

2021 IEEE International  
Symposium on Information Theory

# ISIT 2021

Melbourne Australia | 12–20 July 2021

Hosted by



**PARTNERSHIP & EXHIBITION PROSPECTUS**

<https://2021.ieee-isit.org>

# Invitation



The IEEE International Symposium on Information Theory (ISIT) will run as a virtual event 12–20 July 2021.

ISIT is the premier international conference series dedicated to the advancement of information theory and related areas. It brings together an international community of researchers and practitioners each year to present and discuss new research results and perspectives on future developments relevant to all areas of information theory, including big data analytics, source and channel coding, communication theory and systems, cryptography and security, detection and estimation, emerging applications, networks, network coding, signal processing, and statistical/machine learning. Hosted by the IEEE Information Theory Society, ISIT 2021 will feature contributed papers, the Shannon lecture and plenary talks, as well as tutorial sessions.

ISIT 2021 will be a virtual event, hosted on a state-of-the-art virtual platform. The symposium will run over nine days, 12–20 July 2021. Two days 17–18 July will be dedicated to tutorials, which are included in the registration. The technical program will include both short lightning presentations followed by Q&A, as well as a long video for offline viewing. The virtual platform will enable engagement between participants and includes interactive social events. The organising committee looks forward to your scholarly contributions and participation in ISIT2021.

We look forward to your sponsorship with us at ISIT2021.

**Girish Nair**, Sponsorship Chair

**Parastoo Sadeghi**, General Chair

**Emanuele Viterbo**, General Chair



# About the Symposium

In 2021, the International Symposium on Information Theory (ISIT) will run as a virtual event 12-20 July 2021.

ISIT is the premier international conference dedicated to the advancement of information theory and related areas. It brings together an international community of researchers and practitioners each to present and discuss new research results and perspectives on future developments relevant to all areas of information theory, including big data analytics, source and channel coding, communication theory and systems, cryptography and security, detection and estimation, emerging applications, networks, network coding, information theory, signal processing, and statistical/machine learning.

Hosted by the IEEE Information Theory Society, ISIT 2021 will feature contributed papers, the Shannon lecture and plenary talks, as well as tutorial sessions.

## Promotion

A professionally planned marketing strategy will ensure that the benefits of supporting this Symposium are widely known before, during and after the event:

This includes:

- Extensive direct mail campaigns
- Website and electronic promotions
- Social Media campaigns
- Editorial and display advertising in professional journals
- Active participation and promotion at intervening meetings relating to the main scientific themes

## Benefits on Partnering With 2021 IEEE International Symposium on Information Theory

IEEE ISIT 2021 wants to partner with you and offer a unique platform for you to interact with a captive audience of international specialists allowing you:

- Wide acknowledgment of your organisation leading up to and during the Symposium
- Excellent networking opportunities during the Symposium to promote your products and services to a relevant audience
- An opportunity to utilise the Symposium experience to showcase your organisation's position of support for this important study area
- 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 users
- Gain access to Symposium 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

# Partnership Opportunities

A variety of partnership packages are being offered for your organisation's exposure at 2021 IEEE ISIT. The Sponsorship and Exhibition Coordinator is also happy to tailor packages not currently available in this prospectus and we encourage those with interest in exposure to contact our Sponsorship and Exhibition Coordinator to discuss what is possible.

**All listed pricing is inclusive of GST and in AUD.**

## Platinum Partner AUD \$14,000

- Two 20 minute sessions during the Symposium Program (this could be a "lunchtime" session rather than within the program itself)
- Sponsor to supply the pre-recorded session and can then have the speaker/s available for live Q&A (if the speaker is local it can be a live zoom but pre-recorded is preferred to ensure quality)
- All attendees to the session will receive an email immediately after the session thanking them for their attendance (your wording and can include a link back to you)
- Session recording can remain on the platform one month post event
- Session recording including the Q&A available
- Promotion of sessions in a delegate e-zine
- One e-blast invitation to each event to all registered delegates from the organiser (this can include an RSVP link back to you) prior to the event to ensure you capture attendee emails.
- Scrolling logo placement on the virtual platform throughout the event
- Pop up advert to appear during virtual program intermissions (to be provided by the partner)
- Company logo on conference website with hyperlink to your preferred website
- 12 registration log-ins with access to all sessions and exhibition

- A space in the virtual exhibitor hub including:
  - As a Platinum Partner you will receive priority listing (along with other Platinum Sponsors) in the exhibitor portal
  - Prominent logo placement
  - 200 word profile
  - Multiple live chat capability with video during the virtual dates (video chats can be recorded)
  - Record one-on-one instant video meetings
  - Exhibitors can have multiple booth staff managing virtual attendee queues
  - Exhibitor FAQ Widget
  - Exhibitor Video Gallery
  - Exhibitor brochures for delegates to download
  - Promotional materials can stay in the portal which will be available one month post event

## Gold Partner AUD \$10,000

- Scrolling logo placement on the virtual platform throughout the event
- Pop up advert to appear during virtual program intermissions (to be provided by the partner)
- Company logo on conference website with hyperlink to your preferred website
- 6 registration log-ins with access to all sessions and exhibition

