

# ICASSP 2021 TORONTO Canada

June 6-11, 2021  
Metro Toronto Convention Centre



## IEEE International Conference on Acoustics, Speech, and Signal Processing

*For Potential Patrons and Exhibitors*

**JUNE 6-11, 2021**

### EXHIBITOR AND CONFERENCE PATRON PROSPECTUS

Conference Dates:  
June 6-11, 2021

Exhibition Dates:  
June 8-10, 2021

*Sample of organizations that have participated at ICASSP appear on cover*

# Access to An Audience You Won't Find Anywhere Else

ICASSP offers unparalleled exposure and attracts students, professors, researchers and engineers to the world's largest and most comprehensive technical conference focused on signal processing and its applications. For companies interested in recruiting students for employment or internships, ICASSP will facilitate the exchange of information. Don't miss this great networking opportunity!

## Why is Signal Processing Receiving So Much Attention?

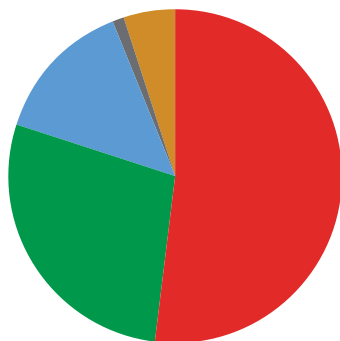
Signal processing, the enabling technology for the generation, transformation, extraction and interpretation of information via electronic signals, is essential for our smartphones and wearable devices, as well as the latest health care technologies, digital cameras and our digital assistants, like Amazon Echo and Google Home. Taking stock of the immense power and promise of signal processing, it's not difficult to see why it is critical for organizations to participate in ICASSP 2021.

## Bringing together 2,500+ leaders in signal processing globally to exchange ideas every year.

ICASSP will feature world-class speakers, tutorials, and industry sessions. This is the world's leading forum to foster innovation and entrepreneurship, and network with the brightest minds in academia and industry in the field of signal processing. ICASSP is the best opportunity of the year for industry executives, with diverse experience and activity, and researchers, in distinct yet complementary areas, to review the development of emerging and next generation technologies, applications, and services.

## Types of Attendee Organizations

- 52% Corporate
- 28% Academic
- 14% Government
- 1% Industrial
- 5% Other



**2,500+** Attendees  
**1,200+** Presenters  
**44+** Countries  
**4** Plenaries

## Leading Signal Processing Technology Providers Rely on ICASSP

A sample of the industry leading organizations that have recently participated and made ICASSP an integral part of their marketing plan. If you are serious about engaging with the brightest minds in academia and industry that are working in this field, then you need to be represented!

- Amazon
- Appen
- Apple Inc.
- Audio Analytic
- Beijing Huiting Technology Co., Ltd
- ByteDance
- DefinedCrowd Corporation
- Facebook
- Google
- Hitachi
- IBM Research AI
- JD.com
- Line
- Linguistic Data Consortium
- Mathworks
- Microsoft
- Mitsubishi Electric
- Nuance Communications
- Sonos
- Sony Corporation
- SoundHound Inc.
- Speechocean
- Springer Nature
- Surfing Technology Beijing Co., Ltd
- The Institution of Engineering & Technology
- Yahoo Japan Corporation

## Previous Conference Destinations & Number of Attendees

2020	Virtual Conference	16,087
2019	Brighton, United Kingdom	3060
2018	Calgary, AB, Canada	2269
2017	New Orleans, LA, USA	2236
2016	Shanghai, China	2317

# ICASSP 2021 Will Be Designed for Engagement

## EDUCATE & ENGAGE

Develop and deliver content to a vast audience with sessions and on-demand capabilities:

- Speaking opportunities
- Informational resources
- Promotions and giveaways
- Post-event attendee information

## CONNECT

Develop community through vibrant connections that drive mutually beneficial outcomes:

- Live individual or group video engagements
- Search capabilities
- Hallway Engagements: dedicated exhibit hall hours for attendees and exhibitors to network and make quick connections in real time.

## MAXIMIZE YOUR BRAND

Be recognized as a leader in the acoustics, speech, and signal processing industry.

- Social media promotion by ICASSP 2021
- Branding on the conference platform

The Exhibitors and Patrons will be able to participate throughout the entire virtual event and after for attendees to review information and schedule a meeting. Conference attendees will have the opportunity to participate to review your presentations, review company information.

