

# ICME 2020



London 

06 – 10 July 2020

21st IEEE International Conference  
on Multimedia and Expo

Prospectus for  
conference  
sponsors



Hosts:  Queen Mary  
University of London  
Science and Engineering 

Organisational sponsors:

 **IEEE**  
Advancing Technology  
for Humanity

 **IEEE  
COMPUTER  
SOCIETY**

 **CAS**

 **IEEE  
ComSoc**  
IEEE Communications Society

 **IEEE  
Signal  
Processing  
Society**

We would like to offer you the opportunity to engage with 500+ top experts in multimedia at the IEEE International Conference on Multimedia & Expo 2020 in London, 6-10 July 2020. Our Platinum, Gold and Silver sponsors not only receive extended visibility within the community, but also have the opportunity to demonstrate their novel products and innovations at our expo.

We would love to support you to interact with both early and experienced researchers to re-enforce your company image, establish new research collaborations and/or attract talent to your company. Although we offer a suite of sponsorship opportunities, we are also more than happy to tailor a sponsorship package to your needs.

## IEEE ICME 2020

**500+**  
Attendees

**300+**  
Presenters

**35+**  
Countries

**5**  
Day  
program

**4**  
IEEE  
societies

The IEEE International Conference on Multimedia & Expo (ICME) has been the flagship multimedia conference sponsored by four IEEE societies since 2000. It aims at promoting exchange of the latest advances in multimedia technologies, systems, and applications from both the research and development perspectives. ICME attracts well over 1,000 submissions each year, serving as the prime forum for the dissemination of knowledge in the multimedia field, with top experts in the field visiting it regularly.

ICME 2020 again convenes leading researchers and practitioners to share the latest developments and advances in the discipline. The conference will showcase high quality oral and poster presentations, as well as relevant Workshops sponsored by IEEE societies. An exposition of multimedia products, animations and industries will be also held in conjunction with the conference.

Topics of covered by the conference include:

- Artificial intelligence for multimedia
- Multimedia and vision
- Development of multimedia standards
- Media quality metrics and enhancements
- 3D multimedia and AR/VR
- Multimedia security, privacy and forensics
- Multimedia and language
- Social and cloud-based multimedia
- Media classification and segmentation
- Multimedia analytics, search and recommendation
- Multimedia software, hardware and application systems
- Multimedia communications, networking and mobility



## Attendance

IEEE ICME annually attracts a truly global audience, with more than 500 attendees from academia and industry. We are expecting higher levels of interest as the research on the topic covered is flourishing, and the location of ICME 2020 is very attractive. This is the first time that the Conference will be held in the UK, and London's rich technology innovation scene will attract a large number of participants from all over the world.

## Recent history

ICME 2019 – Shanghai, China  
 ICME 2018 – San Diego, CA, US  
 ICME 2017 – Hong Kong  
 ICME 2016 – Seattle, WA, USA  
 ICME 2015 – Torino, Italy  
 ICME 2014 – Chengdu, China  
 ICME 2013 – San Jose, CA, US



## Venue



ICME 2020 will be hosted by Queen Mary University of London (QMUL).

QMUL is one of the biggest University of London colleges and one of 24 leading UK universities represented by the Russell Group, that are committed to maintaining the very best research, an outstanding teaching and learning experience, excellent graduate employability and unrivalled links with business and the public sector.

QMUL is located in a creative and culturally diverse area of east London and the site in Mile End is one of the largest self-contained residential campuses in the capital.

**Visibility opportunities for your organisation**



## ICME exhibition

Organisations are invited to exhibit their products and services at ICME 2020. The participants will join the combined technical program, technology showcase, and product exposition, as well as other special events. The exhibit area is strategically located in QMUL's People's Palace, next to the entrance to the main theatre which will be used for key lectures and panels.

The exhibition space will be operational for the duration of the conference's regular program (7-9 July 2020), i.e. will not include days which are reserved only for workshops and tutorials.

Activity	Date	Time
Move-in	Monday 6 July	09:00 - 18:00
Exhibit hours	Tuesday 7 July	09:00 - 18:00
	Wednesday 8 July	09:00 - 18:00
	Thursday 9 July	09:00 - 18:00
Move-out	Thursday 9 July	18:00 - 20:00





## Opportunities

We are delighted to invite you to participate in the 21st IEEE International Conference on Multimedia and Expo known for its strong industrial participation to be held at the Queen Mary University of London, UK, 6-10 July 2020.

