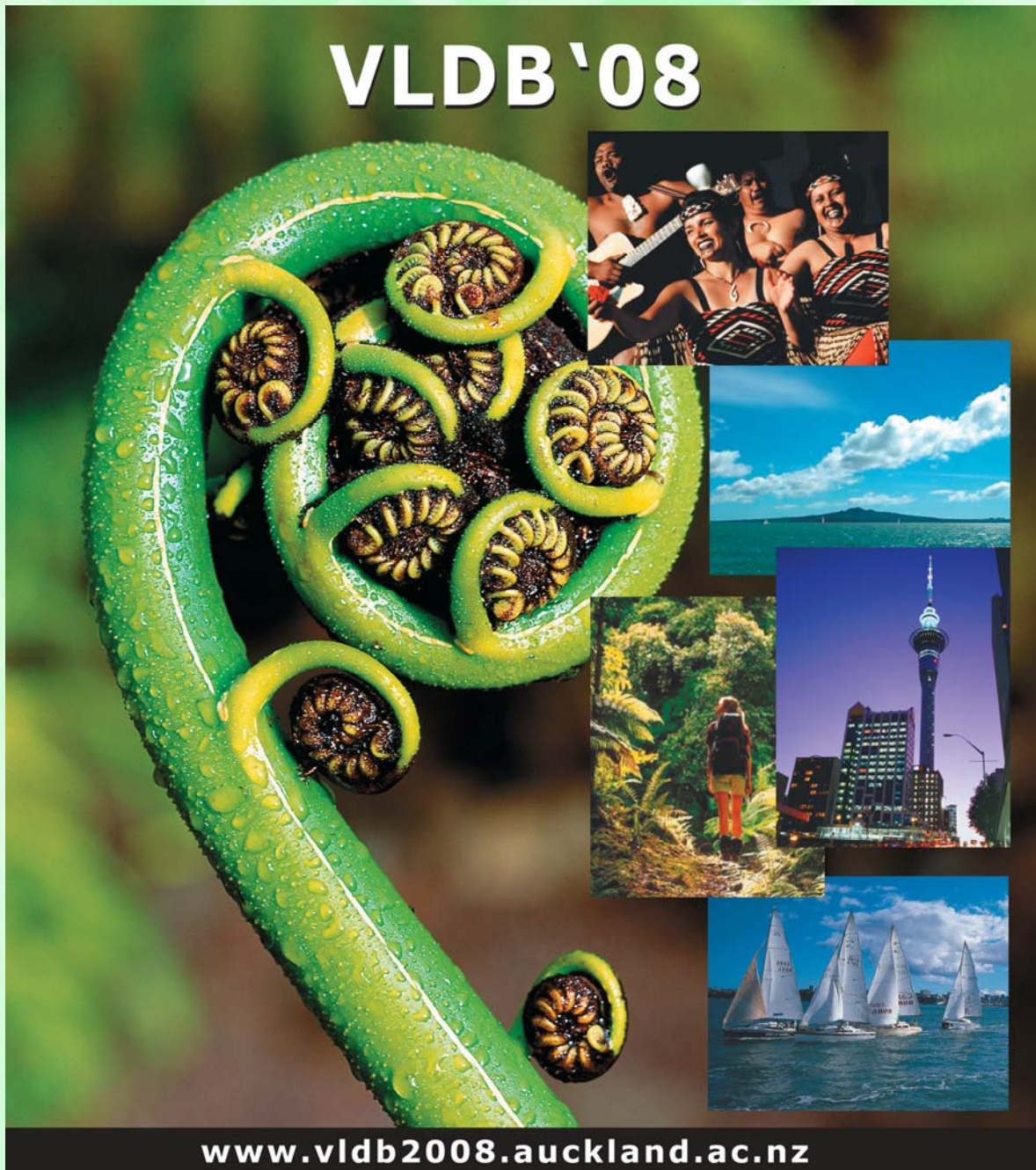


VLDB '08



www.vldb2008.auckland.ac.nz

VLDB Conference 2008

34th International Conference on Very Large Data Bases

Sponsorship Prospectus

24 - 30 August 2008

SkyCity
Auckland, New Zealand



VLDB '08

34th International Conference on
Very Large Data Bases
He Kaita te Rorohiko Whakaaturanga
24th - 30th August 2008
AUCKLAND, New Zealand

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Invitation

Welcome to the 34th International Conference on Very Large Data Bases (VLDB) that will be held on 24 – 30 August 2008 at SkyCity Convention Centre in Auckland, New Zealand. The conference will cover current issues in database and information systems research. Databases remain one of the technological cornerstones of emerging applications of the twenty-first century, and New Zealand is, like its neighbour Australia, highly active in this area in both research and industry.

