

ICASSP 2018

*Signal Processing and Artificial Intelligence:
Changing the World*

Calgary, Alberta, Canada

15 - 20 April, 2018

Exhibitor and
Conference Patron
Prospectus



The city of Calgary in Alberta, Canada and the ICASSP Organizing Committee invite you to become an exhibitor at ICASSP 2018 where the theme of the conference is ***Signal Processing and Artificial Intelligence: Changing the World***. ICASSP is the world's largest and most comprehensive technical conference focused on signal processing and its applications. The conference introduces new developments in the field and provides an engaging forum to exchange ideas with researchers and developers. Signal Processing and Artificial Intelligence encompass many areas including advanced communications technologies and smarter homes/devices. Our world is rapidly changing and this is your opportunity to get to know many of the people on the forefront of these advances – and to showcase your company and capabilities. If you would like become a patron or an exhibitor, you may contact the Exhibit Chairs at exhibits-chairs@2018.ieeeicassp.org or go to the ICASSP 2018 Exhibitor Web Page (2018.ieeeicassp.org/exhibitors). We look forward to seeing you in Calgary.

Some benefits enjoyed by ICASSP 2018 exhibitors:

- ICASSP is promoted internationally through various conferences and organizations
- 2018.ieeeicassp.org will link to your website
- Opportunity to recruit outstanding graduating students and meet with top researchers
- Solid technical program to draw attendees from around the world
- Recognition on the ICASSP 2018 smart phone app

Topics include although are not limited to:

- Audio and acoustic signal processing
- Sensor array & multichannel signal processing
- Bio-imaging and biomedical signal processing
- Signal processing education
- Design & implementation of signal processing systems
- Signal processing for communication & networking
- Image, video & multidimensional signal processing
- Signal processing theory & methods
- Industry technology tracks
- Signal processing for Big Data
- Information forensics and security
- The Internet of Things & RFID
- Machine learning for signal processing
- Speech processing
- Multimedia signal processing
- Spoken language processing
- Remote Sensing and signal processing
- Signal Processing for Brain Machine Interface
- Signal Processing for Smart Systems
- Signal Processing for Cyber Security
- Computational Imaging



Year	Location	Attendance
2009	Taipei, Taiwan	1698
2010	Dallas, Texas	1905
2011	Prague, Czech Republic	2066
2012	Kyoto, Japan	2024
2013	Vancouver, BC, Canada	2431
2014	Florence, Italy	2463
2015	Brisbane, Australia	1780
2016	Shanghai, China	2317
2017	New Orleans, Louisiana	2230

Becoming a patron of ICASSP 2018 gives you the opportunity to present your company to an interested, highly-qualified, and international audience of over 2,000 attendees as well as many others who visit the ICASSP web pages. There are different levels of patronage which may include some or all of the following options: Placing your logo on the ICASSP 2018 web page with a link to your own company web page; Placing your Logo in the final program and the proceedings; Placing one piece of your company's advertising material in the conference bag.



Conference Dates:	April 15-20, 2018
Exhibition Dates:	April 17-20, 2018
Expected number of delegates:	Over 2,000 Engineers and Scientists
Basic Booth Pricing:	
By January 20, 2018	\$3,000 USD per booth
After January 20, 2018	\$3,500 USD per booth

Exhibit Times:

- | | |
|-----------------------|---|
| • Monday, April 16 | Exhibitor move-in and set-up 12:00 – 17:00 |
| • Tuesday, April 17 | Exhibition open 08:30 – 17:00 |
| • Wednesday, April 18 | Exhibition open 08:30 – 17:00 |
| • Thursday, April 19 | Exhibition open 08:30 – 17:00 |
| • Friday, April 20 | Exhibition open 08:30 – 11:00 |
| • Friday, April 20 | Exhibition close and move-out 11:00 – 12:00 |

Note: this is a preliminary schedule and is subject to change.

