



IEEE International Conference on Multimedia and Expo 2023

Brisbane Convention & Exhibition Centre
10-14 July 2023

www.2023.ieeeicme.org

Sponsorship & Exhibition P R O S P E C T U S



Invitation



The Organizing Committee for the 2023 IEEE International Conference on Multimedia & Expo (ICME 2023) cordially invites you to participate as a sponsor and/or exhibitor at the conference to be held in Brisbane, Australia. You will have the unique opportunity to promote your company and market your brand to influential stakeholders in the multimedia community.

Since 2000, ICME has been the flagship multimedia conference sponsored by four IEEE societies, with about 500 participants. It serves as a forum to promote the exchange of the latest advances in multimedia technologies, systems, and applications from both the research and development perspectives of the circuits and systems, communications, computer, and signal processing communities. In 2023, an Exposition of multimedia products, prototypes and animations will be held in conjunction with the conference.

Sponsor participation at ICME 2023 will give your organization a unique opportunity to increase visibility, promote your brand and showcase the latest advances of your research to an interested, highly qualified and international audience from a wide range of backgrounds, expertise and influence.

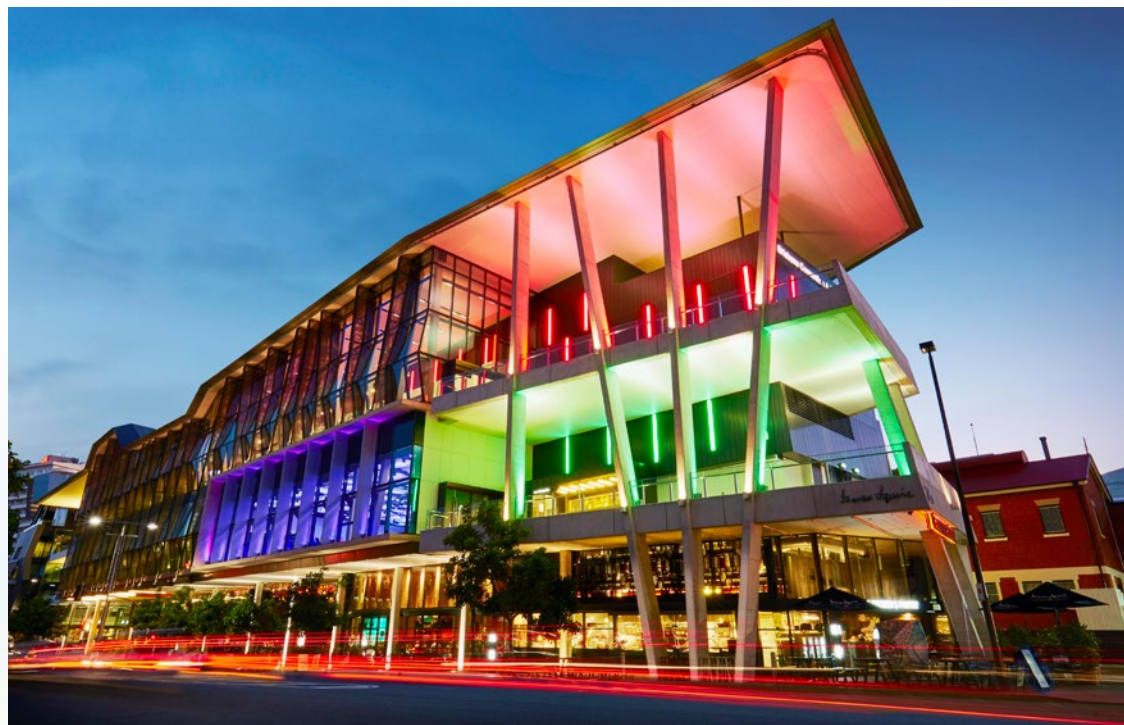
ICME 2023 welcomes all forms of support from industry and research institutions. It offers a variety of options for sponsor participation, which include different levels of sponsorship, awards and events, as well as special options tailored to the sponsor's specific interests.

