2021 IEEE International
Symposium on Information Theory

# ISIT 2021

Melbourne Australia | 11–16 July 2021

**Melbourne Convention and Exhibition Centre**

Hosted by  **IEEE**

IEEE INFORMATION THEORY SOCIETY · it

# PARTNERSHIP & EXHIBITION PROSPECTUS

https://2021.ieee-isit.org

# Invitation

The Organising Committee cordially invites you to Melbourne, Australia, for the 2021 IEEE International Symposium on Information Theory (ISIT 2021). The Symposium will run from Monday 12 to Friday 16 July at the Melbourne Convention and Exhibition Centre. Pre- symposium tutorials will be held on Sunday 11 July.

The Melbourne Convention and Exhibition Centre is situated on Melbourne's iconic Yarra River and is centrally located in Melbourne.  It is within walking distance to a wide variety of accommodation, parks, cafes and restaurants. Melbourne is regarded as one of the main cultural and sport centres in Australia. Its architecture is an interesting mix of contemporary and colonial. A number of tourist attractions are within the driving distance from Melbourne, such as the Great Ocean Road, the Twelve Apostles and the Yarra Valley wine region.

The 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, 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.

Come to Melbourne and experience the cultural depth and multicultural diversity you would expect from a major global city but with a relaxed attitude that makes it easy for visitors from anywhere around the world to feel at home. The city is exciting, constantly changing and evolving with many new restaurants, hotels, events and attractions opening throughout the year. Delegates to Melbourne will have no trouble filling their downtime when in town and for those who want to explore further afield, the unique natural beauty of regional Victoria is just a short trip away.

We look forward to your sponsorship with us in 2021.

**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 be held 11–16 July at the Melbourne Convention & Exhibition Centre in Melbourne, Victoria, Australia. ISIT was last held in Australia in 2005, in Adelaide.

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
- 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

## About the Venue

The Melbourne Convention and Exhibition Centre is the venue for the 2021 IEEE International Symposium on Information Theory. The state of the art, world class Symposium facility is superbly located on the banks of Melbourne's Yarra River, close to the heart of the CBD and just 30 minutes from Melbourne's International Airport.  The venue is an easy walking distance from a range of accommodation options, which will be available to delegates to book at the time of registering for the Symposium.

# Partnership Opportunities

A variety of partnership packages are being offered for your organisation's exposure at 2021 IEEE ISIT with four tiered partner packages with exclusive options built in as well as opportunities to exhibit.

All portions of the Symposium are open to sponsorship, including Special Sessions, Tutorials, and Industry-oriented sessions. In addition to the level selected, a Sponsor may also elect to be the exclusive sponsor/host of a specific Symposium session or social event.

The Partnership and Exhibition Manager is also happy to tailor packages not currently available in this prospectus and we encourage those with interest in exposure to contact our Partnership and Exhibition Manager to discuss what is possible.

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

## Platinum Partner
## AUD $14,000
(Limit of two opportunities)

- Acknowledgment as a Platinum Partner during the opening and closing sessions

- Invited talk in a session to promote your R&D activities subject to approval of the TPC Chairs

- Three complimentary full registrations including tickets to the Welcome Reception and Gala dinner

- 18 square metres of exhibition space

- Opportunity to display one partner provided banner at the Symposium registration desk

- Opportunity to display one partner provided banner at the Entrance to the Main Session Room

- Company profile (200 words) and logo displayed in the 2021 IEEE ISIT app

- Logo displayed on each 2021 IEEE ISIT promotional E-zine (subject to time of confirmation)

- Logo displayed on the Symposium website with a hyperlink to your organisation's website

- Logo on partner signage at the venue

- Logo displayed on the partner's slide

## Included with this partnership is the choice of one of the exclusive opportunities below:

### Symposium App  (Exclusive Opportunity)

Each delegate will get access to the Symposium App to view the program and all information related to the Symposium.

