

SEMANTiCS

Vienna 2018

Where Machine Learning
Meets Semantics



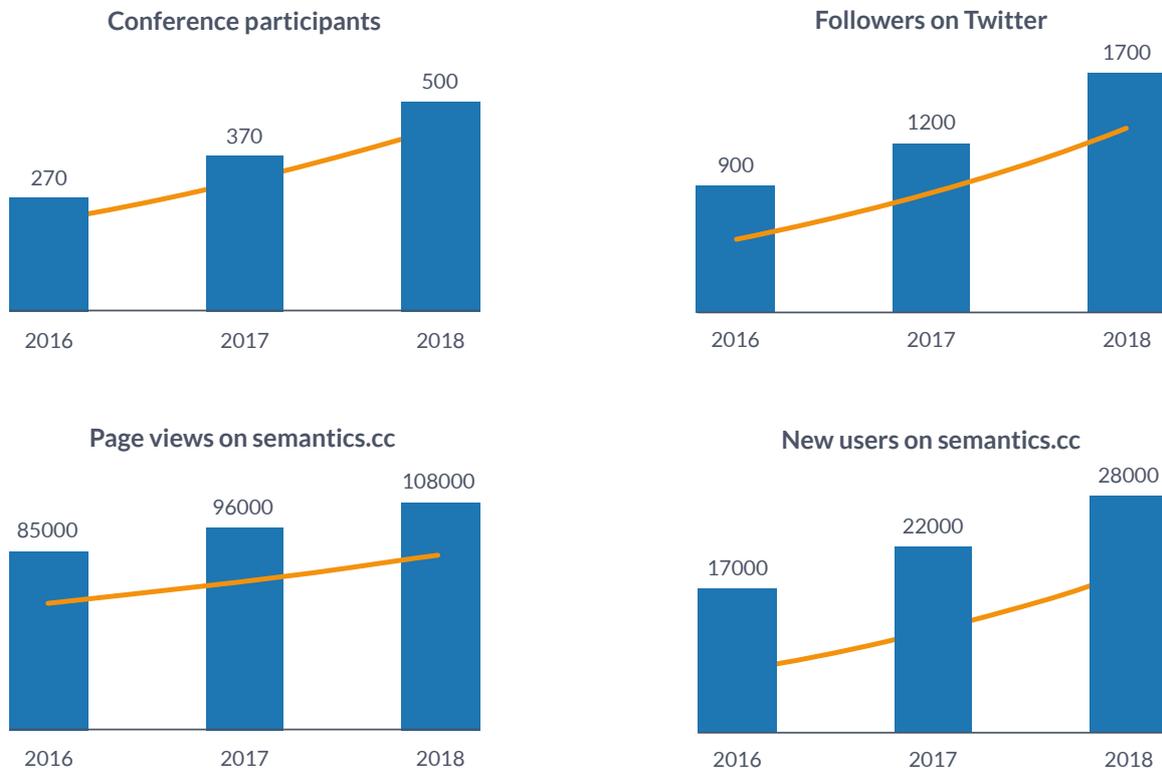
VIENNA, SEPTEMBER 10-13, 2018

Hilton Waterfront Conference Hotel & TU Wien
www.semantics.cc

SEMANTiCS 2018 is a leading international conference on Smart Content, Linked Data, and Semantic (web) Technologies where business users, vendors and academia meet. It is the fourteenth edition of a well-attended annual conference that started back in 2005 and has since then become widely recognized as the premiere venue where industry and academia gather to exchange ideas and advance the state of the art of data management and knowledge technologies. SEMANTiCS features keynotes by world-class practitioners, talks, presentations and field reports on a wide range of topics, vivid panel discussions, and vivid panel discussions. Semantics provides ample opportunities for networking and meeting like-minded professionals in an informal setting.

SEMANTiCS 2018: A growing community meets in Vienna this year

After a record-breaking conference 2017 in Amsterdam, SEMANTiCS' committee is proudly looking forward to welcoming our tightly-knit, yet rapidly growing community in Vienna in 2018.



