



ICASSP • 2016

The 41st IEEE International Conference on Acoustics, Speech and
Signal Processing, 20-25 March 2016

ICASSP 2016

**Exhibitor and
Conference Patron
Prospectus**

Shanghai, China

20 - 25 March, 2016

We are delighted to invite you to participate in the 2016 IEEE International Conference on Acoustics, Speech, and Signal Processing, to be held at the Shanghai International Convention Center, Shanghai, China, March 20-25, 2016. As one of the most cosmopolitan cities in the world, Shanghai is a global leader in research innovation, international commerce, finance, culture, art, fashion and entertainment. This is the first time that the SPS flagship conference, the International Conference on Acoustics, Speech, and Signal Processing (ICASSP) is held in China. We expect a huge turnout. It would be a perfect venue to showcase companies.

ICASSP is the world's largest and most comprehensive technical conference focused on signal processing, information processing and applications. The conference will feature world-class speakers, tutorials, exhibits, and over 120 lecture and poster sessions.

Some of the benefits enjoyed by exhibitors during ICASSP 2016 are:

- Promotion available through ICASSP 2016
- Thousands of conference brochures will be distributed at various international shows
- www.icassp2016.org is easily navigated, current, and searchable
- www.icassp2016.org will link to your website
- Solid technical program to draw attendees from around the world
- Recognition on the ICASSP 2016 smart phone app
- Shanghai is one of the most cosmopolitan cities in the world

Topics include but are not limited to:

- Audio and acoustic signal processing
- Bio-imaging and signal processing
- Signal processing education
- Speech processing
- Industry technology tracks
- Information forensics and security
- Machine learning for signal processing
- Multimedia signal processing
- Sensor array & multichannel signal processing
- Design & implementation of signal processing systems
- Signal processing for communications & networking
- Image, video & multidimensional signal processing
- Signal processing theory & methods
- Spoken language processing

Year	Location	Attendance
2009	Taipei, Taiwan	1698
2010	Dallas, Texas	1905
2011	Prague, Czech Republic	2066
2012	Kyoto, Japan	2024
2013	Vancouver, BC, Canada	2431
2014	Florence, Italy	2463
2015	Brisbane, Australia	1780



For companies interested in recruiting students, ICASSP 2016 encourages the exchange of employment information. Traditionally, ICASSP attendees include over several hundreds graduate students nearing the end of their programs of study, providing recruiters a great opportunity to seek out new and highly qualified applicants. Another event promoting interaction between companies and students will be the Student Career Luncheon held at ICASSP 2016.

Organizations are invited to exhibit their products and services at the 2016 IEEE International Conference on Acoustics, Speech, and Signal Processing at the Shanghai International Convention Center. It is expected that over 2,500 participants will join the combined technical program and product exposition, as well as other special events. The exhibit area is strategically located with respect to the main traffic flow of the conference activities. It will accommodate 24 booth spaces.



Conference Dates:	March 20-25, 2016
Exhibition Dates:	March 22-25, 2016
Expected number of delegates:	Over 2,500 Engineers and Scientists
Booth Pricing:	
By January 20, 2016	\$3,000 USD per booth
After January 20, 2016	\$3,500 USD per booth

Exhibit Times:

- **Monday, March 21** **Exhibitor move-in and set-up 13:00 – 17:00**
- **Tuesday, March 22** Exhibition open 09:00 – 17:00
- **Wednesday, March 23** Exhibition open 09:00 – 17:00
- **Thursday, March 24** Exhibition open 09:00 – 17:00
- **Friday, March 25** Exhibition open 09:00 – 14:00
- **Friday, March 25** **Exhibition close and move-out 14:00 – 20:00**

Note: this is a preliminary schedule and is subject to change.