We look forward to welcoming you to Brisbane and encourage you to explore the benefits of participating as a sponsor and/or exhibitor and secure your preferred options.

The Venue

The Brisbane Convention & Exhibition Centre is a world-class purpose-built congress venue, renowned for its operational and service excellence. The Centre is located in a unique urban cultural and entertainment precinct in the heart of Brisbane known as South Bank.

South Bank is set in a lush, subtropical riverfront parkland; a destination offering a truly dynamic urban lifestyle and appealing retail precinct; a showcase of Queensland's diverse range of artistic abilities and a host to one of the world's most important collections of indigenous art.



What's in it for **you**?

Topics of interest include

(but are not limited to)

- 3D multimedia, AR/VR and Immersive media
- Emerging multimedia applications and technologies
- Artificial Intelligence/ Machine Learning based Multimedia
- Image and Video processing
- Multimedia analysis and understanding
- Multimedia communications, networking and mobility
- Multimedia databases and data mining
- Multimedia quality assessment and metrics
- Multimedia security, privacy and forensics
- Multimedia standards, trends and related research
- Multi-modal media computing, interaction, and human-machine interaction
- Social media analysis and applications
- Speech/audio processing

As the flagship multimedia conference IEEE ICME attracts a truly global audience, with approximately 500 leading researchers and practitioners from academia and industry. We are expecting higher levels of interest as a truly in-person event in a very attractive location.

ICME attracts over 1,000 submissions each year, serving as the prime forum for the dissemination of knowledge in the multimedia field, with top experts in the field visiting it regularly.



How you benefit

IEEE ICME 2023 wants to partner with you and offer a unique platform for you to interact with an audience of international specialists allowing you:



Wide acknowledgment of your organisation leading up to and during the conference.



Excellent networking opportunities during the Conference to promote your research, products and services to a relevant audience, including graduate research students.



An opportunity to utilise the Conference experience to showcase your organisation's position of support for these important research areas.



An opportunity to source new contacts and business leads or maintain relationships with existing researchers, customers, suppliers and important institutions.



The possibility to launch new initiatives, products or services directly to your primary market.



Gaining access to Conference delegates who are keen to improve their knowledge within the field, and through your organisation's support, closely align your organisation with delegates' professional development on a personal level.



An opportunity for your key staff to connect face to face with the most influential people, bodies and organisations representing this academic field in one place over a short period of time.