Conference Patron Opportunities:

Diamond Conference Patron - \$30,000.00

- A "Diamond Booth" - A double booth facing the Exhibit Hall entrance and Coffee Break Area
- Five(5) Conference delegate registrations inclusive of welcome reception
- Four(4) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee's registration package
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2018 smart phone app
- Full page recognition in conference program*
- The patron may provide a freestanding banner which will be positioned in the registration area for the duration of the Conference (maximum size 6ft high x 3ft wide)
- Patron may provide lanyards with company logo to be used for conference delegate name badges (Estimated 2500) or host a workshop at the conference

Platinum Conference Patron - \$20,000.00

- A preferred booth space in the exhibit hall
- Three(3) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee's registration package
- Full page recognition in conference program*
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2018 smart phone app
- The patron may provide a freestanding banner which will be positioned in the registration area for the duration of the Conference (maximum size 6ft high x 3ft wide)

Gold Conference Patron - \$15,000.00

- A preferred booth space in the exhibit hall
- Two(2) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee's registration package.
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2018 smart phone app

Silver Conference Patron - \$10,000.00

- A preferred booth space in the exhibit hall
- One(1) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2018 smart phone app

Bronze Conference Patron - \$5,000.00

- One(1) Conference delegate registrations inclusive of welcome reception
OR a booth space in the exhibit hall with two(2) exhibitor registrations inclusive of welcome reception
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

** Artwork for black and white conference program advertisement due by January 20, 2018.*

Other Opportunities:

Conference Smartphone App - \$10,000.00

- Patron logo to be displayed when the application loads
- Patron logo to feature on all smartphone application promotional materials
- Opportunity for patron to provide multimedia video to be viewed on the smartphone application

Networking Lounge - \$10,000.00

- A dedicated and defined space within the exhibition area, with a lounge and coffee table provided.
- Corporate literature may be displayed in the delegate lounge (the patron to supply)
- The patron may provide a freestanding banner which will be positioned in the delegate lounge (maximum size 6ft high x 3ft wide)
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Phone and Electronic Device Recharging Station in lounge area

Delegate Conference Item - \$10,000.00

- Logo to appear on the Conference promotional item alongside the ICASSP 2018 logo.
The Organizing Committee reserves the right to source and select the promotional item.
- Recognition at the conference and on the conference website, featuring linked patron name and company logo.

Conference Workshop - \$8,000.00

- Host and present a workshop at ICASSP 2018
Workshop topics and registration method must be approved by Organizing Committee.

Welcome Reception Patron– \$5,000.00

Welcome reception to be held on Monday, April 23

- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Patron may provide a free standing banner positioned at the entrance to the welcome reception (maximum size 6ft high x 3ft wide)
- Small signs on the tables at the welcome reception featuring the patron name and logo

Conference Break Patron – \$5,000.00 (per day)

Breaks are Tuesday, Wednesday, Thursday, and Friday

- Recognition on the website, featuring linked patron name and company logo, and the supported break.

Best Student Paper Contest Award - \$2,500.00 per student award

ICASSP 2018 welcomes patrons for the Best Student Paper competition

- Naming the award
- Verbal recognition by the speaker at the announcement of the award
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

Delegate Bag Insert – \$1,000.00

- Patron may provide one(1) promotional item to be inserted into each of the conference delegate bags (Estimated 2500)

Student Career Luncheon Patron - \$800 USD

- Access to Student CVs
- Distribution of job openings prior to the luncheon
- Permission to contact students via email following the conference
- Recognition on Student career web page
- Exclusive table and three reps can enjoy lunch for free
- Brief speaking slot at the luncheon

Student Career Luncheon Attendee - \$100 USD

If a company does not sponsor the luncheon, the admission fee will be US\$100 per person (max 3)

- Access to Student CVs
- Distribution of job openings prior to the luncheon
- Permission to contact students via email following the conference

Patron Package	Price (USD)
Diamond	\$30,000
Platinum	\$20,000
Gold	\$15,000
Silver	\$10,000
Bronze	\$5,000

Additional Options	Price (USD)
Smartphone Application	\$10,000
Networking Lounge	\$10,000
Delegate Bag	\$8,000
Workshop	\$8,000
Welcome Reception	\$5,000
Conference Breaks (per day)	\$5,000
Best Student Paper Award	\$2,500
Delegate Bag Insert	\$1,000
Student Career Luncheon Patron	\$800
Student Career Luncheon Ticket	\$100