In addition to world-class speakers, tutorials, and exhibits, ICME 2020 reflects London's unique academic and start-up scene focused on innovative machine learning / artificial intelligence and computer vision applications on multimedia data fostering innovation, entrepreneurship, and networking.

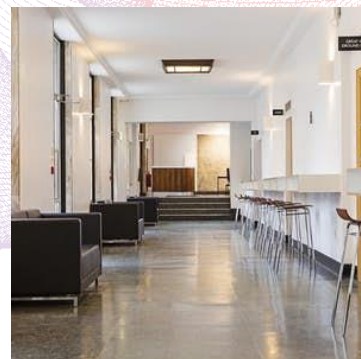
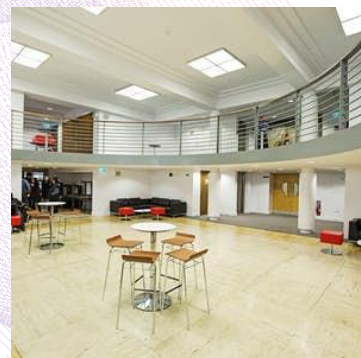
Some of the benefits enjoyed by exhibitors during IEEE ICME 2020 are:

- Promotion available through ICME 2020 announcements, social network feeds, and website
- Recruitment opportunities
- Strategically located premium exhibition area
- Opportunities to network and establish new collaborations
- Re-establishing your company's image as innovative company and workspace

For companies interested in recruiting students or senior researchers, ICME 2020 encourages the exchange of employment information. Authors and attendees will be given the opportunity to upload their CVs to be shared among interested recruiters for full-time, part-time, and consulting job opportunities. If you are a recruiter interested in accessing this information, please contact us by sending an email to [info.icme2020@qmul.ac.uk](mailto:info.icme2020@qmul.ac.uk).

ICME attendees traditionally include both graduate students nearing the end of their programs of study, and experienced researchers/developers providing recruiters a great opportunity to seek out new and highly qualified applicants. The Student Career Luncheon will bring you in direct contact with the students.

Organisations are invited to exhibit their products and services. Note that availability of exhibit spaces is limited and largest sponsorship packages are available on a first-come first-serve basis. It is highly recommended that you confirm your sponsorship intention early. Each exhibitor will be provided desks, two chairs, poster boards and a company identification sign.



QMUL: People's Palace





## Sponsorship levels & fees\*

### Platinum patron

£15,000

- Sponsor logo added to the sponsorship pool in the conference material
- 2 desks (or equivalent size space) for sponsor exhibition for 3 days
- 2 complementary delegate registrations for the main conference, welcome reception and banquet\*\*
- Sponsor logo displayed on the conference call for papers, front web page and flyers as the primary conference sponsor
- Opportunity to include advertising material in the delegate pack
- Reserved short sponsor presentation time slot in the conference timetable
- Banner displayed at all conference venue rooms

### Gold patron

£10,000

- Sponsor logo added to the sponsorship pool in the conference material
- 2 desks (or equivalent size space) for sponsor exhibition for 3 days
- 2 complementary delegate registrations for the main conference, welcome reception and banquet\*\*
- Sponsor logo displayed on the conference call for papers, front web page and flyers
- Opportunity to include advertising material in the delegate pack

### Silver patron

£6,000

- Sponsor logo added to the sponsorship pool in the conference material
- 1 desk (or equivalent size space) for sponsor exhibition for 3 days
- 1 complementary delegate registration for the main conference, welcome reception and banquet\*\*

### Bronze patron

£3,000

- Sponsor logo added to the sponsorship pool in the conference material

\*All fees are potentially subject to VAT depending on the UK-based tax status of each sponsor

\*\*Complementary delegate registrations cannot be used for covering accepted papers according to the IEEE regulations

