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**Subject: Sponsorship of the IEEE BigMM 2020 Conference**

To Whom It May Concern:

This letter invites your company as major player in the area of multimedia and big data to provide sponsorship to the forthcoming 6<sup>th</sup> "IEEE International Conference on Multimedia Big Data". This year it will be held on September 24-26, 2020, in New Delhi (see <http://bigmm2020.org/>). Sponsorship is being invited as described in the attachment.

**A Computer Science View of the Multimedia and Big Data**

The focus of the conference series has been established with the belief that it is important to have a full, top-tier conference that focuses specifically on the combination of multimedia and big data research. While research about specific aspects of big data systems is regularly published in the various proceedings and transactions of the information retrieval, operating system, real-time system, and database communities, BigMM aims to cut across these domains in the context of multimedia data types. This provides a unique opportunity to view the intersections and interplay of the various approaches and solutions developed across these domains to deal with multimedia big data types. Furthermore, BigMM provides an avenue for communicating research that addresses both multimedia and big data holistically. The mission of the conference is to share research results and solutions and to identify new issues and directions for future research and development work.

**Attending People and Organizations**

Generally, the attendees of BigMM are international and young. This year, we expect an audience of about 125 to 150 attendees. BigMM provides a forum for researchers, engineers, scientists, and other interested parties from academia and industry to present and share their latest research findings in multimedia and big data acquisition, transmission, processing, storage and analysis. In 2019 we had the 5<sup>th</sup> edition of the conference and the attendance represented an international mix at the National University of Singapore (NUS) in Singapore and attended by approximately 100 participants. Attendees are typically researchers at university departments of computer science with specialization in, for example, multimedia or databases. Some attendees are not affiliated with a university, but come from industrial innovation departments. In addition, a significant number are students. Thus, this also presents an opportunity to connect with future potential employees.

The registration fees are modest, given that they include a 3-day event with daily finger food during coffee breaks, a reception with real food, the best paper, poster, technical demo, grand challenge, student consortium awards and a festive banquet. This is made possible by our sponsors and makes a strong showing by doctoral students possible.

**The Benefits of Sponsorship**

The detailed "deal" for a sponsor is listed in the attachment. The big picture is the following:

- Maximum visibility during the pre-conference announcements and the conference.

- Development of familiarity with the innovation leaders of multimedia and big data.
- Early and in-depth-exposure to ideas that will shape the future of multimedia and big data.
- Product and service demonstrations by a short oral conference talk and booth.
- A recruiting event pairing sponsors at the gold level and above with soon-to-graduate students that have experience in the multimedia big data area.
- Appreciation of attending soon-to-graduate students of the sponsor's profile, and opportunities for informal contacts during the conference.
- An opportunity to collaborate with researchers attending from both academia and industry.
- Permanent presence on the IEEE BigMM 2020 website.

### **High Visibility Benefits for Sponsors 2020**

Sponsor visibility is achieved through multiple aspects: (1) The sponsor information will be put on the web site (<http://bigmm2020.org/>) and will stay there, even after the conference. (2) The sponsor information will be put into the proceedings for all the attendees. (3) At the Platinum and Gold levels, if desired a sponsor can set up a booth at the conference venue. (4) We usually hand out a bag to the attendees with all the conference materials. It would be possible to have sponsor branding on the bag, or on some promotional material/items in the bag. (5) Complementary registrations for (a certain number) of sponsor employees are also part of the sponsorship benefits.

### **The Conference History**

The IEEE International Conference on Multimedia Big Data was inaugurated in 2015 in Beijing, China. Subsequent conferences have been held in Taipei, Taiwan (2016), in Laguna Hills, California, USA (2017), in Xi'an, China (2018), and in Singapore, Singapore (2019). IEEE BigMM has fully established itself and is on a path to further broaden its audience. With the past instances of the conference, as well as this year, multiple related workshops will be co-located and cover topic that are complementary to the main conference by fostering early work-in-progress and exciting "out of the box" ideas and research directions. This constellation of meetings is organizationally supported under the auspices of the IEEE Computer Society, which is the main underwriter of the conference (<https://www.computer.org/>) and thus the conference enjoys the benefits of the IEEE Xplore Digital Library (<https://ieeexplore.ieee.org/Xplore/home.jsp>). Within the IEEE Computer Society, BigMM has traditionally jointly been sponsored by the IEEE-TCMC (Technical Committee on Multimedia Computing) and the IEEE-TCSEM (Technical Committee on Semantic Computing). Members of both committees are involved in key positions of the organization committee of the conference. Each workshop retains its own independent program committee and will be published within the digital library as a distinct and separate proceeding. This will allow each of the events to retain its focus and culture while providing significant logistical benefits to both organizers and participants.

