

Sponsorship Package  
Inaugural International Conference on  
Distributed Event-Based Systems  
Toronto, Canada, June 20th-22nd, 2007

<http://debs.msrg.utoronto.ca/>

January 2007



## Conference Overview and Objectives

The Inaugural International Conference on Distributed Event-Based Systems is following on the success of the previous five editions of the DEBS workshops held from 2002 to 2006 in companion with major conferences such as ICDCS, ICSE, and SIGMOD/PODS.

The objectives of the DEBS Conference are to provide a forum dedicated to the dissemination of original research, the discussion of practical insights, and the reporting on relevant experience relating to event-based computing that was previously scattered across several scientific and professional communities. The DEBS Conference aims at providing a forum for academia and industry to engage in this exciting discussion.

The conference aims at attracting approximately **150 attendees** among which a **large fraction are expected to be graduate students**.

The DEBS Conference in 2007, hosted by the Middleware Systems Research Group at the University of Toronto, will be held in Toronto, Canada on June 20th to 22nd.

The conference proceedings will be published as part of the **ACM International Proceedings Series** and will be disseminated through the **ACM Digital Library**.

The conference is organized in cooperation with USENIX, IEEE, IEEE and IEEE Computer Society, and ACM (SIGSOFT).

The scope and topics addressed by the conference include, but are not limited to: Models, architectures, and paradigms of event-based computing systems, middleware infrastructures for event-based computing systems, and applications, experiences, and requirements for such systems.

The DEBS Conference is the forum in 2007 to discuss trends on Event-driven Architectures, Service-oriented Architectures, and the integration of the former.

Conference highlights include:

1. Plenary keynotes featuring prominent and visionary speakers.
2. Scientific research, industry, and demo papers and presentations advancing and assessing the state of the art in event-based computing selected in a peer-reviewed fashion by an international program committee.
3. Invited lectures and tutorials given by world-class scientists and industrials featuring conceptual topics on event-based computing and industry success stories.
4. Social events to promote networking among the conference delegates in an informal setting.

## Organizing Committee

General Chair	Hans-Arno Jacobsen, University of Toronto, Canada
PC Chair	Gero Muehl, Berlin University of Technology, Germany
Organizing Chair	Michael A. Jaeger, Berlin University of Technology, Germany
Publicity Chair	Peter R. Pietzuch, Harvard University, United States
Demo Chair	Annika Hinze, University of Waikato, New Zealand

## Publicity Plan

From October 2006, DEBS 2007 is publicized via specialized mailing lists, major conference announcement lists, and posters in major Canadian and international universities, and companies. We also take advantage of the already existing community of previous DEBS workshop participants from 2002–2005

to publicize the conference. In the months preceding the conference, invitations and calls for participation will be sent to IT professionals, academics, and students all over the world.

The conference web site is already up and running at <http://debs.msrg.utoronto.ca/>.

## Sponsorship Options and Opportunities

The following sponsorship opportunities are available.

In addition to these options, the DEBS Conference Organizers, are seeking **Main Event Sponsors**, with sponsorship opportunities and sponsorship funds to be discussed with the conference chairs. **The Main Event Sponsor will receive recognition above and beyond the other sponsorship categories.**

### Sponsorship Categories Overview

<ul style="list-style-type: none"> <li>&gt; <b>Company name and logo printed on badges</b></li> <li>&gt; <b>Mentioned in all publicity emails</b></li> <li>&gt; <b>Large logo in all publicity material</b></li> <li>&gt; <b>Distribution of company folder to participants</b></li> <li>+ <b>Dedicated table during all social events</b></li> <li>+ <b>Acknowledgment at all social events</b></li> <li>+ <b>Company signage in front of the conference</b></li> <li>+ <b>Two add. complementary registrations (total: 4)</b></li> </ul>	<b>Platinum</b>	
<ul style="list-style-type: none"> <li>&gt; <b>Dedicated table during one social event</b></li> <li>&gt; <b>Acknowledgment at opening ceremony</b></li> <li>&gt; <b>Company signage in registration area</b></li> <li>+ <b>One add. complementary registration (total: 2)</b></li> </ul>		
<ul style="list-style-type: none"> <li>&gt; <b>One complementary registration</b></li> </ul>		<b>Silver</b>
<ul style="list-style-type: none"> <li>&gt; <b>Acknowledgement on website</b></li> <li>&gt; <b>Recognition in conference program</b></li> </ul> <p style="text-align: center;"><b>Bronze</b></p>		<b>Gold</b>

The exact details of each sponsorship category is presented below.

### Platinum Plan (CAD \$ 8,000.00)

A Platinum Sponsor will receive exposure and recognition through the following:

- Company logo and company name printed on name badges.
- The sponsor will be mentioned as Platinum Sponsor in all publicity emails sent by conference organizers to major mailing lists and newsgroups to market the conference.
- A large company logo will be included in all publicity material, including posters (if printed after sponsorship is awarded), banners, proceedings, and invitation letters, if applicable.
- Distribution of a company folder to conference participants with the conference package (the material to be distributed must arrive two weeks prior to the conference at the University of Toronto).

- One dedicated demo or publicity table during *all* conference social events (such as reception and banquet).
- Acknowledge as Platinum Sponsor at the conference opening ceremony, and all conference social events.
- Opportunity to display company signage in registration area and at the front of the conference room.
- Four complimentary registrations for employees of the sponsoring entity to attend all conference functions.
- Acknowledgment as Platinum Sponsor on the conference Web site with link and logo to sponsor's Web site.
- Recognition as Platinum Sponsor in the conference program.

### **Golden Plan (CAD \$ 5,000.00)**

A Gold Sponsor will receive exposure and recognition through the following:

- One dedicated demo or publicity table during *one* conference social event (such as reception and banquet).
- Acknowledge as Gold Sponsor at the conference opening ceremony.
- Opportunity to display company signage in registration area.
- Two complimentary registrations for employees of the sponsoring entity to attend all conference functions.
- Acknowledgment as Gold Sponsor on the conference Web site with link and logo to sponsor's Web site.
- Recognition as Gold Sponsor in the conference program.

### **Silver Plan (CAD \$ 2,500.00)**

A Silver Sponsor will receive exposure and recognition through the following:

- One complimentary registration for employees of the sponsoring entity to attend all conference functions.
- Acknowledgment as Silver Sponsor on the conference Web site with link and logo to sponsor's Web site.
- Recognition as Silver Sponsor in the conference program.

### **Bronze Sponsorship (CAD \$ 1,000.00)**

A Bronze Sponsor will receive exposure and recognition through the following:

- Acknowledgment as Bronze Sponsor on the conference Web site with link and logo to sponsor's Web site.
- Recognition as Bronze Sponsor in the conference program.

## Additional Information

Please contact the DEBS 2007 General Chair or another member of the organizing committee, if you are interested in sponsoring the conference.

The sponsorship funding cheque should be made out to the University of Toronto and indicate that the funds are to be used for DEBS 2007. The funds will be managed through a University of Toronto Conference account.

Should you have any question, do not hesitate to contact the conference chairs. We are ready to negotiate the best way for your organization to collaborate with us on making DEBS 2007 a success.

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