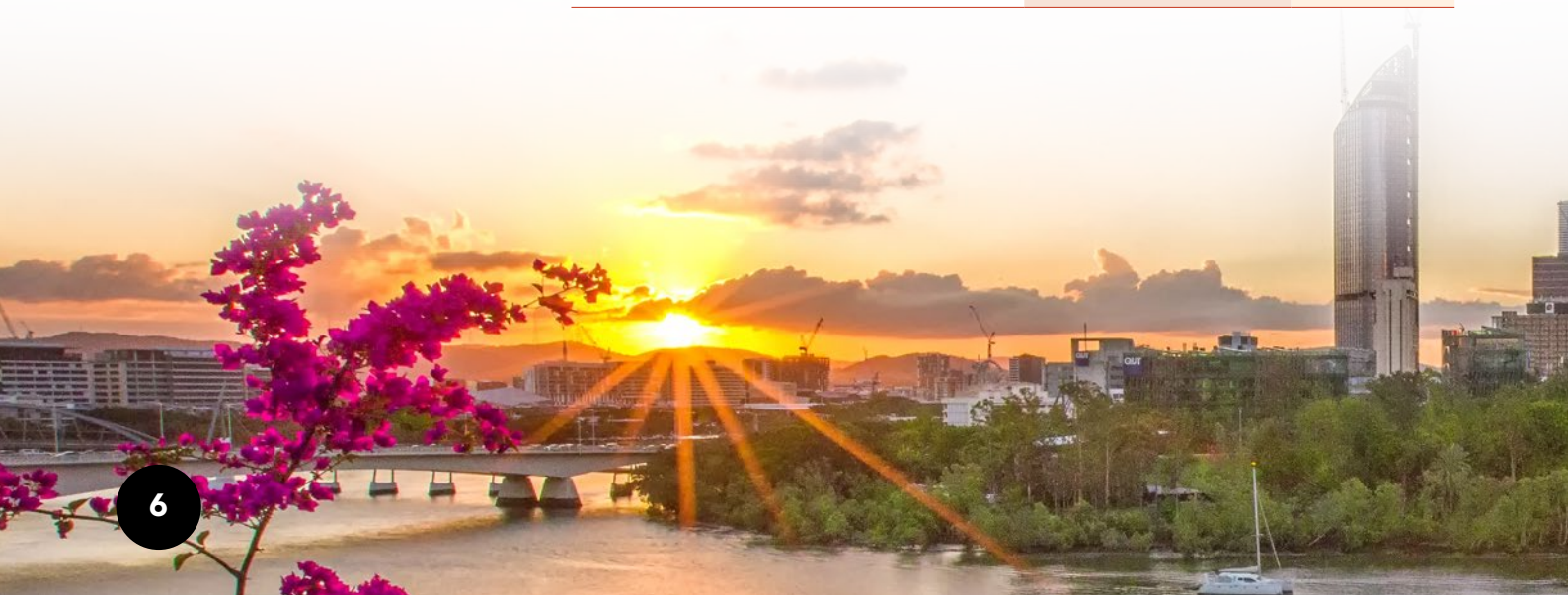


Sponsorship Opportunities

An exciting range of sponsorship opportunities has been developed to ensure a successful outcome for sponsor involvement. The Conference Committee is dedicated to the task of matching sponsorship packages to your requirements and if you would like to discuss a bespoke opportunity to suit your objectives and your budget please contact the Sponsorship Manager.

Please note all costs are in Australian Dollars and exclusive of GST and this will be added to your invoice.

| Sponsorship Packages | No. of Opportunities | Cost |
|---------------------------------|----------------------|----------|
| Platinum | 2 Opportunities | \$25,000 |
| Gold | Limited | \$15,000 |
| Silver | Multiple | \$7,500 |
| Bronze | Multiple | \$3,000 |
| Individual Sponsorship | No. of Opportunities | Cost |
| Delegate Satchel | Exclusive | \$7,000 |
| Name Badge & Lanyard Branding | Exclusive | \$6,000 |
| Gala Dinner Sponsor | Exclusive | \$6,000 |
| Welcome Reception Sponsor | Exclusive | \$5,000 |
| Conference Poster Area Branding | Exclusive | \$5,000 |
| Awards Sponsors | | |
| Best Paper Award | Exclusive | \$3,000 |
| Best Student Paper Award | Exclusive | \$3,000 |
| Best Industry Paper Award | Exclusive | \$3,000 |
| Best Application Paper Award | Exclusive | \$3,000 |
| Exhibition | | |
| Exhibition Booth | Limited | \$5,000 |
| Start Up Company Display | Limited | \$2,500 |



Sponsorship Packages

Platinum Sponsor

\$25,000

ONLY TWO OPPORTUNITIES

We view our Platinum Sponsors as our key Conference partners, and you will receive the highest profile branding opportunities before, during and after the Conference is held. This package will reinforce your brand as a leader in this arena. We will work closely with you to ensure your organisation's aims are achieved. As a Platinum Sponsor you will receive the following benefits:

Marketing

- Acknowledgement as Platinum Sponsor on the Conference website
- Acknowledgement as Platinum Sponsor through corporate logo on Conference venue signage
- Acknowledgement as Platinum Sponsor through corporate logo in Conference Program
- Company Logo and 200 word Company Synopsis to appear inside Conference Program
- Verbal acknowledgement at opening and closing ceremony
- Full page advertisement in Conference Program or APP