### **The 2020 IEEE BigMM Conference, September 24-26 in New Delhi**

We already mentioned that the 2020 Conference will be hosted in New Delhi, India at the Jawaharlal Nehru University, and that the conference website is at <http://bigmm2020.org/>. Several events will be held over a 3-day period (24 – 26 September 2020):

The conference events will be:

- Main conference: IEEE BigMM 2020.
- Several workshops, which have been solicited from researchers in both industry and academia. Workshops focus on fostering early work-in-progress and exciting "out of the box" ideas and research directions.
- Several multimedia grand challenges to attract the multimedia research community by proposing well defined and objectively judged challenge problems aim toward putting into practice and evaluate the state-of-the-art research which in turn can potentially lead to future research directions.
- Student consortium for undergraduate and graduate students to present their research ideas and receive valuable feedback from experts in the field of Multimedia Big Data.

If we succeed in securing your support, we will be able to retain our low registration rates and in the process we will be able to attract more attendees, especially students.

Please review the attached sponsorship packages and give us the opportunity to serve the Multimedia and Big Data communities via this conference and the associated Internet presence as the IEEE Computer Society organization.

We will be very grateful to for your help and look forward to a positive response from you.

Best regards





Mukesh Saini and Dinesh Vishwakarma, sponsorship co-chairs, and Rajiv Ratn Shah, TPC co-chair

## **STANDARD CORPORATE SPONSORSHIP PACKAGES IEEE BIGMM 2020 CONFERENCE**

### **INR500,000 or USD7000 (Platinum)**

- Logo and name of sponsor included under the platinum corporate sponsorship category in all conference electronic and hardcopy publications (e.g., website, conference program, proceedings).
- Logo and name of sponsor on a banner at the conference location, banquet and reception.
- Corporate swag in attendee bag (pens with logos, tee shirts, etc.).
- Corporate flyers/info in attendee bag.
- **Industrial Exhibit – for example a system demo (large table) and/or logo banner (large, company supplied).**
- **Participation in the IEEE BigMM 2020 recruitment event held during the conference reception and a recruiting table for one full day.**
- Complimentary registrations to the conference for 3 participants.

### **INR350,000 or USD5000 (Gold)**

- Logo and name of sponsor included under the gold corporate sponsorship category in all conference electronic and hardcopy publications (e.g., website, call-for-papers, conference program, proceedings).
- Logo and name of sponsor on a banner at the conference location, banquet and reception.
- Corporate swag (pens with logos, tee shirts, etc.).
- **Participation in the IEEE BigMM 2020 recruitment event held during the conference reception and a recruiting table for one full day.**
- Complimentary registrations to the conference for 2 participants.

### **INR200,000 or USD3000 (Silver)**

- Logo and name of sponsor included under the silver corporate sponsorship category in all conference electronic and hardcopy publications (e.g., website, call-for-papers, conference program, proceedings).
- Logo and name of sponsor on a banner at the conference location, banquet and reception.
- Corporate swag (pens with logos, tee shirts, etc.).
- Complimentary registrations to the conference for 1 participant.

We will be happy to start a dialogue to explore other arrangements than these standard sponsorship packages.

## **STANDARD PUBLISHER/EXHIBITORS SPONSORSHIP PACKAGES IEEE BIGMM 2020 CONFERENCE**

**INR100,000 or USD1500 (Platinum): Publishers/Exhibitors:** (up to half in books)

- Large table and/or Logo Banner (large, company supplied).
- Logo on conference web site.
- Half-page advertisement in the final program.
- Company's material will be included with the conference material (conference bags) for each attendee.

**INR50,000 or USD700 (Gold): Publishers:** (up to one-third in books)

- Medium table and/or Logo Banner (medium, company supplied).
- Logo on conference web site.
- Quarter-page advertisement in the final program.
- Company's material will be included with the conference material (conference bags) for each attendee.

**INR25,000 or USD350 (Silver): Publishers:**

- Small table and/or Logo Banner (small, company supplied).
- Logo on conference web site.