The VLDB Conference is one of the few conferences in the database field where researchers and industry practitioners rub shoulders annually. The conference provides companies an opportunity to have their products and services viewed by professionals and researchers from all over the world. The vast majority of our delegates are professionals working at the forefront of their fields who are looking to find out what is new and exciting in the industry and in research labs – with many commanding significant budgets.

Companies that choose to become involved with the VLDB conference receive extensive and direct exposure of their products and services not only to the 600+ people who are likely to attend the conference, but their name and brand-image can also be fully featured on the conference website, in any publicity regarding the conference, and in all publications made available long after the conference finishes. Sponsoring VLDB provides companies with an opportunity to learn more about what is going on in the database arena in New Zealand and internationally. The conference will showcase the latest developments from the industry and from major laboratories around the world. Furthermore, it will give each sponsor excellent exposure to others who are working in this field.

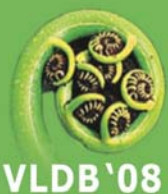
We, the organizing committee of the 34th International VLDB Conference, would like to extend an invitation to you and your company to become part of the 2008 conference.

What is VLDB 2008?

VLDB is a premier annual international forum for database researchers, vendors, practitioners, application developers, and users. VLDB 2008, the 34th conference in the series, will be held in Auckland, New Zealand. The conference will feature research talks, tutorials, demonstrations, and workshops. Furthermore, it will cover current issues in database and information systems research.

Databases remain one of the technological cornerstones of emerging applications of the twenty-first century. New Zealand is, like its neighbour Australia, highly active in this area in both research and industry and is supported by strong international links.

The VLDB delegates who will convene in central Auckland will experience a vibrant metropolitan city with one of the highest living standards in the world, with a fast-growing business environment in high-tech fields and a very rich international research culture. The affordable price level and the excellent flight connections, not to mention the great outdoors and easygoing lifestyle that is uniquely Kiwi, will make New Zealand an unforgettable VLDB experience.



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Who will attend the VLDB 2008 Conference?

VLDB is typically attended by researchers, vendors, and application developers from around the world. To give you an indication of the types of activities at the conference, we have listed a subset of the conference sessions, tutorials and workshops from VLDB 2007 in the next section.

What is the format of the VLDB 2008 conference?

VLDB as a conference series has a long established and successful format with several dedicated streams that run in parallel. The main conference will be held over three full days (Tuesday to Thursday) and one half day (Friday).

The main conference has three research streams – the Core Database Stream, the Information Systems Stream, and the Industry Stream. Additionally there are half day and one day tutorials, which concentrate solely on one topic with only one or two presenters. Furthermore, there is a demonstrations stream where innovative software is presented. Directly before and after the conference, there are one-day workshops that are like mini-conferences limited to one topic and feature approximately 10 papers. A subset of the conference sessions, tutorials and workshops from VLDB 2007 is listed below.

Conference Sessions

- XML Query Processing
- Text Databases
- Data Quality
- Business and Web Services

Tutorials

- Adaptive Query Processing
- Secure Data Outsourcing
- Regulatory Compliant Data Management
- XML Retrieval: DB/IR in theory, web in practice

Workshop

- 11th International Symposium on Database Programming Languages (DBPL 2007)
- 5th International XML Database Symposium (XSym 2007)
- 2nd Workshop on Data Mining in Bioinformatics (DMB 2007)
- 4th Workshop on Data Management for Sensor Networks (DMSN 2007)



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What are the Conference Highlights?

Each VLDB Conference features three to four outstanding keynote addresses. To date, keynote speakers have not yet been selected for 2008, but to give you an idea of the caliber of our speakers, the following are keynote speakers from VLDB 2006 and VLDB 2007:

- Dr Werner Vogels, Vice President & Chief Technology Officer at Amazon.com speaking on “Data Access Patterns in The Amazon.com Technology Platform”
- Dr Eric A. Brewer, University of California at Berkeley speaking on “Technology for Developing Regions”
- Dr. Anant Jhingran, VP and CTO, IBM Silicon Valley Laboratory, speaking on “Enterprise Information Mashups: Integrating Information, Simply”
- Dr. Vishal Sikka, Senior VP and GM, SAP AG speaking on “Next Generation Data Management in Enterprise Application Platforms”

During the conference there will be numerous chances for networking; not only between sessions but also at the Reception and Conference Dinner. Many of our delegates meet annually at VLDB!