Exhibition

- One Exhibition space 2m x 2m (if required)

Registration

- Six complimentary Registrations including morning and afternoon teas, lunches and Welcome Reception

Industry Technology Workshop

- Allocation of a 1 hour workshop highlighting your latest work in resolving 'real-world problems' (**A proposal must be submitted and accepted by the program committee to be included in the program*)
- As a Platinum Sponsor you will receive special promotion of your accepted workshop – a dedicated invitation will be sent to all registered delegates promoting your workshop with the opportunity for delegates to RSVP directly to you.



Sponsorship Packages

Gold Sponsor

\$15,000

LIMITED OPPORTUNITIES

Marketing

- Acknowledgement as Gold Sponsor on the Conference website
- Acknowledgement as Gold Sponsor through corporate logo on Conference signage
- Acknowledgement as Gold Sponsor through corporate logo in Conference Program
- Company Logo and 150 word Company Synopsis to appear inside Conference Program

Exhibition

- One Exhibition space 2m x 2m (if required)

Registration

- Four complimentary Registrations including morning and afternoon teas, lunches and Welcome Reception

Educational Opportunity

As a Gold Sponsor you will have the opportunity to show your alignment to one of the Conference topics in the program by branding the session with your logo. This acknowledgement will appear in the program and on the session slide for that theme.





Silver Sponsor

\$7,500

LIMITED OPPORTUNITIES

Silver Entitlements include sponsorship of one of the catering breaks during the Conference.

Marketing

- Acknowledgement as Silver Sponsor on the Conference website
- Acknowledgement as Silver Sponsor through corporate logo in Conference Program
- Acknowledgement as Silver Sponsor through corporate logo on Conference signage
- Company Logo and 100 word Company Synopsis to appear inside Conference Program

Exhibition

- One Table Top Display 1m x 1m

Registration

- Two complimentary Registrations including morning and afternoon teas, lunches and Welcome Reception

Catering Opportunity

As a Silver Sponsor, you will have the opportunity to sponsor one of the catering and networking breaks. Signage will be placed with your logo throughout the catering area.

Bronze Sponsor

\$3,000

MULTIPLE OPPORTUNITIES

- Acknowledgement as Bronze Sponsor on the Conference website
- Acknowledgement as Bronze Sponsor through corporate logo in Conference Program
- Company Logo and 25 word Company Synopsis to appear inside Conference Program



Individual Opportunities

Delegate Satchel

\$7,000

EXCLUSIVE OPPORTUNITY

Every registered delegate will receive a Conference satchel upon registration. The satchel is of reusable quality to encourage use by delegates well after the Conference has finished.

- Logo on Conference Satchel along with Conference Logo (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Conference website

Name Badge and Lanyard

\$6,000

EXCLUSIVE OPPORTUNITY

Every registered delegate will be required to wear a Conference lanyard and badge each day of the conference, ensuring high visibility of your brand.

- Logo on symposium lanyard (size and placement of logo will be at the discretion of the Symposium organising committee)

