

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

# 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?

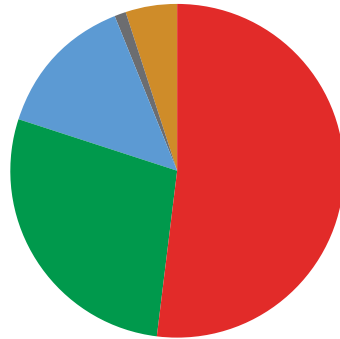
Signal processing, the enabling technology for the generation, transformation, extraction and interpretation of information via electronic signals, is essential for our smartphones and wearable devices, as well as the latest health care technologies, digital cameras and our digital assistants, like Amazon 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 have a presence at 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 discuss 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

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

# The Exhibition Designed for Engagement and Results

**Expect a high level of interaction between you and the audience.**

The Exhibition will feature the scientific posters, and offer catering and social networking opportunities, so we are expecting the audience to visit frequently for ongoing engagement. Booth space is \$35 per square foot (\$30 if booked by February 15, 2021) in increments of 100 square feet (10' x 10' booths)

**Included in the cost:**

- 1 x 500 electrical outlet, 2 spotlights per 100 square feet
- A fascia board sign with company name to each open side
- 1 x basic table and 2 x basic chairs per 100 square feet
- Two complimentary exhibitor pass per 100 square feet which grants access to the exhibition hall, the welcome reception and permits you to enjoy complimentary tea/coffee each day.

Please note this does not allow access to the conference sessions. You may purchase additional exhibition passes at a cost of \$120 each. The cost to upgrade from exhibition pass(es) to full registrations is \$700 USD per registration.

Conference registrations permit you the same access as exhibitor passes but also include the opportunity to access and enjoy all scientific sessions.

**INSTALLATION**

Monday, June 7

**EXHIBITION HOURS**

Tuesday, June 8..... 09:00 – 18:00  
 Wednesday, June 9..... 09:00 – 18:00  
 Thursday, June 10 ..... 09:00 – 18:00

**DISMANTLE**

Thursday, June 10 ..... 18:00 – 20:00

There is a welcome reception in the evening of Monday, June 7 and all registered exhibitors are cordially invited to attend on a complimentary basis.

**EXHIBITION FLOORPLAN**

Please refer to the floorplan and be sure to request your preferred booth number when you submit your application. Booths will be allocated on a “first come first served” basis.

**REDUCED RATE EXHIBITION BOOTHS**

For a rate of \$1,700 (\$2,000 if booked after February 15), if you are a book publisher or not for profit society featuring future meetings, you can enjoy interaction with this key audience from a poseur table and two tall stools located in the exhibition. Your booth will include furniture. You will be listed in the app and on all materials as an exhibitor and be provided with one exhibitor pass.

## Patron Packages

Sponsorship Levels	Platinum US\$20,000	Gold US\$15,000	Silver US\$10,000	Bronze US\$5,000	Exhibitor US\$3,000 by February 15 US\$3,500 after February 15
Name and logo of patron visible on conference website with link to company's website	X	X	X	X	X
A mention during the opening ceremony and banquet	X	X	X	X	
Name and logo of patron on event documentation	X	X	X	X	
Name and logo of patron in the conference hall and all social events	X	X	X	X	
Student Career Luncheon Patron	X	X	X	X	
Option to place insert(s) in the official conference bag	2	1	1		
Advertisement in Conference Guide	Full Page	Half Page			
Option to organize an event or workshop at the conference (limited spots available)	X				
Exhibit Booth Space	200 sq ft	200 sq ft	100 sq ft		100 sq ft
Exhibit Hall Registration (including welcome reception)	2	2	2		2
Full conference registration(s) including banquet ticket	4	3	2	1	

# REACH YOUR TARGET AUDIENCE

*Customized Signature Options are also available*

<b>Industry Workshop</b> US\$10,000	Produce and deliver a 1.5-hour workshop, usually held during lunch at the conference. Includes mention in program, ability to register through the conference registration site, meeting room rental, projector and screen and power strip, logo and mention on session signage. *Session to be reviewed and scheduled by conference organizing committee.
<b>Student Competition or Hackathon</b> US\$10,000	Produce and deliver a student competition or hackathon event. Includes mention in the program, ability to register through the conference registration site, meeting room rental, projector, screen and power strip, logo and mention on session signage. *Session to be reviewed and scheduled by conference organizing committee.
<b>Best Paper Award</b> US\$5,000	Includes company name and logo of patron on website and conference booklet and the option to have patron's name on Best Paper Award.
<b>Best Student Paper Award</b> US\$5,000	Includes company name and logo of patron on website and conference booklet and the option to have patron's name on Best Student Paper Award.
<b>Tutorial Session</b> US\$2,500	Includes name and logo of patron on tutorial booklet, mention at beginning and end of tutorial. Name and logo on website and conference booklet.
<b>Media Recording Patron</b> US\$10,000	Highlight your company as key partner for 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\$5,000	Increase your visibility. The breaks are located in the exhibit area. Break partner signs will be posted, and one piece of material can be shared with attendees or placed on break table.
<b>Welcome Reception</b> US\$10,000	Includes recognition on web page, exclusive table and three reps to attend the reception, brief speaking introduction.
<b>Mobile App</b> US\$5,000	App includes the conference agenda, attendee profiles, personalized scheduling, interactive maps and the ability to rate sessions.
<b>Charging Station</b> US\$7,000	Highlight your company on signs as a key partner for the charging stations and you have the opportunity to distribute giveaways.
<b>Conference Bags</b> (Contact for pricing details)	Distributed to all conference attendees to be used during and after conference. Includes conference, sponsors, and partner logos. Conference Organizing Committee designs, procures and distributes.
<b>Conference Lanyards</b> (contact for pricing details)	Distributed to all conference attendees to be used during and after conference. Includes IEEE SPS and partner logos. Conference Organizing Committee, procures and distributes.
<b>Photo Booth</b> (contact for pricing details)	Have your logo appear on all photos taken in the booth and posted on social media.
<b>Women in Signal Processing (WISP) Luncheon</b> US\$5,000	Have your company name and logo on all mentions of the luncheon, three tickets to attend the luncheon, option to provide a giveaway to all luncheon attendees, access to luncheon attendee list, and option to provide a women in signal processing guest speaker, contingent on WISP chair review and approval.
<b>Young Professionals Meetup</b> US\$5,000	Have your company name and logo on all mentions of the meetup. Exclusive networking ability for five representatives to attend the meetup, and option to provide a giveaway to all meetup attendees.
<b>Student Career Luncheon Patron</b> US\$1,000	Includes exclusive table and lunch for three reps, access to Student CVs, distribution of job openings prior to the luncheon, recognition on Student Career Luncheon web page, and brief speaking slot at the luncheon.  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.
<b>Advertisements</b>	Options for every budget are available: <ul style="list-style-type: none"> <li>• Conference Bag Insert - US\$1,500</li> <li>• Full-page advertisement inside conference booklet - US\$2,000</li> <li>• Inside front or back cover of conference booklet - US\$2,500</li> <li>• Outside back cover of conference booklet - US\$4,000</li> </ul>

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

*For More Information and To Reserve Booth Space or Sponsorships*

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

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