIMATED PUBLIC

The estimated public is approximately 300 people from different countries. The majority will come from North America and Europe. This time we expect a strong participation from Brazil and South America, specially attracted by the tutorials and workshops.



6 FORMS OF PARTICIPATION

The companies interested in participating as sponsors of the event will be able to choose five distinct categories of participation which are:

- Mega**
- Giga**
- Tera**
- Peta**
- Exa**

The value of the investment for participation as sponsor (see table in page 11) of each one of the categories proportionally varies the intensity and quality of the exposition (see table in page 10).



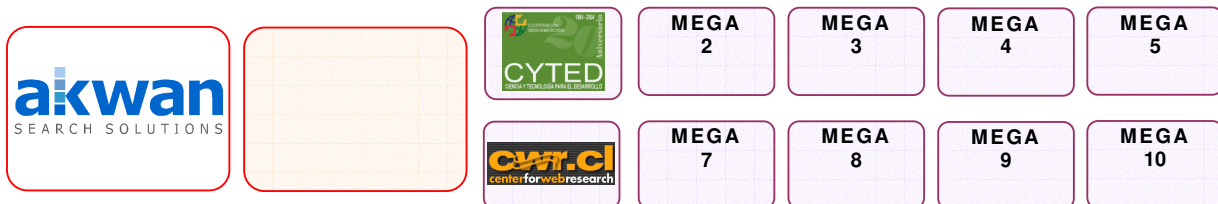
7 MEDIA SPACE AND CATEGORIES OF SPONSORSHIP

MEDIA SPACE		CATEGORIES OF SPONSORSHIP				
		MEGA	GIGA	TERA	PETA	EXA
GRAPHICAL PARTS	Proceedings	☐	☐	☐	☐	☐
	Banner				☐	☐
	Pad of paper	☐	☐	☐	☐	☐
	Pen					☐
	Poster	☐	☐	☐	☐	☐
	Banquet invitation					☐
	Identification badge				☐	☐
	Call for papers		☐	☐	☐	☐
	Folder	☐	☐	☐	☐	☐
	Banquet menu					☐
	Bag	☐	☐	☐	☐	☐
	Final program	☐	☐	☐	☐	☐
	Projection of PowerPoint			☐	☐	☐
	Site	☐	☐	☐	☐	☐
	Totem for table in the banquet.					☐
Physical spaces	Main and second auditorium (banners)	☐	☐	☐	☐	☐
	Poster and demo (banners and displays)			☐	☐	☐
	Reception at the airport (banners)				☐	☐
	Reception (displays)	☐	☐	☐	☐	☐
	Hall of the hotel (banners)			☐	☐	☐
	Tutorials (banners)	☐	☐			
	Workshops (banners)					
OTHERS	Acknowledgments	☐	☐	☐	☐	☐
	Press releases					☐
	Caps				☐	☐
	Shirts					☐



8 DIVISION OF SPACE BY CATEGORY OF SPONSORSHIP

For assuring to the sponsors an adequate exposition of their logotypes to fulfill the institutional objectives, the exposition areas of each category of sponsorship are limited in number and size.





9 INVESTMENT

There are five options of participating sponsors. They vary in the form and intensity of the logotypes exposition. The respective values are as follows:

	COTA	INVESTMENT (US\$)
01	MEGA	1.000
02	GIGA	2.500
03	TERA	5.000
04	PETA	10.000
05	EXA	15.000



Fundação de
Desenvolvimento
da Pesquisa

Av. Antônio Carlos, nº 6627 – Campus Pampulha – Unidade Administrativa II
Belo Horizonte – MG – Brasil – CEP 31270-901
Telefone: 55 31 3499-4261 – Fax: 55 31 3441-1925
fundep@fundep.ufmg.br - www.fundep.ufmg.br