Conference visitors and online community: Historical development and projections



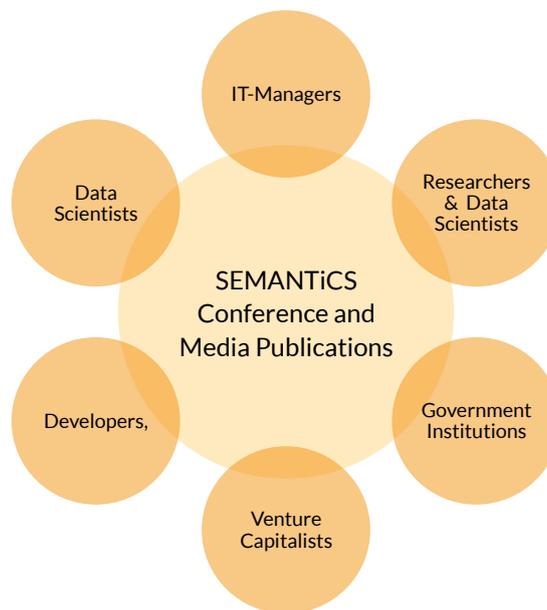
Want to learn more about SEMANTiCS conference? Get in touch!

Call Stefan Summesberger (Sales/Sponsoring Chair) at +43 650 377 25 04, visit www.semantics.cc or write an email to sponsoring@semantics.cc NOW!

Target group: Academia meets business

Semantics is the perfect place for companies that offer products and services in areas such as information and knowledge management, data warehousing and analytics, digital asset & content management or artificial intelligence. It is a great place to find customers for your products or get in touch with highly skilled employees for your cutting edge projects.

The SEMANTiCS conference addresses top-level executives, experts, postgraduate- and senior researchers, scientists and developers from both, academia and industry. Conference attendees seek advice and information in the fields of semantic technologies, machine learning, linked data, enterprise knowledge graphs and artificial intelligence. Their affiliations range from globally renowned brands in the enterprise information technology business to the top-universities in these areas.



SEMANTiCS conference target group's occupations and work-related areas



Want to learn more about SEMANTiCS target group and your opportunities to address it? Get in touch!

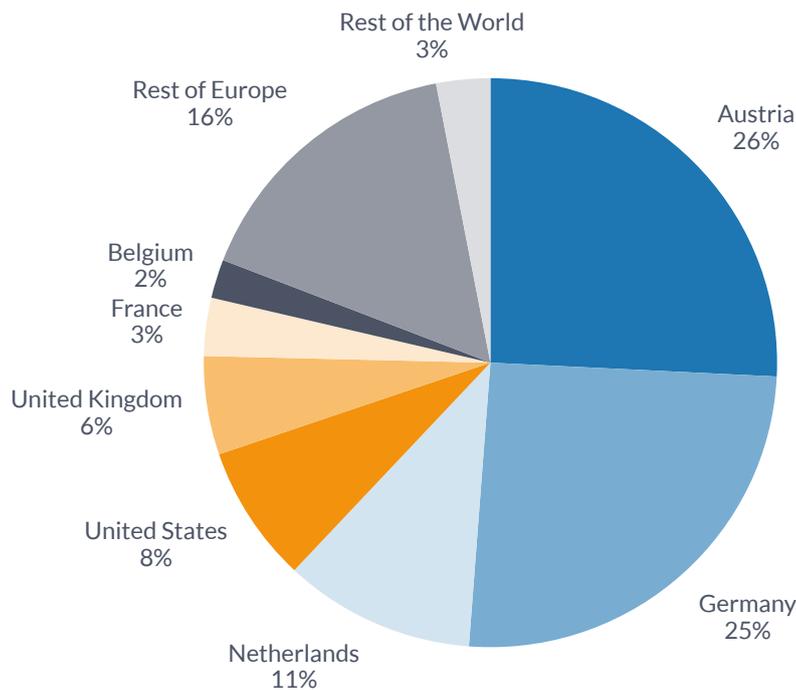
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Main interests: Technology and innovation

SEMANTiCS participants are passionate about one thing: Technology and innovation. The SEMANTiCS online media channels are therefore a perfect opportunity for you to reach a target group that is highly receptive to the news you are about to share.



Visitor's countries of origin: 26 % from Austria, 25% from Germany



SEMANTiCS 2018 visitor's countries of origin (projections based on data from 2015-2017)



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What visitors and speakers say about SEMANTiCS ...



„The SEMANTiCS Conference is a really great place to come and look for inspiration, implementation, partners, for ideas and for business models.“

- EMILIE BOILLAT

Information Architect and Business Developer at
Liip Zürich, Founder twygg
http://bit.ly/SEMANTiCS_EBoillat



„The aspect I enjoy the most about this conference is the fact that it is tied to industry and you can meet so many different people that work in different areas and that wouldn't happen normally at an academic conference... it's the fact that the use cases people talk about and have to do with are very real.“

- MICHELE PASIN

Lead Data Architect, Knowledge Graph Specialist,
Springer Nature
http://bit.ly/SEMANTiCS_MPasin