Conference Patron Opportunities:

The IEEE Signal Processing Society International Conference on Acoustics, Speech, and Signal Processing in Shanghai promises to be the most exciting and well attended ICASSP in the series. In addition to innovations in the conference and exhibit hall, we are offering conference patronage opportunities for companies. Individual events or support items are listed below:

Diamond Conference Patron (Exclusive) - \$50,000.00

- Two(2) preferred booth spaces in the exhibit hall
- Five(5) Conference delegate registrations inclusive of welcome reception
- Four(4) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee's registration package
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2016 smart phone app
- Full page recognition in conference program*
- The patron may provide a freestanding banner which will be positioned in the registration area for the duration of the Conference (maximum size 2m high x 1m wide)

Platinum Conference Patron - \$30,000.00

- A preferred booth space in the exhibit hall
- Three(3) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee's registration package
- Full page recognition in conference program*
- Recognition on the ICASSP 2016 smart phone app
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- The patron may provide a freestanding banner which will be positioned in the registration area for the duration of the Conference (maximum size 2m high x 1m wide)

Gold Conference Patron - \$20,000.00

- A preferred booth space in the exhibit hall
- Two(2) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- One(1) flyer or promotional item (provided by the patron) in attendee's registration package.
- Recognition on the ICASSP 2016 smart phone app
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

Silver Conference Patron - \$10,000.00

- A preferred booth space in the exhibit hall
- One(1) Conference delegate registrations inclusive of welcome reception
- Two(2) exhibitor registrations inclusive of welcome reception
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2016 smart phone app

Bronze Conference Patron - \$6,000.00

- One(1) Conference delegate registrations inclusive of welcome reception
OR a booth space in the exhibit hall with two(2) exhibitor registrations inclusive of welcome reception
- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Recognition on the ICASSP 2016 smart phone app

Conference Smartphone App - \$10,000.00

- Patron logo to be displayed when the application loads
- Patron logo to featured on all smartphone application promotional materials
- Opportunity for patron to provide multimedia video to be viewed on the smartphone application

Networking Lounge - \$10,000.00

- A dedicated and defined space within the exhibition area, with a lounge and coffee table provided.
- Corporate literature may be displayed in the delegate lounge (the patron to supply)
- The patron may provide a freestanding banner which will be positioned in the delegate lounge (maximum size 2m high x 1m wide)
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

Delegate Bags - \$8,000.00

- Logo to appear on the delegate bag alongside the ICASSP 2016 logo.
The Organising Committee reserves the right to source and select the delegate bag.
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

Printing Station - \$7,000.00

- The patron may provide a freestanding banner which will be positioned near the printing station (maximum size 2m high x 1m wide)
- Corporate literature may be displayed in the printing station area (the patron to supply)
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

Delegate Badge Lanyard – \$5,000.00

- Patron may provide lanyards with company logo to be used for conference delegate name badges (Estimated 2500)

Welcome Reception – \$5,000.00

Welcome reception to be held on Monday, March 21

- Recognition at the conference and on the conference website, featuring linked patron name and company logo
- Patron may provide a free standing banner positioned at the entrance to the welcome reception (maximum size 2m high x 1m wide)
- Small signs on the tables at the welcome reception featuring the patron name and logo

Conference Breaks – \$5,000.00

Breaks are Tuesday Afternoon; Wednesday, Thursday and Friday

- Recognition on the website, featuring linked patron name and company logo, and the supported break.

Best Student Paper Contest Award - \$2,500.00 per student award

ICASSP 2016 welcomes patrons for the Best Student Paper competition

- Naming the award
- Verbal recognition by the speaker at the announcement of the award
- Recognition at the conference and on the conference website, featuring linked patron name and company logo

Delegate Bag Insert – \$1,800.00

- Patron may provide one(1) promotional item to be inserted into each of the conference delegate bags (Estimated 2500)

** Artwork for black and white conference program advertisement due by January 20, 2016.*

Patron Package	Price (USD)
Diamond	\$50,000
Platinum	\$30,000
Gold	\$20,000
Silver	\$10,000
Bronze	\$6,000
Exhibitor	\$3,000
Smartphone Application	\$10,000
Networking Lounge	\$10,000
Delegate Bag	\$8,000
Printing Station	\$7,000
Badge Lanyard	\$5,000
Welcome Reception	\$5,000
Conference Breaks	\$5,000
Best Student Paper Award	\$2,500
Delegate Bag Insert	\$1,800