*Reach Your Target Audience  
by Engaging the Following Assets*

## Patron Packages

Sponsorship Levels	Platinum US\$20,000	Gold US\$15,000	Silver US\$10,000	Bronze US\$5,000
Logo on ICASSP Conference Website	X	X	X	X
Logo on ICASSP Virtual Conference Platform	X	X	X	X
Virtual Exhibit Booth * (Details Below)	X	X	X	X
Exhibit Hall Registration	5	4	3	2
Full conference registration	4	3	2	
Student Job Fair*	X	X	X	
Live Presentation & Networking via Zoom	Up to 30 Minutes	Up to 10 Minutes		
Logo on Pre-Conference Promotions	X	X		
Recognition at Opening Ceremony	X			
Email Distribution to ICASSP Opt-In Attendee List	Quantity 2	Quantity 1		

### Virtual Exhibit Space includes:

- Company Logo
- Company Description
- Up to 4 Sales Resources (PDF)
- Video Exchange with Attendees
- Measurement and Metrics From Those Who Visit Booth

*\*Every patron package that includes the Student Job fair, \$1000 of the patron fee will be donated to the IEEE Foundation-Signal Processing and Young Professionals Fund to support Students and Young Professional activities.*

# REACH YOUR TARGET AUDIENCE

*Customized Signature Options are also available*

<b>Industry Workshop</b> US\$10,000	Produce and deliver a workshop. Includes mention in program, ability to register through the conference registration site, logo and mention on session schedule on conference virtual platform. *Session to be reviewed and scheduled by conference organizing committee.
<b>Student Competition or Hackathon</b> US\$7,500	Produce and deliver a student competition or hackathon event. Includes mention in the program, ability to register through the conference registration site, logo and mention on session schedule on Conference Platform. *Session to be reviewed and scheduled by conference organizing committee.
<b>Best Paper Award</b> US\$4,000	Logo on Best Paper Award, logo on conference website and conference platform, recognition during Opening Ceremony, Logo on ICASSP Best Paper voting page.
<b>Best Student Paper Award</b> US\$4,000	Includes company name and logo of patron on website and the option to have patron's name on Best Student Paper Award.
<b>Tutorial Session</b> US\$2,000	Includes name and logo of patron on Conference Platform, mention at beginning and end of tutorial, Name and logo on website
<b>Media Recording Patron</b> US\$7500	Highlight your company as key partner of the recorded sessions, including popular keynotes and tutorials from world-renowned speakers, and other special sessions. Logo branded on all recorded and archived presentations from the conference.
<b>Coffee Break</b> US\$4,000	Create an engaging virtual experience for all those attend ICASSP. Partner with us to sponsor an interactive networking activity that incentivizes attendees to explore all aspects of the conference. Recommended events include Happy Hour, Trivia Night and Sponsored Raffles. Each sponsor can pick their own experience based on availability.
<b>Welcome Reception</b> US\$5,000	Be part of the Welcome Reception engaging virtual experience for all that attend ICASSP. Sponsor the Welcome Reception an interactive networking activity that incentivizes attendees to meet and network at the beginning of the Conference. Your logo will appear on the website promoting this event and at the event.
<b>Women in Signal Processing</b> US\$2,500	Have your company name and logo on all mentions of the meetup. Exclusive networking ability for representatives to attend the meet up, and option to provide a promotion to all meetup attendees. Your logo will appear in the room and on the website.
<b>Young Professionals Meetup</b> US\$2,500	Have your company name and logo on all mentions of the Young Professionals meetup. Exclusive networking ability for representatives to attend the meet up, and option to provide a promotion to all meetup attendees. Your logo will appear in the room and on the website.
<b>Registration</b> US\$2,500	Exclusive – Make a positive first impression by having your organization recognized from the beginning of the process. Logo will be included on the Registration site, and on the confirmation emails to each attendee.
<b>Sponsor Session</b> US\$2,000	One (1) 20-minute Sponsor Session available on the Virtual Platform. Pre-recorded and on-demand describing your organization.
<b>Poster Sessions</b> US\$5,000	Have your organization recognized in the very popular Poster Sessions. Logo will be included in the Poster Sessions and will be visible during the many visits to this area.
<b>Main Presentation Room</b> US\$5,000	Sponsor the Tutorials Room where the large talks will be held. Your logo will be highlighted in the room and be visible to each attendee as they enter the area.
<b>Plenary Room</b> \$5,000	The Plenary will command much interest and allow many to gather. Your logo will be highlighted in the room and be visible to each attendee as they enter the area.
<b>Student Job Fair Patron</b> US\$1,000	Access to student CVs in advance of the event, recognition of sponsorship on Student Job Fair conference webpage and on the virtual conference site. Promotional video uploaded to Student Job Fair conference webpage and on the virtual conference website promoting your internship/job opportunities. Promotion videos will also be posted on social media.
<b>Signal Processing Grand Challenge</b> US\$2,000	Acknowledgements during introductory talk at the session. Acknowledgement and logo placement on the 2021 IEEE SPGC website.

**Reach your target audience  
with this premiere IEEE event!**

*For More Information*

**ICASSP 2021 • c/o Hall-Erickson, Inc. Exhibition Management**

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