„SEMANTiCS for me means being able to learn about our European partners here. Me getting to know them (...) is very important: It's the socialization and network which is very important to us – to know the people we're working with.“

- DAVID ARNOLD

Former CEO of Capsenta



„This is the definite peak of what you can get with regards to semantics if you look at the keynote speakers, if you look at the topics that are placed (...) it is very important to have real use cases, real brands, real issues you can relate to to get deeper into the topic.“

- FLORIAN KONDERT

Digital Director at Zukunftsinstitut



„The level of conversation, the level of expectation of the participants and the level of sophistication of what they're presenting is really astounding.“

-JEANNE HOLM

, SEMANTiCS 2015 Keynote Speaker, Deputy
Chief Information Officer of the City of Los
Angeles, former Chief Knowledge Architect and
Digital Strategy Manager at NASA



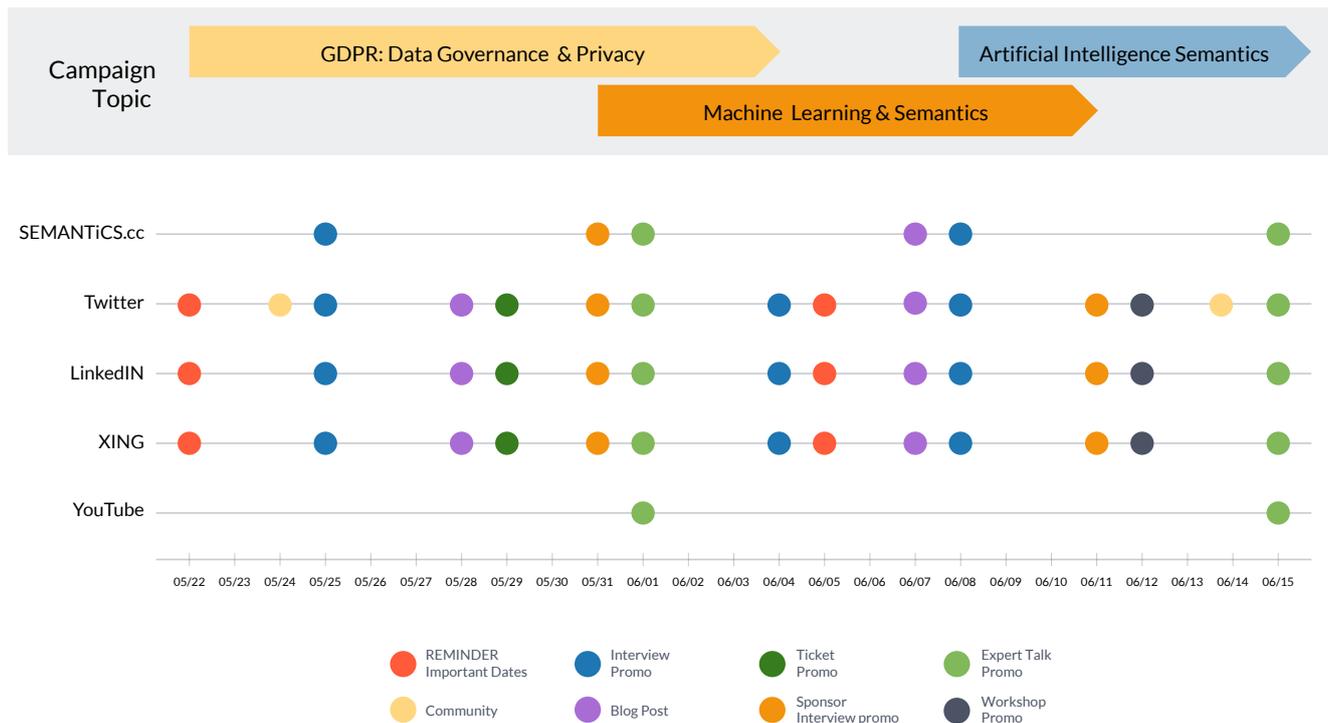
Want to learn more about SEMANTiCS 2018 keynotes, speakers, workshops and programme? Get in touch!

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Content marketing opportunities

SEMANTiCS offers a broad variety of media formats to address your target group. Each of the attractive formats provides fantastic opportunities for you to showcase your expertise and the value you create for your customers!

The SEMANTiCS 2018 campaign will encourage conversations on topics that the community deeply cares about. Content that features our sponsors will be thematically positioned close to related topics in order to achieve maximum reach and targeting effectiveness.