	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Delegate Registration(s)	5	3	2	1	1	
Exhibition Booth(s)	2	1	1	1	1	1
Exhibitor Registrations	4	2	2	2	2	2
Free Standing Banner	1	1				
Promotional Item in Delegate Bags	1	1	1			
Website and Conference Recognition	Yes	Yes	Yes	Yes	Yes	
Conference App Recognition	Yes	Yes	Yes	Yes	Yes	
Advertisement in Conference Program	Full Page *	Full Page *				

** Artwork for black and white conference program advertisement due by January 20, 2016.*



General inquiries and exhibitor registration should be directed to:

Mr. Christopher Garza
Conference Management Services, Inc.
3833 South Texas Avenue, Suite #221
Bryan, Texas 77802 USA
Telephone: 979-846-6800
Email: cgarza@cmsworldwide.com

In addition, inquiries can also be directed to:
Jinyu LI (industry chair): jinyli@microsoft.com
Jia ZHANG (PCO): jia.zhang@cifalshanghai.org
Ning LIU (local chair): ningliu@sjtu.edu.cn

EXHIBITOR BASIC TERMS & CONDITIONS:

1. Display space will be assigned by the Conference in accordance with the conditions outlined in the DISPLAY SPACE ASSIGNMENT which forms part of this agreement. In the event of a duplicate application for the same space, the assignment priorities stated in the EXHIBIT RULES shall be used.

2. The Exhibitor shall remit 100% of the total booth rental at the time of registration and booth selection, as determined elsewhere in this agreement.

3. Materials and logos for any recognition in the conference program guide need to be received by CMS, Inc. **no later than January 20, 2016.**

4. In the event of cancellation of this agreement by the Exhibitor prior to the date of the conference, the Exhibitor will be eligible for a refund according to the following schedule:

Cancellation on or before February 26, 2016 50% of booth rental

Cancellation after February 26, 2016 0% of booth rental (no refund will be granted)

The Conference reserves the right to reassign space, withstanding the cancellation fee.

5. In the event the Conference does not accept this agreement, the Exhibitor will be promptly notified, and the fees returned.

6. The Exhibitor agrees to accept from the Conference, billing for any charges rendered during the conference in conjunction with services performed or administered by the Conference and requested by the Exhibitor. These charges may include, but are not limited to, surcharges for materials or services requested by the Exhibitor through the Conference. **All such charges are due and payable in full within thirty (30) days of receipt of an invoice from the Conference.**

7. The Exhibitor agrees that the Conference or its sponsor(s) shall not be liable for any damages, whether to person or property, for any reason whatsoever by reason of use, occupation, or enjoyment of the space by the Exhibitor or any person therein with the consent of the Exhibitor, and that the Exhibitor shall indemnify and keep harmless the Conference and its sponsor(s) from all liability on account of such damage or injury, regardless of cause, by the Exhibitor, its representatives, agents, or contractors.

8. In the event the site of the conference shall, in the sole discretion of the Conference, be unfit for occupancy or substantially interfered with by reason of any cause(s) not within the control of the Conference, this agreement may be terminated by the Conference. "Cause" or "causes" may include, but shall not be limited to: fire, flood, epidemic, earthquake, explosion, accident, blockage, embargo, weather, governmental restraint or orders of restraint from local or national civil or military authorities, act of public enemy, riot or civil disturbance, inability to secure appropriate labor, impairment of transportation or facilities, or inability to obtain, for whatever reason, necessary supplies, equipment, or clearances, or by rule of federal or local law, or any circumstances deemed as act of God. Should the Conference terminate this agreement pursuant to the provisions of this section, the Exhibitor waives any and all claims for damage arising therefrom. The Exhibitor further agrees that the Conference liability is limited to a refund of monies paid prior to the termination. Should the conference be underway, the Exhibitor shall expect the Conference to adjust the refund to reflect a pro rata adjustment based on the number of hours the conference shall have been in operation prior to the termination. This provision shall not relieve the Exhibitor of any liability arising from the provisions of Section 6 above, and all monies due to the Conference in regard shall be paid notwithstanding.