- A space in the virtual exhibitor hub including:
  - Gold Partner listing in the exhibitor portal
  - Prominent logo placement
  - 100 word profile
  - Multiple live chat capability with video during the virtual dates (video chats can be recorded)
  - Record one-on-one instant video meetings
  - Exhibitors can have multiple booth staff managing virtual attendee queues
  - Exhibitor FAQ Widget
  - Exhibitor Video Gallery
  - Exhibitor brochures for delegates to download
  - Promotional materials can stay in the portal which will be available one month post event

## Silver Partner AUD \$6,000

- Scrolling logo placement on the virtual platform throughout the event
- Company logo on conference website with hyperlink to your preferred website
- 4 registration log-ins with access to all sessions and exhibition

- A space in the virtual exhibitor hub including:
  - Silver Partner listing in the exhibitor portal
  - Prominent logo placement
  - 50 word profile
  - Multiple live chat capability with video during the virtual dates (video chats can be recorded)
  - Record one-on-one instant video meetings
  - Exhibitors can have multiple booth staff managing virtual attendee queues
  - Exhibitor FAQ Widget
  - Exhibitor Video Gallery
  - Exhibitor brochures for delegates to download
  - Promotional materials can stay in the portal which will be available one month post event

# Exhibition Options

## Virtual Exhibitor AUD\$3,000

- Listing in the exhibitor portal
- Prominent logo placement
- 50 word profile
- Multiple live chat capability with video during virtual dates
- Exhibitors can have multiple booth staff managing virtual attendee queues
- Record one-on-one instant video meetings
- Pre-scheduled appointments can be set and added to your timeline for that important business meeting
- Exhibitor FAQ Widget
- Exhibitor Video Gallery
- Exhibitor brochures for delegates to download
- Promotional materials can stay in the portal which will be available one month post event
- 4 registration log-ins with access to all sessions and exhibition

## Contact Information

**Kayla Burbidge**

ISIT2021 Sponsorship & Exhibition Coordinator

**Email: [ISITsponsorship@icmsaust.com.au](mailto:ISITsponsorship@icmsaust.com.au)**

**Phone: 02 9254 5000**

# Contracting Terms & Conditions - Virtual

## 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" or "Sponsor" 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 Sponsor/Exhibitor when the Organiser accepts the signed Application Form and/or receives initial payment.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 14 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 14 days of receipt.

## The Application

5. An official Exhibition Application Form or written confirmation must be received to reserve the space or sponsorship item.
6. The Organiser reserved the right to refuse application or prohibit any Sponsor or 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 virtual event/exhibition however, reserves the right to postpone the virtual event 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 will take all diligent care to fulfil the sponsorship and exhibition commitments as outlined in the Sponsorship & Exhibition Prospectus.
10. The Organiser agrees to promote the event/exhibition to maximise participation as outlined in the prospectus
11. The Organiser agrees to allocate the Exhibitor a virtual exhibition space as close as possible to their desired location.
12. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the virtual stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
13. The Organiser reserves the right to alter any aspect of the Program without notice.

14. The Organiser reserves the right to change or add to the virtual exhibition floor layout if necessary.
15. The Organiser is responsible for the control of the virtual exhibition area only.
16. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition platform is open.
17. 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.
18. The Organiser may refuse without limitation to permit activity within the virtual exhibition or may require cessation of particular activities at their discretion.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor virtual catalogues, acknowledgements and downloads with respect to the exhibition.
20. If an organisation is found to not align their values with that of the Host Organisations, this may result in cancellation of your Sponsorship/Exhibition Package.
21. The Organiser will not be liable and makes no guarantee of the number of visitors to the platform /exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

## Obligations and Rights of the Virtual Sponsor/ Exhibitor

22. The Sponsor/Exhibitor must ensure that all accounts are finalised and paid prior to the commencement of the virtual event.
23. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the virtual exhibition.
24. Exhibitors and Sponsors are responsible for providing the information and/or artwork required by the Organisers by the due dates requested by the Organiser.
25. All exhibition space holders must register officially and attendance in the virtual platform will not occur unless the attendee is registered.
26. The Exhibitor must comply with all directions/requests issues by the Organiser including those outlined in the Exhibition Manual.
27. All promotion must be conducted from your Virtual Exhibition space or the virtual networking areas.
28. All organisations are expected to conduct their business in a professional, ethical manner and any breach will result in immediate cancellation of the Sponsorship/ Exhibition package.

29. No exhibitor shall sublet, share, assign or apportion part of all of their booked virtual space expect upon written consent from the Organising Committee.

## Payment & Cancellation

30. The Sponsor/Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space or package 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.
31. Withdrawal – if the Sponsor/Exhibitor withdraws their 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.
32. 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.
33. Rescheduling – if the event is rescheduled for any reason and the Sponsor or Exhibitor does not wish to participate in the virtual 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.
34. Virtual booth availability may be limited or restricted and allocations and available quantities will be advised upon processing your application.

*Terms and Conditions of Contract revised September 2020.*

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