SEMANTiCS 2018 editorial plan and distribution schedule

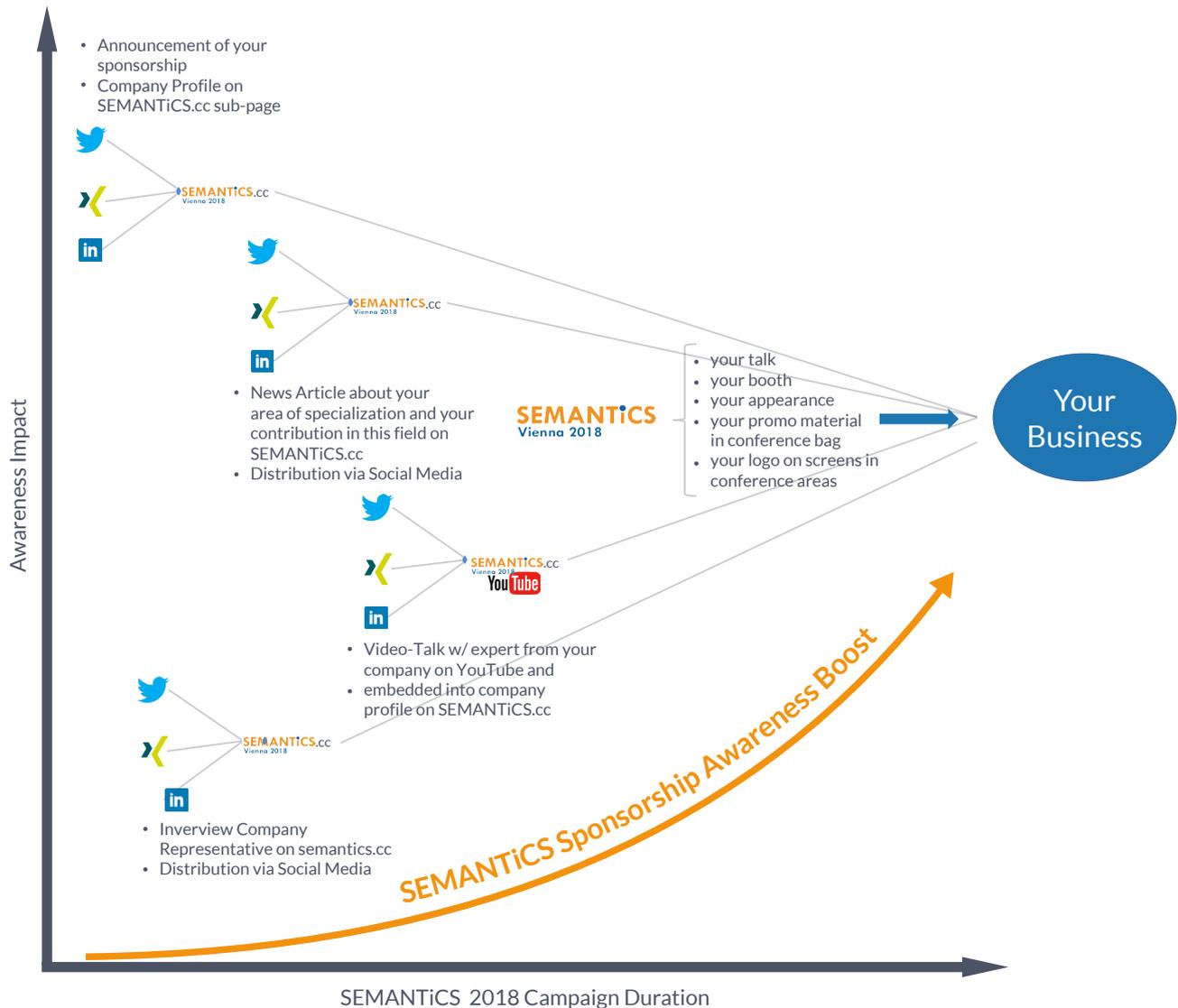


Let's start to work on your individual SEMANTiCS 2018 content marketing package now! Get in touch!

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Which formats are the perfect fit for you? Your choice!

Do you want to deliver a blog post to promote your most recent breakthrough, innovative project or a use case? Or would you rather have us conduct an interview with an expert from your team? Just let us know how we can help you to spread the word: SEMANTiCS conference's editorial team is flexible and quick to select the appropriate formats to meet your needs.



SEMANTiCS media formats and respective leads to your business



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Get the best deal: Purchase your sponsoring package NOW!

Purchase your sponsoring bundle today to benefit from the highest possible number of impressions for your brand as well as the lowest Cost-per-Impression (CPI). Become a Gold Sponsor in April and earn up to 80k plus impressions for your brand at a CPI < € 0,1. Your CPI rises with every week that passes by without your logo on our social media images – so get in touch with us NOW to get the most attractive bundle!