9. Standard Exhibit Booth is 3 meters wide, 3 meters deep, and 2.5 meters tall. Includes one(1) desk, two(2) chairs, and two(2) lights).

EXHIBIT RULES:

These rules and regulations are supplemental to the EXHIBITOR BASIC TERMS AND AGREEMENTS, and they have been established for the protection of everyone. (The word "management" as used herein shall mean officers, committee members, or employees acting with authority from ICASSP 2016).

1. BOOTH IDENTIFICATION

Absolutely NO company identification may be placed outside the area of the booth. No identification may be placed on posts or pillars adjacent to booths occupied by exhibitors, or on carpeted areas of the aisles beyond the standard booth limits.

2. DISTRIBUTION OF SOUVENIRS AND SAMPLES

To achieve greater exposure and attention exhibitors may donate items to be given away in a daily door prize drawing if one is established by the conference management. Souvenirs or samples which have no resale or negotiable value may also be given away. Any distribution must be conducted within the exhibitor's designated booth space. In all cases, exhibitors planning giveaways of any nature should make arrangement well in advance with the show management, which reserves the right to prohibit the distribution of anything which, in its opinion, is not in keeping with the character of the conference.

3. DISPLAY REQUIREMENTS AND RESTRICTIONS

All displays or exhibited materials must be fireproof to conform to local fire regulations. Displays must be self-supporting and nails or screw are not permitted in building floors or walls. Displays must be wholly confined within exhibitor's booth and must not obstruct the clear view of nearby exits or other exhibits.

ALL WIRING ON BOOTHS OR DISPLAY FIXTURES MUST CONFORM TO LOCAL ELECTRICAL AND LOCAL FIRE DEPARTMENT REGULATIONS.

The side of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth, must be finished or suitably decorated at the expense of the exhibitor erecting or installing such display.

No exhibit may exceed 2.5 meters high and that only within the area extending 1 meter from the back wall. Maximum height of the displays in the balance of the area is 1.2 mteres, except that products to stand on the floor may extend higher than this limit, but must be positioned as close to the back wall as possible, to avoid blocking the view of adjoining exhibitors.

NOTE PARTICULARLY THAT NO PART OF A SIGN OR SOLID DISPLAY MAY EXTEND HIGHER THAN 2.5 METERS ABOVE THE FLOOR.

NOTE: ANY DISPLAYS NOT CONFORMING TO THE EXHIBIT SPECIFICATIONS OUTLINED IN THESE RULES MUST BE APPROVED BY THE CONFERENCE MANAGEMENT IN WRITING PRIOR TO THE MOVE-IN DATE.

4. BOOTH PERSONNEL & ACTIVITIES

With the exception of convenience help, such as secretaries or professional product demonstrators, all booth personnel must be REGULAR EMPLOYEES of the company, or its representatives, who are fully capable of explaining the technical aspects of products or processes on display on an appropriate level at the conference.

No exhibitor may advertise or promote any outside activity, such as an open house or separate exhibits wherever located, occurring during the hours ICASSP 2016 exhibits are open, or which detracts from the exhibit or convention operations.

Only registered exhibitors may publicly advertise hospitality rooms and only on those bulletin boards provided in the exhibit area.

5. LIABILITY AND THEFT

Show and hotel management will not be responsible nor liable for injury to the person or property, nor loss of property of exhibitors, their guests, invitees, employees, or agents. Furthermore, the exhibitor agrees to defend or hold harmless the conference, its directors, employees, and agents from any liability of personal injury and loss or damage to property. EXHIBITORS SHOULD INSURE AGAINST SUCH CONTINGENCIES. Damage to inadequately packed property is exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for the booth rental.