Exhibit Booths	Price (USD)
Before or on January 20, 2018	\$3,000
After January 20, 2018	\$3,500

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Delegate Registration(s)	5	3	2	1	1 or 1	
Exhibition Booth(s)	2	1	1	1	1	1
Exhibitor Registrations	4	2	2	2	2	2
Free Standing Banner	1	1				
Promotional Item in Delegate Bags	1	1	1			
Badge Lanyard	Yes					
Website and Conference Recognition	Yes	Yes	Yes	Yes	Yes	
Conference App Recognition	Yes	Yes	Yes	Yes		
Advertisement in Conference Program	Full Page *	Full Page *				

** Artwork for black and white conference program advertisement due by January 20, 2018.*



If you would like to consider showcasing your company at ICASSP with an exhibit, please write to the Exhibit Chairs at exhibits-chair@2018.ieeeicassp.org, or contact Conference Management Services at exhibits@2018.ieeeicassp.org.

Space Application Form and Agreement for Exhibition and Patron Opportunities

Company Name _____

Address _____

City/State/Postal Code/Country _____

Telephone _____ Fax _____

Please address further correspondence to _____

Title _____

Telephone _____ email _____

EXHIBITOR and PATRON PACKAGES

To maximize your organizations exposure at ICASSP you may support the conference in the form of a grant, or you may support a specific conference function, event, or promotional item purchased by the patron and supplied directly to the conference.

<input type="checkbox"/> Diamond Patron	\$30,000 USD	<input type="checkbox"/> Silver Patron	\$10,000 USD
<input type="checkbox"/> Platinum Patron	\$20,000 USD	<input type="checkbox"/> Bronze Patron (Booth Option)	\$5,000 USD
<input type="checkbox"/> Gold Patron	\$15,000 USD	<input type="checkbox"/> Bronze Patron (Registration Option)	\$5,000 USD
<input type="checkbox"/> Exhibitor (see note)	\$3,000 USD		

Note: The Exhibitor fee increases to \$3,500 after January 20, 2018

BOOTH PREFERENCES

Please list your top three booth number preferences here (if purchasing two booths, list two booth numbers for each preference).

First Choice: _____ Second Choice: _____ Third Choice: _____

Booth preferences will be accommodated whenever possible and are available on a first come, first served basis. Please refer to the booth area diagram on the prospectus. We will do our best to accommodate your preferences.

ADDITIONAL OPPORTUNITIES:

<input type="checkbox"/> Conferene Smart Phone App	\$10,000 USD	<input type="checkbox"/> Conference Break (per day)	\$5,000 USD	<input type="checkbox"/> M) <input type="checkbox"/> T) <input type="checkbox"/> W) <input type="checkbox"/> Th) <input type="checkbox"/> F)
<input type="checkbox"/> Networking Lounge	\$10,000 USD	<input type="checkbox"/> Best Student Paper Award	\$2,500 USD	
<input type="checkbox"/> Delegate Conference Item	\$10,000 USD	<input type="checkbox"/> Delegate Bag Insert	\$1,000 USD	
<input type="checkbox"/> Conference Workshop	\$8,000 USD	<input type="checkbox"/> Career Luncheon(Patron)	\$800 USD	
<input type="checkbox"/> Welcome Reception Patron	\$5,000 USD	<input type="checkbox"/> Career Luncheon(Attend)	\$100 USD	
<input type="checkbox"/> Other	_____			

Payment Options:

☐ Credit Card(Visa, Mastercard, American Express) ☐ Check(payable to IEEE ICASSP 2018) ☐ Wire Transfer(a \$40USD fee will be added)

Credit Card Number for Booth/Support Fees (Visa/MasterCard/American Express) _____

Security Code _____ Exp MM / YY _____ Total Payment \$USD _____

Name on Card _____

The issuer of the card identified on this item is authorized to pay the amount shown as Total Payment. I promise to pay such total (together with any other charges due thereon) subject to and in accordance with the agreement governing the use of such card.