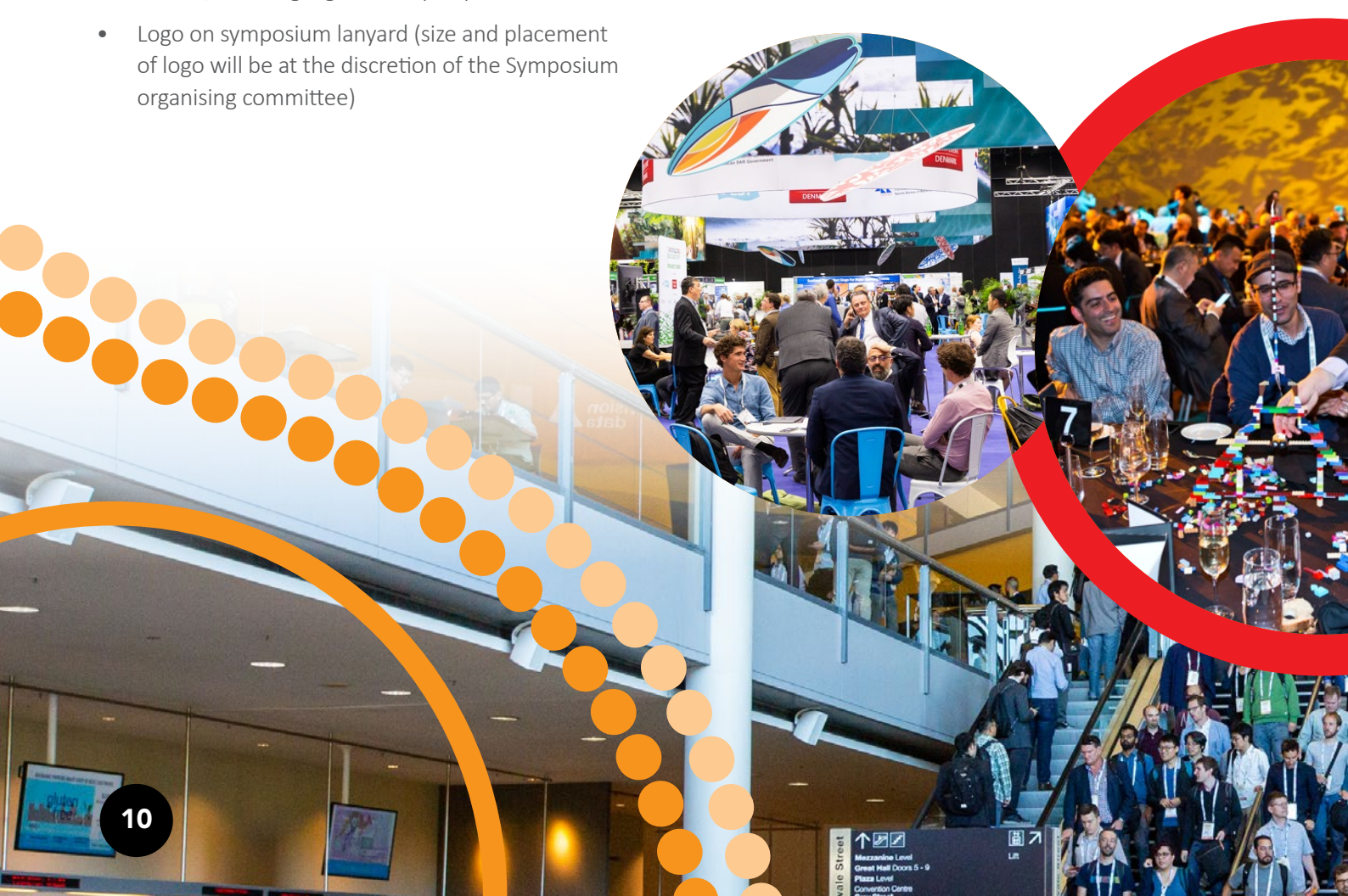
Gala Dinner Sponsor

\$6,000

EXCLUSIVE OPPORTUNITY

The social highlight of the Conference, a spectacular evening where you can network in more intimate surroundings.

- Logo in Conference Program
- Logo on Conference Website
- Company logo on tickets to the Gala Dinner
- Opportunity to place a company-provided pull-up banner at the entrance to the Gala Dinner venue (2m high and 1m wide)
- One Conference Registration
- Three additional tickets to the Gala Dinner



Welcome Reception Sponsor

\$5,000

EXCLUSIVE OPPORTUNITY

Sponsorship of this event offers excellent branding and networking opportunities. The price of this evening is included in the delegate registration fee – a fact reflected in the strong attendance at this event.

