

# 2010 Semantic Technology Conference

JUNE 21 - 25 SAN FRANCISCO, CA



SPONSORSHIP  
PROSPECTUS



The annual Semantic Technology Conference (SemTech) is THE place to demonstrate the applications of semantics in both business and consumer markets. The 2010 program is expanding to include some new features and marketing opportunities that will enable sponsors and exhibitors to reach your intended audience more effectively than ever before.

#### Marketing Opportunities Include:

- The SemTech Exhibition Floor
- Product Demonstrations
- Identity and Logo Placement
- Sponsorship
- Face-to-Face meetings
- User Groups
- Field Trips
- Hospitality Suites
- Speaking Opportunities:
  - Elevator Pitches
  - Lightning Talks and Panels
  - 60 and 30-minute presentations

#### SemTech Topic Areas Include:

- Business Applications
- Consumer Applications
- Data Portability
- Enterprise Semantics
- Knowledge Engineering and Management
- Linked Data
- Natural Language Tools
- Ontology Design and Engineering
- Semantic Rules
- Semantic Publishing
- Search
- Semantic Development Tools
- Semantic Web
- Semantic Marketing and Advertising
- Semantic Wikis
- Social Networks & Collaboration

#### Qualified Audience, Maximum ROI

Are the SemTech attendees qualified? Most of the audience has paid an average fee of over \$1,200, plus their travel costs, to attend the SemTech Conference. The attendees come from some of the world's largest, most innovative SME's organizations. They come to learn, and are serious about it.

And because SemTech is the leading venue in the world for the applications of semantic technologies, we have more buyers than any other event. This means we can put you face-to-face with these hundreds of top quality prospects at a cost of around \$60 per QUALIFIED lead. How does this compare with your current cost-per-lead? Do you have a better, more cost-effective strategy for generating hundreds of new customers in one place, at one time?

#### Who Attends and How Many?

The most recent SemTech Conference attracted over 1,100 people, up 15% from the year before and making it **one of the only technology events to actually increase attendance in 2009**. We're confident we will continue this growth in 2010 as we move to San Francisco.

The audience profile is indicated by the chart on Page 3. As you can see, the level of executive representation is very high, making SemTech the perfect venue for reaching influencers, decision-makers and buyers, and for developing valuable business partnerships and business strategies.

## Get Face-to-Face with Qualified Buyers

The conference program offers Sponsors the following presentation options and formats:

### Elevator Pitch

The Elevator Pitch is a 1-minute talk that allows anyone with a semantic product (or product idea) to pitch themselves in front of the SemTech audience, including potential investors, VCs, customers, business partners and employees.

### Lightning Talk

Lightning talks are 5-minute presentations with a 10-slide maximum. We combine numerous lightning talks on a common subject into 30 or 60 minute panel sessions within the formal conference agenda.

### Face-to-Face Conversations

We all know that the best conference conversations happen in the corridors, but too often these encounters occur purely by chance. You can now request a Face-to-Face conversation which means you'd like to meet other attendees who are interested in the same topics as you, and that you're organizing a get-together – maybe a lunch group or a coffee break – and we'll publish your meeting along with the rest of the agenda.

## Sponsored Presentations

Vendors pay a sponsorship fee for the privilege of making these presentations, which give the greatest value in terms of presentation time and publicity. The available formats for sponsored sessions are:

### Product and/or Company Showcase

A 30 or 60-minute presentation on the conference agenda.