Exhibitors should be on hand to supervise during set-up and dismantling of products, projection equipment and other items of high value. At least one person should remain with the exhibit until visitors have left the premises at the closing hour each day.

At move-out, specific arrangement should be made to package or place under lock any items of extremely high value and especially items of general interest such as small instruments, walkie-talkies, high fidelity equipment, projectors, etc.

6. SUB-LETTING EXHIBIT SPACE

No exhibitor may assign, sublet or apportion any of the space contracted for by him/her or their company.

7. MATERIALS HANDLING

The handling of exhibitor's material into and out of and within the exhibit buildings shall be at exhibitor's expense. Exhibitor's empty crates, boxes and cartons will be removed from the show area before the opening.

8. The entry to exhibit areas will be secured to prevent entrance by anyone not authorized by ICASSP 2016 management, or not wearing proper badge for admission to such areas outside of exhibit hours. A WATCHMAN SERVICE DOES NOT GUARANTEE EXHIBITORS AGAINST LOSS: NEITHER DOES IT IMPLY AN ASSUMPTION OF LIABILITY FOR EXHIBITOR'S PROPERTY BY THE CONFERENCE.

Any equipment to be removed from the exhibit area during the conference must be authorized by the Exhibit Manager in conjunction with the specific exhibitor.

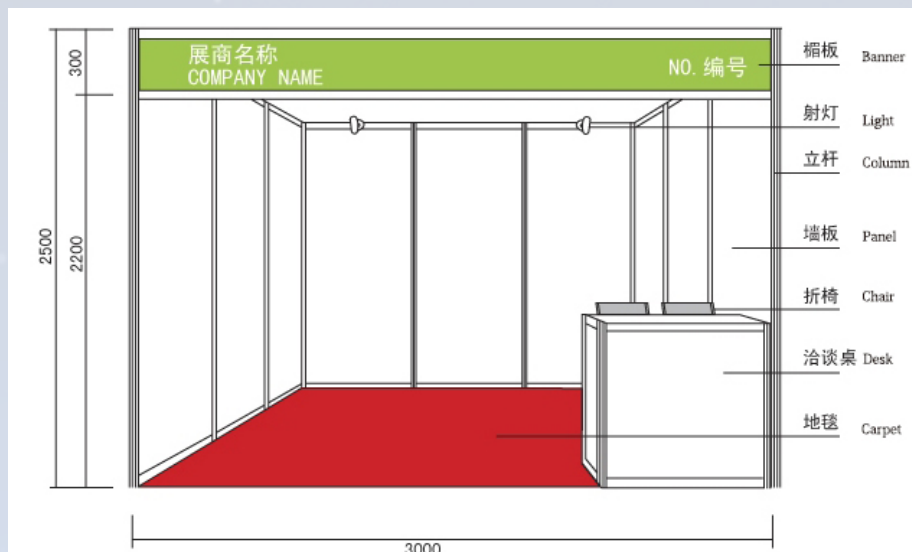
9. All demonstration displays, products, equipment, and other goods shipped to the Shanghai International Convention Center before the conference should be coordinated with the convention center according to the Shanghai International Convention Center goods turnover system. Please provide the center with a detailed list of equipment and goods shipped so that an inspection can be performed upon arrival.

10. INTERPRETATION OF RULES

Conference management shall have final authority as to the interpretation of these rules and their applications and shall have the authority to establish penalties in the event of violations.

11. AMENDMENTS TO RULES AND REGULATIONS

Conference management reserves the right to amend these rules and regulations or to make additions thereto.



