14TH ACM WEB SCIENCE CONFERENCE 2022
JUNE 27-30, 2022

SPONSORSHIP PROSPECTUS

ORGANIZED BY
WEB SCIENCE AND SOCIAL COMPUTING RESEARCH GROUP
UNIVERSITAT POMPEU FABRA (BARCELONA)
About the Conference

The Web has enabled a globally connected network of individuals and communities, but divides still exist and emerge in various online environments. Fostering an inclusive and just online environment is a persistent challenge: Web technologies can hinder or promote equity, and can exacerbate intersectional disadvantages. In recent years, this challenge has been amplified by the increasing prevalence of artificial intelligence and the automation of Web-based tasks as well as ongoing divides in Web access, use, and skill.

Organizers

The Department of Engineering and Information and Communication Technologies (ETIC) at Universitat Pompeu Fabra (ranked by Times Higher Education as the 1st university in Spain (2020) and as the 11th university under 50 years old in the world (2019)) was created in 1999 with the mission of becoming one of the leading European university departments in the broad range of fields created around the convergence of ICT with biomedical and cognitive sciences, computation and networks. The Web Science and Social Computing (https://www.upf.edu/web/wssc), an ETIC research group, is focused on the study of every kind of problem related to obtaining a better understanding of the Web, making use of its information and easy access. Both Pompeu Fabra University and the Web Science and Social Computing Research Group have considerable experience in organizing conferences and workshops.
Location and Venue

Barcelona is a modern capital city of 5.6 million people and the sixth-most populous urban area in Europe. It is the home of many points of interest declared as World Heritage Sites by UNESCO, like Sagrada Família, Palau de la Música Catalana, Park Güell, and Casa Batlló, but also the birthplace for great minds like Antoni Gaudí, Joan Miró, Lluis Domènech i Montaner, Josep Carreras, and many more. Moreover, Barcelona offers a unique combination of landscapes and Mediterranean weather, coupled with exquisite gastronomical experiences that are the result of blend of heritage, produce, terroir, tradition, creativity, and innovation. Indeed, Barcelona has 29 restaurants with at least one Michelin star. Besides, Barcelona is very well connected within Europe and to the rest of the World. It can be very easily reached by air, road and rail. Several low-cost companies fly to/from Barcelona airport.

However, Barcelona is not limited to a touristic destination. With its world-renowned academic institutes (Universitat Pompeu Fabra, Universitat Politècnica de Catalunya, Universitat de Barcelona, Universidad Autónoma de Barcelona, Universidad Ramón Llull) and its highly dynamic industry (more than 2000 ICT companies, 200 technology parks and research centres, and nine internationally acclaimed scientific facilities like the Barcelona Supercomputing Centre and the Clean Room of the National Microelectronics Centre), it fosters a fantastic ecosystem where creativity, innovation, and scientific excellence thrive on a daily basis.

The conference will be held in one of the campuses of the Pompeu Fabra University (UPF), more specifically, in the Poblenou campus (Roc Boronat, 138, 08018, Barcelona). This campus is located in the 22@ innovation district, surrounded by tech start-ups and big companies such as Amazon or King. The city downtown is 20 minutes walking, and it is next to the metro station (Llacuna, Line 4) that can reach the city centre in 5 minutes. The beach is under walking distance, through an amazing walk in modern Poblenou district.
Delegate Profile

Thanks to the interdisciplinary nature of WEBSCI, our speakers and attendees are a highly diverse group affiliated with academia, industry, government agencies, NGOs and, most uniquely, international institutions such as the World Wide Web Consortium (W3C).

Based on past WEBSCI Conferences, we are expecting over 400 Delegates from around the globe to attend WEBSCI 2022. Approximately 20-30 countries will be represented and over 150 scientific peer reviewed papers are expected to be presented offering an excellent opportunity to pick up information about state of the art technologies in information retrieval and direct business networking opportunities for our sponsors and exhibitors. The 14th edition will be a hybrid conference, meaning that sponsors will reach both in-person and online attendees.