Key incentives: Why you should become a SEMANTiCS 2018 sponsor

Outstanding community

- SEMANTiCS is the leading European conference for Semantic Systems, Knowledge and Data Technologies
- Excellent quality of the program and content, which is selected by a committee consisting of independent, internationally renowned industry experts and scientists.

Rich variety of opportunities to promote your brand in your target group with ...

- Case studies
- Features and expert interviews
- Industry talks

Networking

- Meet the community's top-influencers, decision makers and experts
- Catering and social events during all conference breaks
- Semantic Web Meetup and conference dinner

High visibility

- We expect more than 80.000 impressions for your logo during the 27 weeks of the conference campaign (Premium-, Gold- & Silver-Sponsors)
- Position your brand right in the center of a vivid discussion at the forefront of semantic technology development



Want to know more about the benefits of SEMANTiCS conference marketing opportunities? Get in touch!

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Packages

PACKAGES	PREMIUM	GOLD	SILVER	BRONZE	RESEARCH <small>Only for research projects</small>
YOUR LOGO					
on the SEMANTICS website	✓	✓	✓	✓	✓
in the printed conference program	✓	✓	✓	✓	✓
projected during opening speech	✓	✓	✓	✗	✓
YOUR ADVERTS					
Placement of own material (1 A4 page max)	in the conference bag	in the conference bag	at the infodesk	✗	at the infodesk
Slides on screens in conference area	4 slides	3 slides	2 slides	1 slide	✗
Own sub-page with company profile on our Website	✓	✓	✗	✗	✗
One full page colour advertisement in the conference programme	✓	✗	✗	✗	✗
Your project poster at the MeetUp / Reception	✗	✗	✗	✗	✓
SOCIAL MEDIA					
Tweets (about you as a sponsor) advertising your webpage by SEMANTICS2018 between March 2018 and the conference day	2	2	2	1	1
SEMANTICS twitter account following you	✓	✓	✓	✓	✓
Mentioning of the sponsors in social media activities undertaken by the Conference	all social media activities	all social media activities	selected social media activities	✗	✗
PRESS & PROMOTION					
Listing in all press releases and online dissemination	✓	✓	✗	✗	✗
1 news article (harmonised with our PR team) on the conference website	✓	✓	✗	✗	✗
TALKS & TICKETS					
Conference ticket	4	2	1	1	2
Up to 5 (premium) and 3 (Gold) additional Delegates: 40% discount on additional tickets	✓	✓	✗	✗	✗
Top level speaking opportunity (industry talk developed together with Conference Chair)	✓	✗	✗	✗	✗
PRESENCE					
Booth at SEMANTICS marketplace (1 table (120cm x 60cm), 2 chairs, power supply (240V), WLAN internet connection)	✓	✓	✗	✗	✗
JOB FAIR					
Exclusive recruiting opportunity, where we arrange dedicated meetings with those who are looking for a career opportunity	✓	✓	✓	✓	✗
Your Investment	€8.000	€4.750	€2.750	€1.150	€2.250



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Supporters



Organizing partners

The SEMANTiCS conference series is a joint endeavour brought to you by Semantic Web Company together with local partners since 2005.

Semantic Web Company GmbH

PoolParty Semantic Suite

Institut für Angewandte Informatik (InfAI) e.V.

An-Institut an der Universität Leipzig

Linked Data Lab

Institute of Software Technology and Interactive Systems, TU Wien, Austria

St. Poelten University of Applied Sciences

Department of Media & Economics

Vrije Universiteit Amsterdam

Faculty of Sciences, Department of Computer Science



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Recent keynote speakers



AARON BRADLEY / EAMONN GLASS
Senior Manager,
Web Channel Strategy



CHRIS WELTY
DBPedia Keynote - Senior Research
Scientist at Google



UTZ WESTERMANN
Senior Data Architect
at Otto Group



SANDEEP SACHETI
Executive Vice President, Customer
Information Management & Operational
Excellence (EVP, CIOx)



MARIE WALLACE
Analytics Strategist, IBM



MICHELE PASIN
Lead data architect



CATHY DOLBEAR
Senior Link Architect



VOLKER TRESP
Principal Research Scientist Siemens,
Professor @ LMU



PETER MIKA
Director, Semantic Search,
Yahoo Labs



SAM REHMAN
Chief Technology Officer



JEANNE HOLM
Chief Information Officer at
World Peace One



Would you like to propose a talk for SEMANTiCS 2018 in Vienna?
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