Mandarin Hall

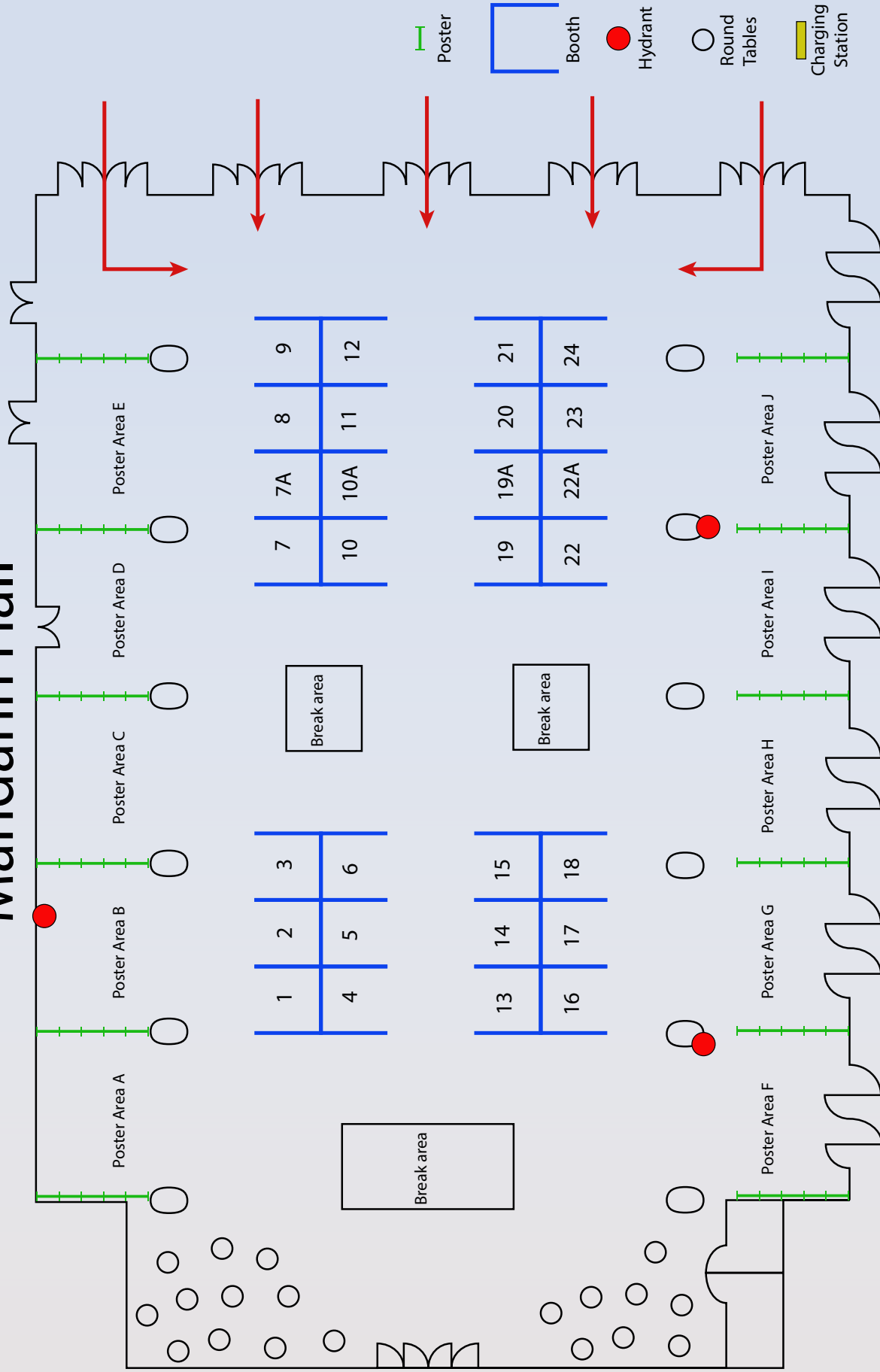


Exhibit Times:

- Tuesday, March 22 Exhibition open 09:00 – 17:00
- Wednesday, March 23 Exhibition open 09:00 – 17:00
- Thursday, March 24 Exhibition open 09:00 – 17:00
- Friday, March 25 Exhibition open 09:00 – 14:00

Note: this is a preliminary schedule and is subject to change.