## Additional opportunities

### Welcome reception patron

£2,500

### Best student paper patron

£1,500

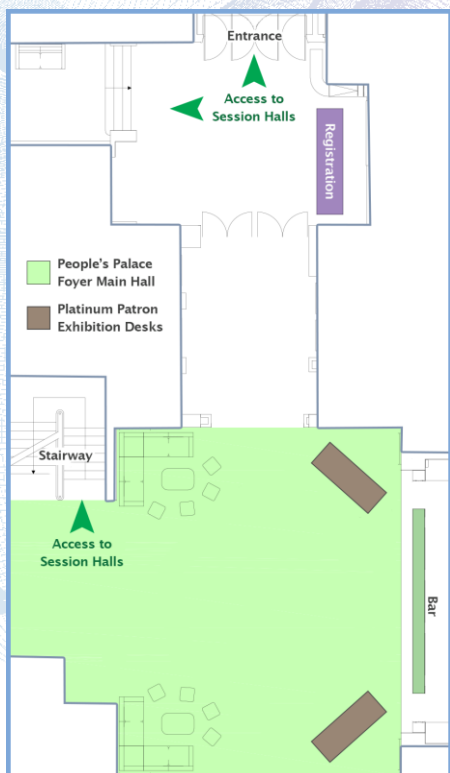
### Student luncheon patron

£800

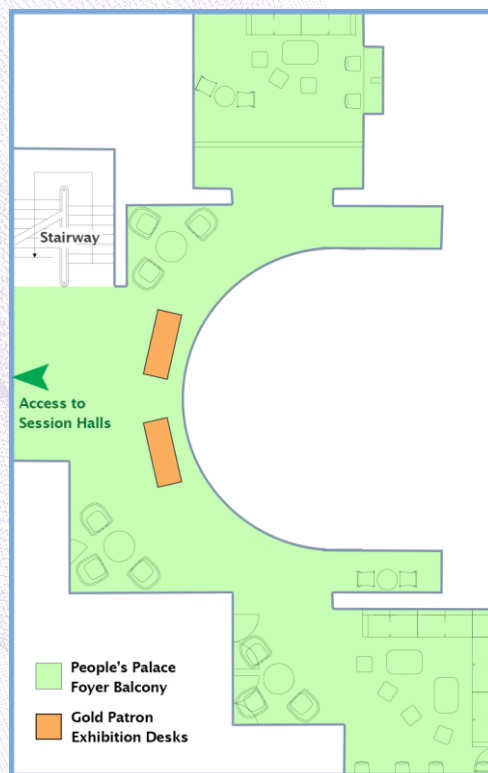


London

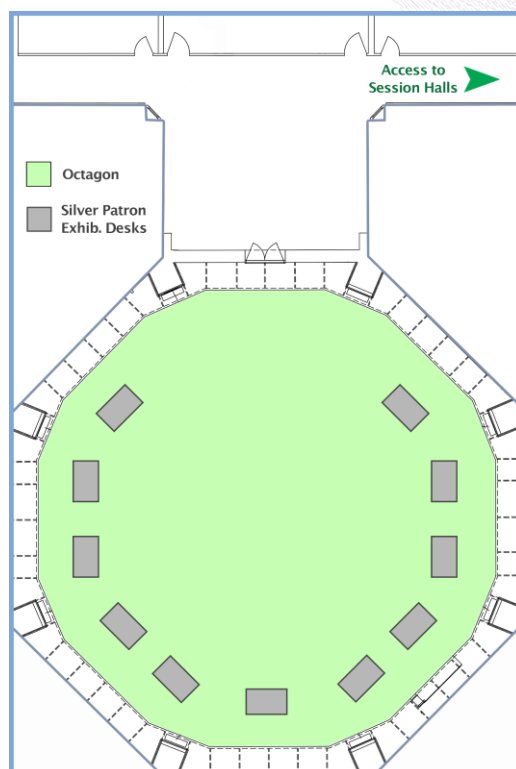
## Floor plans



People's Palace: Ground floor



People's Palace: First floor



Octagon





Sponsorship enquiries: [icme2020.sponsors@gmail.com](mailto:icme2020.sponsors@gmail.com)  
General conference enquiries: [info.icme2020@qmul.ac.uk](mailto:info.icme2020@qmul.ac.uk)

[2020.ieeeicme.org](http://2020.ieeeicme.org)

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**ICME** 2020

London 