What is the Exposure?

This is the first time the VLDB conference has been held in New Zealand, providing exposure opportunities in a new market. Some of the highlights include:

- The global players in the IT industry are all present at VLDB, and there is a lot of interest in this high profile forum. It is regarded as an important annual showcase.
- International research labs demonstrate their latest developments in the database area by participating in demonstrations at VLDB.
- For major universities, VLDB is an important forum to highlight their research and introduce graduate students to the research culture. At the doctoral consortium, a leading selection of young researchers will present and discuss their research.
- Australasia is an emerging and rapidly growing IT innovation center, and this conference will be a major event for the regional IT industry.

Where is the Conference Venue?

The conference will be held at the SkyCity Convention Centre at 88 Federal Street, Auckland, New Zealand.

SkyCity Convention Centre is situated in the heart of Auckland City and is next to the Sky Tower, the southern hemisphere's tallest tower and one of Auckland's premier leisure destinations. SkyCity Convention Centre is also situated a short walking distance from Queen Street, central Auckland's main street.



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Sponsorship Opportunities

The conference is offering a range of sponsorship opportunities designed to provide maximum coverage during the conference and associated activities. Some sponsorship opportunities are naturally limited; limits on the number of sponsors are listed behind the offer:

Sponsorship offerings

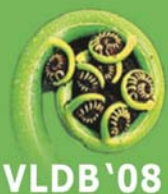
Platinum Sponsor	\$30,000
Gold Sponsors	\$20,000
Silver Sponsors	\$10,000
Bronze Sponsors	\$7,500
Welcome Reception Sponsor (1 available)	\$5,000
Conference Dinner Sponsor (1 available)	\$10,000
Lunches (3 available)	\$8,000 each
Logo on Conference bags (3 available)	\$5,000 each
Delegate Name Tags and Lanyards (1 available)	\$1,500
Conference Bag Insert (Flyer or Promotional Item)	\$1,500 per item

Goods and Services Tax

Sponsors will be issued with tax invoices to ensure registered New Zealand businesses are able to recover the GST portion of the sponsorship package by claiming an input tax credit. All sponsorship excludes GST of 12.5%.

Platinum Sponsorship

- Two complimentary full registrations
- Company logo printed on the front cover of the conference handbook
- One full A4 page monochrome advertisement in the conference handbook
- Acknowledgement at the opening and closing sessions
- Company banner displayed in the main auditorium (supplied by company)
- One piece of promotional material in the delegate satchels at sponsor's expenses
- Company name logo displayed on the front page of the conference website
- Company name and logo displayed on the sponsorship page of the conference website and hyperlinked to your website
- Acknowledgement in all printed material
- Delegate list



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Gold Sponsorship

- One complimentary full registration
- One half A4 page monochrome advertisement in the conference handbook
- One piece of promotional material in the delegates satchels at sponsor's expenses
- Company name and logo displayed at front of the conference website
- Company name and logo displayed on the sponsorship page of the conference website and hyperlinked to your website
- Acknowledgement in all printed material
- Delegate list

Silver Sponsorship

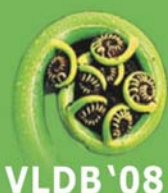
- One half A4 page monochrome advertisement in the conference handbook
- Company name and logo displayed at front of the conference website
- Company name and logo displayed on the sponsorship page of the conference website and hyperlinked to your website
- One piece of promotional material in the delegates satchels at sponsor's expenses
- Acknowledgement in all printed material
- Delegate list

Bronze Sponsorship

- One half A4 page monochrome advertisement in the conference handbook
- Company name and logo displayed at front of the conference website
- Company name and logo displayed on the sponsorship page of the conference website and hyperlinked to your website
- Delegate List

Welcome Reception (1 available only)

- Company banner & logo displayed at the reception venue (supplied by company)
- Acknowledgement in the conference handbook and at the beginning of the event
- An invitation for two company representatives to attend the reception
- One piece of promotional material in the delegates bags
- Company name and logo displayed on the sponsorship page of the conference website and hyperlinked to your website



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Conference Dinner (1 available only)