- Logo in Conference Program
- Logo on Conference Website
- Company logo on tickets to the Welcome Function
- Opportunity to place a company-provided pull-up banner in the Welcome Reception (2m high and 1m wide)
- One Conference Registration
- Three additional tickets to the Welcome Reception

Conference Poster Area Branding

\$5,000

EXCLUSIVE OPPORTUNITY

The poster area will be highly visited by all delegates throughout the conference and is a great opportunity to promote your brand and show your academic support.

- Logo in Conference Program
- Logo on Conference Website
- One Conference Registration

Award Sponsor

\$3,000

EXCLUSIVE PER CATEGORY

You may sponsor one of the award categories and the acknowledgement will be as follows:

- Certificate to be designed to include Sponsor Logo and Conference Logo
- Logo in Conference Program
- Logo on Conference Website

Other Sponsorship Opportunities

In order to maximise your exposure at the conference IEEE ICME 2023 is also open to discussion about sponsoring further components to the event and an example is listed below.

- Charging station for Electronics
- Barista, Juice or Ice Cream Station
- Conference APP
- Advertising Only

For information about these and other opportunities, please contact the sponsorship manager.



Exhibition

The exhibition is set to be the primary networking arena for delegates, Speakers' and Conference partners. The Conference program has been designed to maximise the opportunity for delegates to visit the exhibition with all refreshment breaks, and the Conference Welcome Reception taking place within the exhibition area.



Exhibition Booth

\$5,000

- Four square metres of exhibition space (2m x 2m)
- Back and side walls
- Carpeted floor
- Organisation name on fascia over open side
- Two spotlights
- One standard power outlet
- Two complimentary exhibitor registrations, including morning and afternoon tea and lunch during the Conference and the Welcome Reception.

Start-Up Company Exhibition Display

\$2,500

IEEE ICME 2023 welcomes start-up companies to market their products and services to a highly relevant audience of researchers, developers and industry leaders. Start-ups will have the opportunity to showcase and demonstrate their products in a highly interactive environment within the exhibition area.

- 2m of exhibition space
- Trestle table with cloth
- Two chairs
- One power outlet
- One complimentary exhibitor registration, including morning and afternoon tea and lunch during the Conference and the Welcome Reception.

Participation Form



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PERSONAL DETAILS

Please note all correspondence including invoices will be sent to the contacts supplied below.

Organisation name (for invoicing purposes) _____

Contact Person (for invoicing purposes) _____

Email _____

Organisation name (for marketing purposes) _____

Contact Person (for organising purposes) _____

Position _____

Email _____

Work Telephone _____ Mobile _____

Address _____

State _____ Postcode _____ Country _____

Website _____

SPONSORSHIP OPPORTUNITIES

Please tick appropriate box. All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST), which will be added to your invoice.

SPONSORSHIP OPPORTUNITIES

| | | |
|--------------------------|----------|----------|
| <input type="checkbox"/> | Platinum | \$25,000 |
| <input type="checkbox"/> | Gold | \$15,000 |
| <input type="checkbox"/> | Silver | \$7,500 |
| <input type="checkbox"/> | Bronze | \$3,000 |

INDIVIDUAL SPONSORSHIPS

| | | |
|--------------------------|------------------------|---------|
| <input type="checkbox"/> | Delegate Satchel | \$7,000 |
| <input type="checkbox"/> | Name Badge & Lanyard | \$6,000 |
| <input type="checkbox"/> | Gala Dinner | \$6,000 |
| <input type="checkbox"/> | Welcome Reception | \$5,000 |
| <input type="checkbox"/> | Conference Poster Area | \$5,000 |

AWARDS SPONSORS

| | | |
|--------------------------|------------------------------|---------|
| <input type="checkbox"/> | Best Paper Award | \$3,000 |
| <input type="checkbox"/> | Best Student Paper Award | \$3,000 |
| <input type="checkbox"/> | Best Industry Paper Award | \$3,000 |
| <input type="checkbox"/> | Best Application Paper Award | \$3,000 |