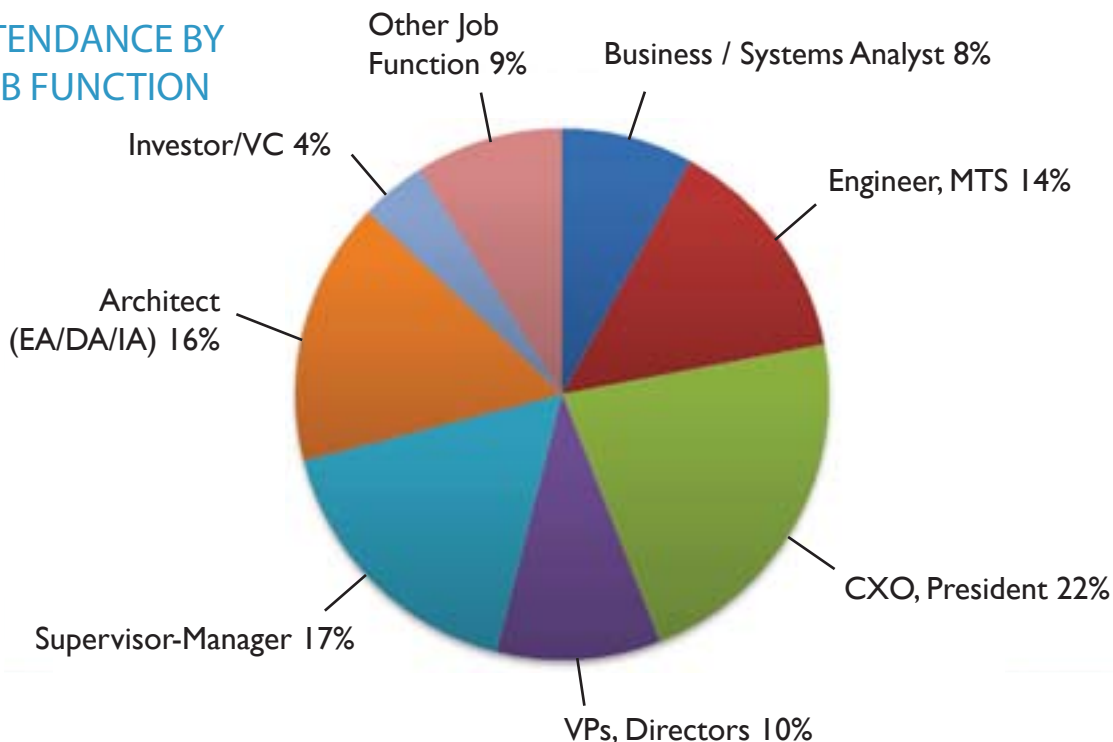
### User Group Meetings

SemTech hosts many user group meetings, usually 2-3 hours in length, although they can be as long as 2-days. Previous user gatherings have been conducted for TopBraid, Semantic MediaWiki, OpenCalais and Federal Government executives. User meetings can be scheduled before, during or after the official SemTech dates.

### Field Trips

Field trips to organizations based in the San Francisco Bay area are conducted on the final afternoon of SemTech. If you would like to invite SemTech attendees to visit your company site or lab, then talk to us about a field trip.

## ATTENDANCE BY JOB FUNCTION



Source: Semantic Technology Conference 2009 registrations.