The materials presented in the conference, distributed online through ACM, are available in PDF as well as the non-proprietary HTML format under a free license, making the content of the scientific contributions to the conference available for everyone.

Important Dates

- Abstracts for full research papers due: January, 2022
- Program advertising booking deadline: 1 April, 2022
- Program advertising creatives due: 1 May, 2022

Press and online presence

The WebSci’22 will have an online presence primarily in the social networks related to research and academia. Additionally, the conference will be announced using specific email campaigns to industry professionals and online forums.

The WebScience conference also has its own presence with Twitter and Facebook accounts where the Web Science community interacts. A set of hashtags will be used in the social networks: #WebSci22 #WebScience #WebSciConf

Before the conference, organizers will contact press delegates to disseminate and announce the conference in topic related media.
Sponsorship at-a-glance

Sponsorship benefits

<table>
<thead>
<tr>
<th>Sponsorship type</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>€20.000</td>
<td>€15.000</td>
<td>€10.000</td>
<td>€5.000</td>
<td>€2.500</td>
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<tr>
<td>Conference delegate registrations</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Nominate industry speakers</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Email conference attendees through chairs</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Special thanks during opening and closing ceremonies</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Free standing banner (in-person)</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Streaming platform banner (online)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Advertisement in conference program (in-person &amp; online PDF)</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half page</td>
<td>Half page</td>
<td>-</td>
</tr>
<tr>
<td>Profile word length in program</td>
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<td>125</td>
<td>100</td>
<td>75</td>
<td>50</td>
</tr>
</tbody>
</table>

**Standard Benefits**

All sponsors will receive the following benefits in addition to those outlined in the individual packages:

- Recognition as a sponsor (with organization logo) in the Conference program
- Recognition as a sponsor (with organization logo) on the sponsors' page of the official Conference website, including a hyperlink to the organization's home page
- Acknowledgement as a sponsor on the official sponsor acknowledgement board onsite at the Conference
- Use of the Conference logo until the end of July 2022

Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximize exposure, please confirm your participation by the earliest date possible. Banner advertisement specification will be provided after the confirmation of booking.
Diamond Sponsorship

Exclusive (€45,000)
Standard sponsorship entitlements, plus

- Six (6) Conference delegate registrations
- One (1) 6m x 3m exhibition booth located in a prominent position
- Two (2) exhibitor registrations
- Full page advertising space in the Conference Program (artwork to be supplied by the sponsor)
- 100 word profile and sponsor logo in the Conference Program
- Sponsor logo larger than all other sponsor logos
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
- Verbal acknowledgement as the Diamond Sponsor during the opening and closing sessions
- The sponsor may provide a free standing banner which will be positioned in the registration area for the duration of the Conference (maximum size 2m high x 1m wide)
- In addition to the entitlements outlined above, the Diamond Sponsor may choose to sponsor the poster session. As a poster session sponsor you will receive:
  - Logo displayed on poster boards numbers
  - The sponsor may provide a free standing banner which will be positioned in a prominent location at the scientific poster display (maximum size 2m high x 1m wide)
  - Sponsor may be provided with four (4) poster locations to position a promotional poster (supplied by sponsor)
  - Two (2) complimentary passes for nominated guests to attend the sponsored poster session (these passes are for the sponsored session only, attendance to other sessions and catering breaks is not included)

Platinum Sponsorship

Exclusive (€35,000)
Standard sponsorship entitlements, plus

- Six (6) Conference delegate registrations
- One (1) 3m x 3m exhibition booth located in a prominent position
- Two (2) exhibitor registrations
- Full page advertising space in the Conference Program (artwork to be supplied by the sponsor)
- 100 word profile and sponsor logo in the Conference Program
- Sponsor logo larger than gold sponsor logos
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
- Verbal acknowledgement as the Platinum Sponsor during the opening and closing sessions
The sponsor may provide a free standing banner which will be positioned in the registration area for the duration of the Conference (maximum size 2m high x 1m wide)

In addition to the entitlements outlined above, the Platinum Sponsor may choose to sponsor a workshop. As a workshop sponsor you will receive:

- Verbal recognition by the session Chair prior to and at the conclusion of the workshop
- Your organization logo will be displayed on the projection screen in the session room prior to and at the conclusion of the workshop
- Two (2) complimentary passes for nominated guests to attend the sponsored workshop (these passes are for the sponsored session only, attendance to other sessions and catering breaks is not included)
- The sponsor may provide a free standing banner which will be positioned in a prominent location in the sponsored workshop (maximum size 2m high x 1m wide)

Gold Sponsorship

**Maximum 3 (€25,000)**

Standard sponsorship entitlements, plus

- Four (4) Conference delegate registrations
- One (1) 3m x 3m booth located in a prominent position
- One (1) exhibitor registration
- Half page advertising space in the Conference Program (artwork to be supplied by sponsor)
- 75 word profile and logo in the Conference Program
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)
- Verbal acknowledgement as a Gold Sponsor during the opening and closing sessions
- In addition to the entitlements outlined above, the Gold Sponsor may choose to sponsor a refreshment break. As a refreshment break sponsor you will receive:
  - Corporate literature may be displayed at the sponsored refreshment break station (sponsor to supply)
  - The sponsor may provide a free standing banner which will be positioned in a prominent location in the catering break area (maximum size 2m high x 1m wide)
  - Small table signs featuring the organization name and logo displayed at the sponsored catering stations (Conference Managers to supply)
  - Two (2) passes for nominated guests to attend the sponsored catering break (these passes are for the sponsored refreshment break only, attendance to other sessions and catering breaks is not included)

Silver Sponsorship

**Maximum 6 (€15,000)**
Standard sponsorship entitlements, plus
- Two (2) Conference delegate registrations
- One (1) 3m x 2m exhibition booth located in a prominent position within the exhibition
- One (1) exhibitor registration
- Half page advertising space in the Conference Program (artwork to be supplied by sponsor)
- 75 word profile in the Conference Program and Conference website
- Promotional brochure (maximum four (4) x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)

Bronze Sponsorship

(€5,000)
Standard sponsorship entitlements, plus
- One (1) Conference delegate registration
- 50 word profile in the Conference Program and Conference website
- Promotional brochure (maximum four (4) x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)

Additional Sponsorship Opportunities

Conference program Sponsor

Exclusive (price on request)
Standard sponsorship benefits

Social event Sponsor

Exclusive (€4,000)
- Corporate literature may be displayed at the sponsored refreshment break station (sponsor to supply)
- The sponsor may provide a free standing banner which will be positioned in a prominent location in the refreshment break area (maximum size 2m high x 1m wide)
- Special acknowledgment will be given during the social event.
- Two (2) additional passes for nominated guests to attend the sponsored social event.

Refreshment Break Sponsor

Maximum 6 sponsorships (€2,500)
- Corporate literature may be displayed at the sponsored refreshment break station (sponsor to supply)
- The sponsor may provide a free standing banner which will be positioned in a prominent location in the refreshment break area (maximum size 2m high x 1m wide)
- Small table signs featuring the organization name and logo displayed at the sponsored refreshment break stations (Conference Managers to supply)
- Two (2) passes for nominated guests to attend the sponsored refreshment break (these passes are for the sponsored refreshment break, attendance to other sessions and refreshment break is not included)

**Pamphlet or Job Posting Sponsor**

**Maximum 5 sponsorships (€1200)**  
- Distributed to all conference attendees  
- The Web Science Conference organizers reserve the right to screen contents for distribution.

**WebSite and Online only Sponsor**

**Exclusive (€4000)**  
Banner advertisement and hyperlink to organization website, will be placed on every page of the Conference website and conference streaming pages.

**Lanyard Sponsor**

**Exclusive (€2500)**  
Logo to appear on all name badges alongside the WEBSCI’22 logo  
Opportunity for the sponsor to provide branded lanyards (at the sponsor’s expense)

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**Want to become a sponsor?**

Contact [ricardo.baeza@upf.edu](mailto:ricardo.baeza@upf.edu)  
* All prices exclude VAT.