



**North American Association
for
Computational Linguistics**

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We would like to invite organizations of all kinds to help support the next Human Language Technology conference NAACL HLT 2007.

The conference plays a vital role in the ongoing research and development of human language technology — machine translation, question answering, information retrieval, speech recognition, text summarization, information extraction, dialogue systems, and others. Bringing together researchers from three distinct research communities (information retrieval, speech processing, and language/text processing), NAACL HLT 2007 continues the combination of the North American Chapter of the Association for Computational Linguistics (NAACL) and the Human Language Technology Conferences (HLT) annual meetings begun in 2003.

NAACL HLT is the **premier research conference in the field in North America in 2007**. It is thus the best opportunity for you to advertise your institution's interest in and support of language technology. The participation of organizations in sponsoring this conference is important: it shows the students that there is real significance to their work, allows research faculty to learn where they should send their graduating students, and signals to funders like DARPA and the National Science Foundation that the work being done is relevant to society. More information on sponsorship options is provided below.

The conference is described at <http://www.cs.rochester.edu/meetings/hlt-naacl07/>. As usual, we expect between 600 and 700 participants, from academia, industry, and government, and we hope to host a vibrant and varied exhibits program as well. Organizations that may wish to demonstrate their software, advertise their openings, or in any other wish to have a clearly defined venue in which to attract participants to contact your organization are encouraged to consider arranging for exhibit space as well. For organizations that choose silver, gold, or platinum level sponsorship, the exhibit fee is waived. Last year, the exhibit booths drew considerable attention from students and researchers, as did the IBM Best Student Paper Award presentation. We hope this year to provide even more, and build a dynamic and lively exhibit area.

In whatever way that makes sense for your organization, the NAACL HLT community would be very grateful for your financial support of the conference. The conference series is one of the most important ways of maintaining a healthy R&D environment, one that guarantees high-caliber and enthusiastic graduates entering the job market every year. Sponsor support is one of the important mechanism that makes this kind of event possible.

David Day
NAACL HLT 2007 Sponsorship Chair

Tim Paek
NAACL HLT 2007 Exhibits Chair

How it works	Up to \$1000: Sponsor
	\$1,000+ Bronze
We have five levels of sponsorship:	\$2,500+ Silver
	\$5,000+ Gold
	\$10,000+ Platinum

Sponsorship at **all levels** is acknowledged in several ways:

- Your logo is emblazoned on the conference bag and the gift (if the gift is large enough to hold more than the NAACL HLT logo)
- Your logo, company name, and sponsorship level appear on the conference website
- Your logo and company name are listed in the conference program and the proceedings

In all cases, the conference and ACL logos are largest, followed by (in decreasing order of prominence and size) the various levels, from platinum down. Also: If you provide it, we will include promotional materials in each conference bag.

In addition to the above, **Bronze** and higher levels of sponsorship have the option of being earmarked for a specific purpose, such as:

- Reception (this is a popular option, and is much appreciated by attendees!)
- Banquet (this is also a popular option; support here lowers the price of the banquet and allows more people with limited budgets, like students, to attend)
- Email room or Internet Cafe
- Equipment rental
- Attendee photograph
- Student lunch
- Refreshments breaks
- Poster/Demo Session food/beverage

A notice along the lines of "Email room supported by a generous contribution from XX", together with logo, will be displayed prominently.

In addition to the above, **Silver** level sponsorship automatically covers one complimentary registration and comes with an exhibit space that includes 1–2 skirted tables, 2–3 chairs, power, internet access (generally wireless these days), security, etc. Unfortunately, we do not provide pipe and drape.

In addition to the above, **Gold** level sponsorship covers one additional complimentary conference registration (for a total of two), and includes premium exhibit space location of your choosing within the exhibit area and/or within the space of your specified contribution (i.e., Reception, Banquet, Poster/Demo Session, etc.).

In addition to the above, **Platinum** level sponsorship will be personally acknowledged at the banquet, and covers an additional complimentary conference registration (for a total of three). If you wish, you or someone of your choice will have a chance to say a few words, either at the banquet, or the reception, or at the conference opening ceremony.

In recognition of your generosity, our head conference organizer Priscilla Rasmussen will work personally with the Local Arrangements staff to ensure your needs are met. In particular, she always ensures that the exhibit area setup allows for the inclusion of some portion of the breaks food to encourage traffic flow and best visibility for both the exhibitors and book vendors.

Administration

Becoming a sponsor is very easy: simply send email indicating the desired level of sponsorship to naacl-hlt07-sponsorship@cs.rochester.edu. We will immediately be in touch. When the time comes, we will remind you and you can send us a check or otherwise transfer the funds to the conference. We will then obtain your logo, preferred company name, preferences for advertising, etc. Please note that the ACL tax id number is 23-7247935.

Last year, the exhibit booths drew considerable attention of students and researchers, as did the IBM Best Student Paper Award presentation. We hope this year to provide even more, and build a dynamic and lively exhibit area. It would be wonderful if you could be one of them!