# PAST CONFERENCE ATTENDEES

20Q.net Inc.	Citigroup	Goldman Sachs	NEC	SPAWAR
3i Infotech, Inc.	Classified Ventures	Google	Network General	SPI Litigation Direct
3M Company	Clearstone Venture Partners	Guardian Insurance	Newbury Ventures	Stanford Linear Accelerator
45th Space Wing (USAF)	Cleveland Clinic	Guidewire Group	NIH	Stanford Medical Informatics
A.G. Edwards	CNET Networks Inc.	hakia	Nokia	StopThink, LLC
A9.com	Cognizant	Harland Financial	Nomura Research Institute	StorageTek
ABC / Disney	Cray Inc	Harris Corporation	Northrop Grumman	Streamy Inc.
Accenture Technology Labs	Creative Commons	Harte-Hanks Global Address	Norwegian Defence Research	Sun Microsystems
Axiom	CSC	Harvard Pilgrim Health Care	Novartis	Swisscom
AdaptiveBlue	Cycorp, Inc.	Healthline Networks	Novo Nordisk	Sybase
Adobe Systems Inc.	Danish IT and Telecom Agency	Hewlett-Packard	NSA	Telus
Aduna	DARPA	Hitachi Ltd.	Object Management Group	Tennessee Valley Authority
Agilent Technologies	Defense R&D Canada	House of Commons	Objectivity	The 451 Group
Air Force Research Lab	Denodo Technologies	Human Factors International	Oracle	The Aerospace Corporation
Alcatel-Lucent	Department of Defense	IBM	Orbis Technologies	The J. Craig Venter Institute
Altria Corporate Services	Department of Navy	IDC	O'Reilly Media	Thomson Financial
American Cancer Society	DERI	IGNITE Ventures	Palomar Ventures	Thomson Learning
American Express	Deutsche Telekom	ImpactRx	PC Magazine	TIBCO Software Inc
American Power Conversion	DirecTV	Information Resources, Inc.	Pearson	Time Inc. Interactive
ANSER	DISA	Infosys Technologies Ltd.	Perkins Coie LLP	TiVo, Inc.
AnyLifeToGo	DisasterCare.Info	InfoWorld	Perot Systems	Topix LLC
Apax Partners	Disruptive Technology Office	In-Q-Tel	Pfizer	Toshiba Information Systems
Apple Inc.	DoCoMo Capital, Inc.	Institute of Arctic Biology	Philips Electronics	Toyota
Applied Biosystems	Dow Jones & Company, Inc.	Intel	Philips Medical Systems	Treasury Board of Canada
Applied Materials	Draper Laboratory	Internal Revenue Service	Pinnacle Systems	Trident Capital
Armstrong County Memorial Hospital	Dreamworks Animation	International Finance Corp	Piper Jaffray	UC Berkeley
Army Training Support Center	Earthbog	International Venture Fund (IVF)	Pitney Bowes Inc.	UCB Celltech
Ask.com	Eastman Kodak	Intuit	Porter Novelli	Unisys
AskMeNow	eBay	JackBe Inc	Powerset	United Airlines
AT&T	Electronic Data Systems	Jet Propulsion Laboratory	PricewaterhouseCoopers	United Space Alliance
Autonomy Inc.	Eli Lilly	John Wiley & Sons	Procter & Gamble	Univ. of California
Avenue A Razorfish	Elsevier	Johns Hopkins University	PSP Investments	University of Cambridge
BA Venture Partners	EMC	Johnson & Johnson	Quest Software, Inc.	University of Karlsruhe
BAE SYSTEMS	Emory University	Juniper Networks	Radar Networks	University of Michigan
Bank of America	Endeca	Jupitermedia Corporation	Raytheon	University of Oslo
Barclays Global Investors	EPRI	Kaiser Permanente	Reed Elsevier	University of Texas
Battelle	Excellus	Kapow Technologies	Relevad Corporation	UPS
Bazooked	ExecuSys, Inc.	KDDI Labs USA	Research In Motion	US Army
BBC	FAA	Kyocera Technology	Reuters Ltd	US EPA
BBN Technologies	Fair Isaac Corporation	Lawrence Livermore Nat'l Lab	RiverGlass, Inc.	USAF
BEA Systems	FamilySearch	LDS Church	Roche LLC	VEGAS.com
BearingPoint	FAO of the UN	Leica Geosystems	RSA	Visa International
Bechtel	FaradayMedia	LexisNexis	Saab	Vision Systems & Technology
Bell Canada	Fast Search & Transfer	Life Biosystems	SAIC	Volitional Partners
BellSouth	Federal Reserve Bank	LiveHit, Inc.	Samsung	Vulcan Inc.
Benchmark Capital	FedEx	Lockheed Martin	San Francisco Int'l Airport	W3C
Biogen Idec	Fidelity Investments	Lucent Technologies	Sandia National Laboratories	Walmart.com
Blue Cross Blue Shield	Findlaw	Mass General Hospital	Sanofi-Aventis	Walt Disney Internet Group
BMO	Fireman's Fund Ins. Co.	MasterCard International	SAP	Wells Fargo Bank
Boehringer Ingelheim	Firstlogic	Mayfield Fund	Scitor Corporation	WL Gore & Associates, INC
Boeing	Fleet/Bank of America	Mayo Clinic	Seagate	Wolters Kluwer
BooRah	Ford Motor Company	McDonald Bradley	SecureWorks	Wordmap Inc
Booz Allen	Forensics Consulting	McMaster-Carr Supply Company	Seoul National University	World Bank
Bosch	Forrester Research	Merck & Co.	Shaw Communications	Wyeth
Bridgestone	Fortune	Metatomix	ShoppingNotes.com	Wyle Laboratories
Bristol-Myers Squibb	Foundation Capital	Metaweb	Sierra Nevada Corporation	Xerox Corporation
British Army	Fox Interactive Media	MetLife	Silicon Valley Bank	Xilinx, Inc
British Petroleum	France Telcom	Metropolitan Museum of Art	Software AG	Yahoo!
British Telecom	Franz Inc.	Michigan State University	Software Engineering Institute	YellowPages.com
Business Objects	Fruugo	Micron Technology Inc.	Southern California Edison	Zemanta
Caboodle Networks	Fujitsu	Microsoft	Spark Capital	
CACI	funcheap	Ministry of Defence		
California Society of CPAs	FWWireless	MIT		
California State University	FX Palo Alto Laboratory	MITRE Corporation		
Canada Revenue Agency	Garlik Limited	Monitor Group		
Canon	Gartner	Morgan & Claypool Publishers		
Carnegie Mellon University	GE	NASA		
CDC	Genentech	National Cancer Institute		
Central Intelligence Agency	General Dynamics	National Defense University		
Chemical Abstract Service	General Motors Corp.	National University of Ireland		
Chevron	Georgia Tech	Nationwide Insurance		
Cisco	Gilbane Group	NATO		
	GlaxoSmithKline	Natural Resources Canada		

## SEMANTIC UNIVERSE, LLC

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 Exhibit Sales: +1.415.740.5528  
[www.semanticuniverse.com](http://www.semanticuniverse.com)