**Acknowledgements**

- Company Logo splash page of the App

*\* The organising committee reserves rights on the placement of the logo*

**OR**

### Symposium WIFI  (Exclusive Opportunity)

The symposium will feature custom WIFI at the Melbourne Convention Centre

**Acknowledgements**

- Logo on WIFI home page

- Name of sponsor as the access code to the WIFI

## Gold Partner
## AUD $10,000
(Limit of three opportunities)

- Acknowledgment as a Gold Partner during the opening and closing sessions

- Two complimentary full registration including a ticket to the Welcome Reception and Gala Dinner

- 9 square metres of exhibition space

- Opportunity to display one partner provided banner at the Symposium registration desk

- Company profile (100 words) and logo displayed in the 2021 IEEE ISIT App

- Logo displayed on each 2021 IEEE ISIT promotional E-zine (subject to time of confirmation)

- Logo displayed on the Symposium website with a hyperlink to your organisation's website

- Logo on partner signage at the venue

- Logo displayed on the partner's slide



## Included with this partnership is the choice of one of the exclusive opportunities below:

### Welcome Reception Branding
(Exclusive Opportunity)

The Symposium will begin with an official welcoming ceremony to greet participants from around the world. The event will combine formality, entertainment and networking along with good food and wine.

**Acknowledgements**

- Naming rights to the Welcome Reception

- Company signage to be displayed in the Welcome Reception Venue

- Welcome Reception acknowledgement in the Symposium program

## OR

### Symposium Lanyard Branding
(Exclusive Opportunity)

Each delegate will receive an official Symposium lanyard upon registration.

**Acknowledgements**

- Logo included on Lanyard (with Symposium logo)

## OR

### Poster Session Branding (Exclusive Opportunity)

The Symposium Poster Session will be held exclusively during the Symposium.

**Acknowledgements**

- Naming rights to the Poster Area

- Company signage to be displayed in the Poster area

# Partnership Opportunities

## Silver Partner
## AUD $6,000
### (Limit of six opportunities)

- Acknowledgment as a Silver Partner during the opening and closing sessions

- 9 square metres of exhibition space

- One complimentary exhibitor registration including a ticket to the Welcome Reception

- Company profile (50 words) and logo displayed in the 2021 IEEE ISIT app

- Logo displayed on each 2021 IEEE ISIT E-zine (subject to time of confirmation)

- Logo displayed on the Symposium website with a hyperlink to your organisation's website

- Logo on partner signage at the venue

- Logo displayed on the partner's slide

**Included with this partnership is the opportunity to partner one of the delegate catering breaks during the Symposium.**

### Morning Tea or Afternoon Tea
### (Choice of one break on one of the days of the Symposium)

The opportunity to take up partnership of the delegate catering for a given break time on a day of the Symposium. (Lunch break or Morning and Afternoon tea on a day)

**Acknowledgements**

- Naming rights to the particular break chosen

- Logo printed on dedicated morning tea/ afternoon tea or lunch Symposium catering signage in the exhibition during the partnered break times for the duration of the Symposium

- Opportunity to display two partner provided banners in the exhibition during the partnered break times for the duration of the Symposium

# Exhibition Options

## Table Top display
## AUD$3,000

A great way to have a physical presence on-site and allow your key staff to have a base of operations to network from. Involvement in the exhibition also allows the opportunity to showcase your products and services to delegates, whilst providing an opportunity to brand your space.

Each table top display includes:

- 2m x 2m Exhibition Space

- Trestle table

- Back Board

- Two chairs

- Fascia with exhibiting organisation name

- 1 x 4 amp power outlet

- Exhibitor listing in the app

- One complimentary exhibitor registration including a ticket to the Welcome Reception

## Contact Information

**Kayla Burbidge**
ISIT2021 Sponsorship & Exhibition Coordinator

**Email: ISITsponsorship@icmsaust.com.au**
**Phone: 02 9254 5000**

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# ISIT 2021

Melbourne Australia | 11–16 July 2021
**Melbourne Convention and Exhibition Centre**

**Hosted by**

◆IEEE

it IEEE INFORMATION THEORY SOCIETY

**Event Management by**

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