- Conference dinner named after sponsor company / organisation
- Company banner & logo displayed at the dinner venue (supplied by company)
- Acknowledgement in the handbook and at the beginning of the event
- An invitation for two company representatives to attend the dinner
- One half page monochrome advertisement in the conference handbook
- Company logo printed on the dinner menu
- One full A4-page of promotional material in the delegate bags
- Company name and logo displayed on sponsorship page of the conference website and hyperlinked to your company website

Lunches (3 available only)

- Company banner displayed at sponsored lunch
- Acknowledgement at beginning of the lunch event
- Company name/logo displayed on the sponsor page of the conference website
- An invitation for one company representative to attend the sponsored event

Logo on Conference Bags (3 available only)

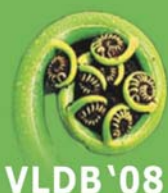
- Sponsor provides the company/logo and design to be printed on satchels which will be distributed to all registered delegates.

Delegate Name Tags and Lanyards (1 available only)

- Company logo will appear on name tags and lanyards distributed to all registered delegates

Conference Bag Insert

- A4 page supplied by you to be inserted into the delegate satchels or the insertion of note pads or pens or other promotional items (excluding drink bottles). All inserts and items to be supplied by sponsor at own expenses.



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Currency

Please note that all prices do not include GST and are quoted in New Zealand Dollars.

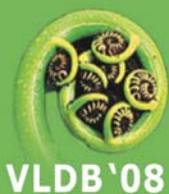
Sponsorship Payment

In order to confirm your sponsorship, we require the Application to Sponsor Form (found at the end of the prospectus). An invoice and confirmation letter will be mailed to you once confirmation is received. Payment is due by the 20th of the month.

Cheques should be made payable to: *The University of Auckland*

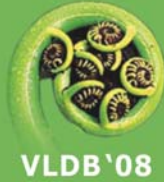
Posted to: John Walker
VLDB 2008 Conference
Conference Management
Centre for Continuing Education
The University of Auckland
Private Bag 92019
Auckland Mail Centre
New Zealand 1142

- For bank transfers, please contact John Walker at vldb2008@auckland.ac.nz for details.



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Further Information

For further information, please visit www.vldb2008.auckland.ac.nz, or to discuss your sponsorship needs, please contact:

John Walker
Conference Co-ordinator
Conference Management
Centre for Continuing Education
The University of Auckland
Private Bag 92019
Auckland Mail Centre
New Zealand 1142
Ph +64 9 373 7599 ext 87619
Fax +64 9 373 7419
E-mail: vldb2008@auckland.ac.nz
Web: www.vldb2008.auckland.ac.nz



Conference Managed by:
Conference Management
Centre for Continuing Education
The University of Auckland



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Application to Sponsor Form

Company/Organisation	
Contact Name	
Address	
City	
Country	
Telephone	
Facsimile	
Email	
Date of Application	

I/we would like to take up the following sponsorship:

1.	Total Cost: NZ\$
2.	Total Cost: NZ\$
3.	Total Cost: NZ\$

I/we understand that the sponsorship or exhibition packages will be strictly in order of application form and deposit.

Cancellation Policy

In the event of withdrawal of sponsorship or exhibition booth booking, please be advised that unless that particular area of sponsorship/booth is resold, the organisers will reserve the right to retain the deposit received.

We accept the terms and conditions as outlined in this Sponsorship Proposal. A 50% deposit of the total cost is included with my application for all cash sponsorships. This deposit is non-refundable and must be received by us before sponsorship or booth can be confirmed. Balance is due no later than the July 2008. All applications received after 30 June 2008 must be accompanied by full payment.

Enclosed in cheque (see below)/ money order for \$.....

*Signed: Date:

Name (please print)

*I have read the enclosed sponsorship and trade terms and conditions and understand that I am bound by them.

Cheque: MasterCard Visa

Card number:

Expiry Date:/..... Signature of Cardholder:

Please forward cheque in NZ Dollars payable to: **The University of Auckland**
 Send to: John Walker, Conference Management, Centre for Continuing Education, The University of Auckland, Private Bag 92019, Auckland Mail Centre, New Zealand 1142 Fax: +64 (0) 9 373 7419



Terms & Conditions

Payment

- a. Payment of sponsorship/exhibition booth must be made in full within 30 days of confirmation. If full payment is not received within 30 days of confirmation, the application is considered cancelled, and sponsorship/ exhibition space may be reassigned. All prices are Net of GST.