Billing Name _____ Billing Address _____

Signature _____

I, the duly authorized representative of the above-mentioned organization, subscribe and agree to all terms and conditions including, but not limited to the rules and regulations stated with this form for patrons, grants and exhibit space and services at the 2018 IEEE International Conference on Acoustics, Speech, and Signal Processing.

Print Name _____ Title _____

Signature _____ Date _____

EXHIBITOR BASIC TERMS & CONDITIONS:

1. Display space will be assigned by the Conference in accordance with the conditions outlined in the application form. In the event of a duplicate application for the same space, the conference will attempt to place the exhibitors by the booth priority given by the company.
 2. The Exhibitor shall remit 100% of the total booth rental at the time of registration and booth selection, as specified in the Space Application form of this agreement.
 3. Materials and logos for any recognition in the conference program guide need to be received by ICASSP 2018, Inc. **no later than January 20, 2018.**
 4. In the event of cancellation of this agreement by the Exhibitor prior to the date of the conference, the Exhibitor will be eligible for a refund according to the following schedule:
 - 50% of booth rental Cancellation on or before February 26, 2018.
 - No refund will be granted after February 26, 2018.
- The Conference reserves the right to reassign space, withstanding the cancellation fee.
5. In the event the Conference does not accept this agreement, the Exhibitor will be promptly notified, and the fees returned.
 6. The Exhibitor agrees to accept from the Conference, billing for any charges rendered during the conference in conjunction with services performed or administered by the Conference and requested by the Exhibitor. These charges may include, but are not limited to, surcharges for materials or services requested by the Exhibitor through the Conference. **All such charges are due and payable in full within thirty (30) days of receipt of an invoice from the Conference.**
 7. The Exhibitor agrees that the Conference or its sponsor(s) shall not be liable for any damages, whether to person or property, for any reason whatsoever by reason of use, occupation, or enjoyment of the space by the Exhibitor or any person therein with the consent of the Exhibitor, and that the Exhibitor shall indemnify and keep harmless the Conference and its sponsor(s) from all liability on account of such damage or injury, regardless of cause, by the Exhibitor, its representatives, agents, or contractors.
 8. In the event the site of the conference shall, in the sole discretion of the Conference, be unfit for occupancy or substantially interfered with by reason of any cause(s) not within the control of the Conference, this agreement may be terminated by the Conference. "Cause" or "causes" may include, but shall not be limited to: fire, flood, epidemic, earthquake, explosion, accident, blockage, embargo, weather, governmental restraint or orders of restraint from local or national civil or military authorities, act of public enemy, riot or civil disturbance, inability to secure appropriate labor, impairment of transportation or facilities, or inability to obtain, for whatever reason, necessary supplies, equipment, or clearances, or by rule of federal or local law, or any circumstances deemed as act of God. Should the Conference terminate this agreement pursuant to the provisions of this section, the Exhibitor waives any and all claims for damage arising therefrom. The Exhibitor further agrees that the Conference liability is limited to a refund of monies paid prior to the termination. Should the conference be underway, the Exhibitor shall expect the Conference to adjust the refund to reflect a pro rata adjustment based on the number of hours the conference shall have been in operation prior to the termination. This provision shall not relieve the Exhibitor of any liability arising from the provisions of Section 6 above, and all monies due to the Conference in regard shall be paid notwithstanding.
 9. **Standard Exhibit Booth is 10 foot wide, 10 foot deep, and 8 feet tall. Includes one(1) 6 foot skirted table, two(2) chairs and one(1) sign with company name.**

EXHIBIT RULES:

These rules and regulations are supplemental to the EXHIBITOR BASIC TERMS AND AGREEMENTS, and they have been established for the protection of everyone. (The word “management” as used herein shall mean officers, committee members, or employees acting with authority from ICASSP 2018).

1. BOOTH IDENTIFICATION

Absolutely NO company identification may be placed outside the area of the booth. No identification may be placed on posts or pillars adjacent to booths occupied by exhibitors, or on carpeted areas of the aisles beyond the standard booth limits.