EXHIBITION

| | | |
|--------------------------|-------------------------------------|---------|
| <input type="checkbox"/> | Exhibition booth | \$5,000 |
| <input type="checkbox"/> | Start Up Company Exhibition Display | \$2,500 |

TOTAL \$AUD

CONDITIONS OF PAYMENT

- Full payment is due within 30 days of invoice.
- If you prefer to pay 50% deposit and 50% 12 weeks prior to the conference, this can be arranged – please advise.
- Failure to pay your sponsorship invoice by the due date may result in your sponsorship being released for sale.

PRIVACY STATEMENT

- YES, I consent to my details being shared with suppliers and contractors of the Conference to assist with my participation and planning. Also for the information distribution in respect of other relevant events that may be of interest to me that are organised by the Conference Manager.
- NO, I do not consent.

**Please return the
completed Participation
Form as soon as possible
via email to:**

Andrea O'Sullivan
Sponsorship & Exhibition Manager
sponsorship@2023.ieeeicme.org

Please note that the date of submission of the IEEE ICME 2023 Conference Sponsor application will be taken into account.

DECLARATION: I have read and accept the terms & conditions with this form and wish to become a Sponsor and/or Exhibitor at IEEE ICME 2023.

I acknowledge that this is a binding commitment to pay the amount shown above and confirm I have the authority to enter into this commitment on behalf of my organisation.

Signature _____

Date _____

Terms & Conditions

The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents identifies in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

The Application

5. An official Exhibition Application Form must be received to reserve the space.
6. The Organiser reserved the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates to hold the exhibition on other dates as near the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser agrees to promote the exhibition to maximise participation
10. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
11. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
12. The Organiser reserves the right to change the exhibition floor layout if necessary.
13. The Organiser is responsible for the control of the exhibition area only.
14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.
17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.
20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.
22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.

24. The Organiser will arrange security onsite during the period of the exhibition but will not accept no liability for loss or damage.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
29. The Exhibitor must comply with all directions/requests issues by the Organiser including those outlined in the Exhibition Manual.
30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitor. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.
34. The Exhibitor is responsible for all items within their allocated exhibition space.
35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoices for all repairs.
37. The Exhibitor acknowledges that the Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.
38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
45. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
49. Withdrawal – if the Exhibitor withdraws its exhibition commitment they will be liable for the following payments in accordance with the below:
 - a. 12 months or more to the first day of the exhibition – 75% refund on sponsorship and exhibition amount
 - b. 6-12 months prior to the first day of the exhibition – 50% refund on sponsorship and exhibition amount
 - c. Less than 6 months prior to the first day of the exhibition – No refund on sponsorship and exhibition amount
 - d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor will be invoiced for the difference to satisfy the above and below cancellation and refund policy. Payments must be made within 7 days of receipt of invoice.
50. Cancellation – if the event is cancelled due to unforeseen circumstances, the Organiser will not be liable to the Exhibitor for any loss incurred by the Sponsor or Exhibitor as a result of the cancellation, however all monies paid for any sponsorship and exhibition will be refunded.
51. Rescheduling – if the event is rescheduled for any reason and the Sponsor or Exhibitor does not wish to participate in the exhibition at the rescheduled dates, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the rescheduling, and the Exhibitor will only be liable for 25% of the total sponsorship and exhibition cost with the remaining funds being refunded.
52. If the event transfers to an online or hybrid format and the Sponsor or Exhibitor does not wish to participate in the event in the online format, the Organiser will not be liable to the Sponsor or Exhibitor for any loss incurred as a result of the online format. The Sponsor or Exhibitor will be liable for up to a maximum of 25% of the total sponsorship or exhibition cost, including 10% administration plus a scale of value dependant on the level of entitlements already delivered, such as a promotion and branding.
53. Booth availability may be limited or restricted and allocations and available quantities will be advised upon processing your application.