Cancellation and withdrawal

- a. Sponsors/ Exhibitors are required to inform Conference Management as soon as possible if they find they must cancel either their sponsorship or exhibition space reservations. However, the cancellation will only become effective upon receipt of written notice from the exhibitor.
- b. In the event of withdrawal of sponsorship or exhibition booth booking, please be advised that unless that particular area of sponsorship/booth is resold, the organisers will reserve the right to retain the deposit received. For additional information, please see the Terms and Conditions.
- c. If the cancellation notice is received by Conference Management:
 - a. Prior to <Date>, a refund of 50% of the deposit will be made.
 - b. After the <Date>, no refund will be forthcoming. Conference Management may reassign unoccupied spaces.

Assignment of space

- a. Conference Management will assign booth space so that the arrangement of the exhibition is in the best interest of the attendees and exhibitors.

Liability

- a. Neither Conference Management, the Conference Committee, nor the venue assumes responsibility for the protection and safety of exhibitors, their exhibition representatives, agents or employees, for the protection of exhibits or other property secured or removed after hours and placed in safekeeping.
- b. Each exhibitor agrees to indemnify and hold harmless Conference Management and the Conference Committee, including its staff, directors, agents and contractors, and the other exhibitors at the conference, from and against any and all claims, losses, damages, liabilities, and expenses, including attorneys' and consultants' fees and expenses and court costs incurred by Conference Management and the Conference Committee, or such other exhibitors, in defending against, any claim arising out of the injury to persons or property caused by any act or omission of the exhibitor or its representatives, agents, employees or contractors.

Use of Exhibition space

- a. Exhibitions are confined to products manufactured by or services rendered by the exhibitor.
- b. During the conference hours, a company representative must staff each exhibit substantially at all times.
- c. All material used in the exhibition hall and/or exhibitor's booth must be fire proofed and conform to all appropriate regulations.
- d. No cementing, nailing, tacking, taping or attaching of any material to the floor, walls or columns will be permitted unless prior approval of Conference Management.

Waiver

- a. The exhibitor hereby waives and abandons any right to claim specific performance of any obligation of Conference Management or the Conference Committee.





Sponsor

- a. Conference Management and the Conference Committee reserves the right to negotiate and conclude arrangements for the benefit of the <Conference Name>, with a sponsor or sponsors in relation to the exhibition at the entire and unfettered discretion of Conference Management and the Conference Committee.

Arrangement of Exhibition

- a. Conference Management and the Conference Committee must approve all equipment displayed.
- b. All exhibits must remain intact until 5.00pm on the final day of the conference.
- c. Should any exhibitor dismantle prior to the appointed hour, a \$1000.00 fine will be imposed on the company.

Interpretation and Enforcement

- a. These regulations become part of the contract between the exhibitor and Conference Management, acting on behalf of the <Conference Name> Committee, which has full power of interpretation and enforcement of these rules and may amend them at any time. Changes shall only be made to the contract if there are compelling reasons for doing so not known at the time the contract was signed. In the event that changes are required after the contract has been signed the client shall be advised of the proposed change/s and given time to make submissions on the proposed change. Conference Management and <Conference Name> Committee shall take all submissions made on behalf of the client into account.

Change of Location or Cancellation of Exhibition

- a. If for any reason, the selected conference and exhibition place is unavailable for exhibiting and any contingencies, in the opinion of Conference Management, would greatly prohibit or limit attendance to the conference and exhibition, then Conference Management have the right to cancel the exhibition or move the exhibition to another facility. Conference Management or the Conference Committee shall not be liable for any expenses incurred by reason thereof.
- b. In the event of cancellation of the exhibition, Conference Management will refund to exhibitors all space charges paid by them.

No Animals

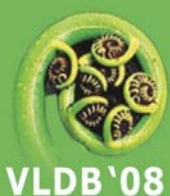
- a. No animals are permitted within the exhibition hall or on <Venue> property prior, during or after the exhibition. Seeing-eye dogs are the exception.

Waiver

- a. The exhibitor hereby waives and abandons any right to claim specific performance of any obligations of Conference Management or the Conference Committee now or henceforth.

Time of the Essence

- a. The parties acknowledge that this is an agreement in term of which time is of the essence and that Conference Management and the Conference Committee shall be entitled to give the exhibitor written or verbal notice to immediately remedy any breaches of this agreement committed by the exhibitor.



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