2. DISTRIBUTION OF SOUVENIRS AND SAMPLES

To achieve greater exposure and attention exhibitors may donate items to be given away in a daily door prize drawing if one is established by the conference management. Souvenirs or samples which have no resale or negotiable value may also be given away. Any distribution must be conducted within the exhibitor’s designated booth space. In all cases, exhibitors planning giveaways of any nature should make arrangement well in advance with the show management, which reserves the right to prohibit the distribution of anything which, in its opinion, is not in keeping with the character of the conference.

3. DISPLAY REQUIREMENTS AND RESTRICTIONS

All displays or exhibited materials must be fireproof to conform to local fire regulations. Displays must be self-supporting and nails or screw are not permitted in building floors or walls. Displays must be wholly confined within exhibitor’s booth and must not obstruct the clear view of nearby exits or other exhibits.

ALL WIRING ON BOOTHS OR DISPLAY FIXTURES MUST CONFORM TO LOCAL ELECTRICAL AND LOCAL FIRE DEPARTMENT REGULATIONS.

The side of any display cabinet or structure facing a side aisle, or adjacent exhibitor’s booth, must be finished or suitably decorated at the expense of the exhibitor erecting or installing such display.

No exhibit may exceed 8 feet high and that only within the area extending 3 feet from the back wall. Maximum height of the displays in the balance of the area is 8 feet, except that products to stand on the floor may extend higher than this limit, but must be positioned as close to the back wall as possible, to avoid blocking the view of adjoining exhibitors.

4. BOOTH PERSONNEL & ACTIVITIES

With the exception of convenience help, such as secretaries or professional product demonstrators, all booth personnel must be REGULAR EMPLOYEES of the company, or its representatives, who are fully capable of explaining the technical aspects of products or processes on display on an appropriate level at the conference.

No exhibitor may advertise or promote any outside activity, such as an open house or separate exhibits wherever located, occurring during the hours ICASSP 2018 exhibits are open, or which detracts from the exhibit or convention operations.

Only registered exhibitors may publicly advertise hospitality rooms and only on those bulletin boards provided in the exhibit area.



5. LIABILITY AND THEFT

Show and hotel management will not be responsible nor liable for injury to the person or property, nor loss of property of exhibitors, their guests, invitees, employees, or agents. Furthermore, the exhibitor agrees to defend or hold harmless the conference, its directors, employees, and agents from any liability of personal injury and loss or damage to property. EXHIBITORS SHOULD INSURE AGAINST SUCH CONTINGENCIES. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for the booth rental.

Exhibitors should be on hand to supervise during set-up and dismantling of products, projection equipment and other items of high value. At least one person should remain with the exhibit until visitors have left the premises at the closing hour each day.

At move-out, specific arrangement should be made to package or place under lock any items of extremely high value and especially items of general interest such as small instruments, walkie-talkies, high fidelity equipment, projectors, etc.

6. SUB-LETTING EXHIBIT SPACE

No exhibitor may assign, sublet or apportion any of the space contracted for by him/her or their company.

7. MATERIALS HANDLING

The handling of exhibitor's material into and out of and within the exhibit buildings shall be at exhibitor's expense. Exhibitor's empty crates, boxes and cartons will be removed from the show area before the opening.

8. The entry to exhibit areas will be secured to prevent entrance by anyone not authorized by ICASSP 2018 management, or not wearing proper badge for admission to such areas outside of exhibit hours. A WATCHMAN SERVICE DOES NOT GUARANTEE EXHIBITORS AGAINST LOSS: NEITHER DOES IT IMPLY AN ASSUMPTION OF LIABILITY FOR EXHIBITOR'S PROPERTY BY THE CONFERENCE.

Any equipment to be removed from the exhibit area during the conference must be authorized by the Exhibit Manager in conjunction with the specific exhibitor.

9. INTERPRETATION OF RULES

Conference management shall have final authority as to the interpretation of these rules and their applications and shall have the authority to establish penalties in the event of violations.

10. AMENDMENTS TO RULES AND REGULATIONS

Conference management reserves the right to amend these rules and regulations or to make additions thereto.



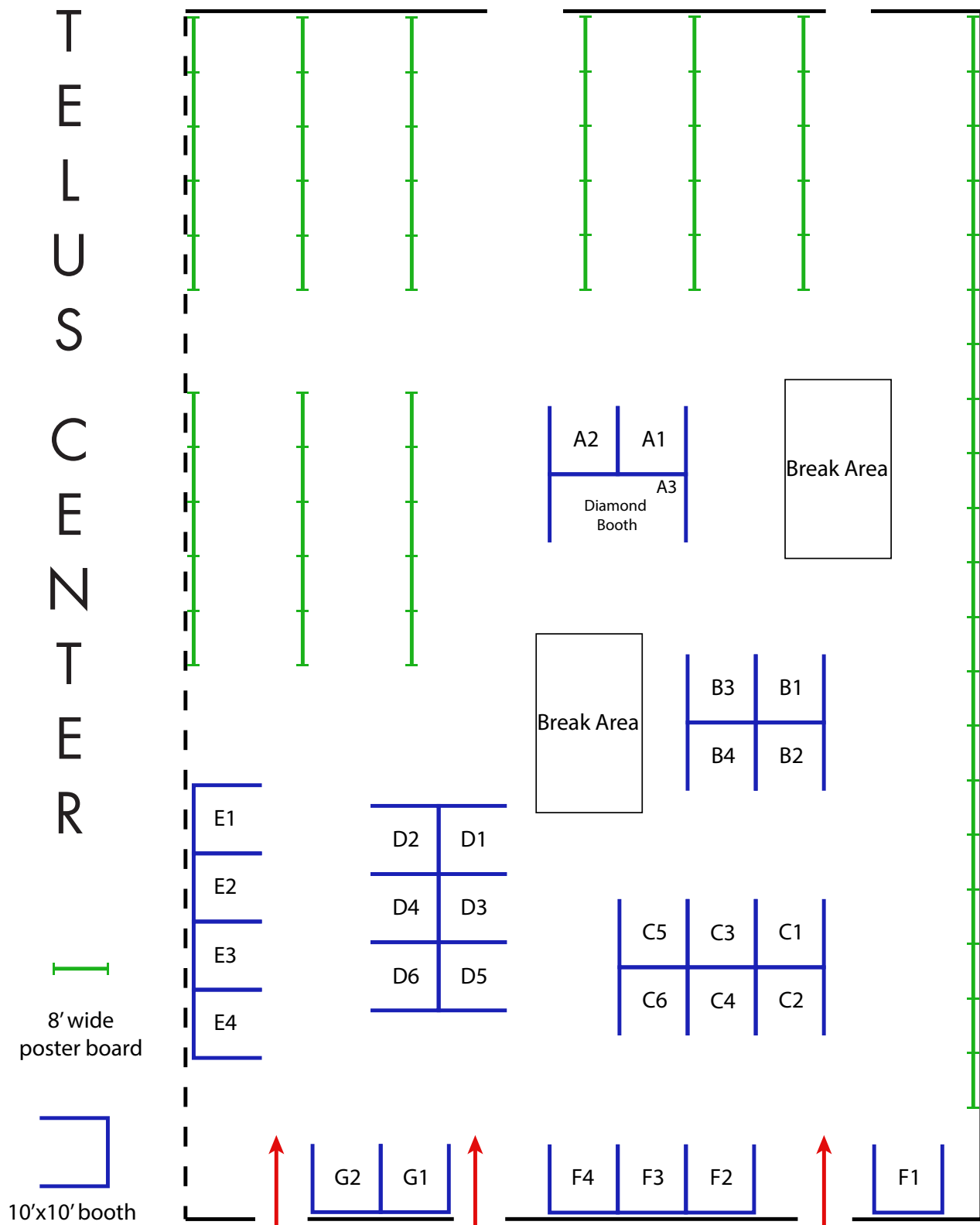


Exhibit Times:

- **Monday, April 16** Exhibitor move-in and set-up 12:00 – 17:00
- **Tuesday, April 17** Exhibition open 08:30 – 17:00
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