# SPONSORSHIP COMPARISON

PACKAGES	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE
Price	\$22,500	\$12,950	\$6,950
Exhibit Space	10' x 20'	10' x 10'	10' x 10'
1 "P" Level Item	√		
1 "A" Level Item	√	√	
1 "B" Level Item	√	√	√
Conference Session (time selected when 50% deposit received)	60-minutes	60-minutes	30-minutes
Screen Projection loop of company name/logo before and after plenary sessions	√		
Logo/Link included in Conference Email Campaign (over 500,000 messages)	√		
Logo/Link on Conference Home Page	√	√	
Logo/Link placement on Sponsor web page	√	√	√
Literature Insert into Conference Attendee Tote Bags	√		
Literature distribution near registration area	√	√	√
Logo included with booth listing in the program guide	√	√	√
Full Conference Passes for Your Staff and/or Customers	10	5	2
Discount off additional registrations. May be used with earlybird rates.	20%	15%	10%
Cumulative Value	\$42,650	\$25,175	\$14,790

All booth position and speaking schedule selections are made upon contract signing and held for up to two (2) weeks or until 50% deposit is paid.

## ADDITIONAL SPONSORSHIP ITEMS

CLASS "P" (Available Only to Platinum Sponsors) Platinum – Select One	CLASS "A" Platinum – Select One Gold – Select One	CLASS "B" Platinum – Select One Gold – Select One Silver – Select One	Additional Sponsorships
<ul style="list-style-type: none"> <li>• Half-Day Workshop</li> <li>• Attendee Bag</li> <li>• Program Guide Ad - Back Cover (4-Color)</li> <li>• Email to Semantic Universe database (approx. 25K names):</li> <li>• Upgrade from 10x20 to 20x20</li> </ul>	<ul style="list-style-type: none"> <li>• Semantic Solution Session (30-minute)</li> <li>• Program Guide Ad - Inside-Front Cover (4-Color)</li> <li>• Program Guide Ad - Inside-Back Cover (4-Color)</li> <li>• Workshop/Tutorial Books - Back Cover Ad (B&amp;W)</li> <li>• Promotional Item Distribution</li> <li>• Badge-Holder Lanyards</li> <li>• Badge-Holder Insert</li> <li>• Literature Insert in Attendee Bags</li> <li>• Attendee Email</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade to 10x20</li> <li>• Program Guide Ad - Inside Page (B&amp;W)</li> <li>• White Paper on conference website</li> <li>• Breakfast Sponsorship</li> <li>• Coffee Break Sponsorship</li> <li>• Hospitality Suite Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Literature Distribution in high traffic location (nonexclusive) \$500</li> <li>• Post Event Attendee Snailmail List Rental \$1200</li> <li>• User Group Meeting (60-minute)</li> </ul>

# Semantic Technology Conference 2010

June 21 – 25, 2010 - San Francisco, California USA

## SPONSORSHIP MENU

<b>CLASS “P” – Available Only to Platinum Sponsors (Platinum - Select One)</b>		<b>Value</b>
P1	Attendee Half-Day Workshop: Conduct a 3-hour post-conference workshop on your product / technology for attendees (maximum of 3 available)	\$9500
P2	Attendee Bag: Your logo and conference logos imprinted in white.	\$9500
P4	Program Guide Advertising - Back Cover: (4-Color): Advertiser supplies PDF file.	\$6000
P5	Email to entire Semantic Universe database (approx. 20,000 names): Sponsor supplies HTML and text files. Email sent by Semantic Universe.	\$8000
P6	Upgrade from 10x20 to 20x20 space	\$7000

### **CLASS “A” (Platinum – Select One; Gold - Select One)**

A1	Semantic Solution Session: A 30-minute presentation session detailing your company's products or any topic you choose.	\$3500
A2	Program Guide Advertising - Inside-Front Cover (4-Color): Advertiser supplies PDF file.	\$3500
A3	Program Guide Advertising - Inside-Back Cover (4-Color): Advertiser supplies PDF file.	\$3500
A4	Workshop/Tutorial Books - Back Cover advertisement (Black & White): Advertiser supplies PDF file.	\$3500
A5	Promotional Item Distribution: Distributed to all attendees in attendee bag at time of on-site registration. Exhibitor supplies the promotional item. Item must be approved by Show Management.	\$3500
A6	Badge-Holder Lanyards: (shoestring-type cords) Distributed to all attendees at registration. Exhibitor supplies the lanyards imprinted with their company logo.	\$3500
A7	Badge-Holder Insert: Exhibitor supplies 4"x4" printed cards to be inserted in badge-holders (One inch visible at top)	\$3500
A8	Literature Insert in Attendee Bags	\$3500
A9	Attendee Email: A dedicated email sent to conference attendees within 60-days after the conference. Subject matter/content subject to approval and may not be competitive to the activities of Semantic Universe.	\$3500

### **CLASS “B” (Platinum – Select One; Gold – Select One, Silver – Select One)**

B1	Upgrade space to 10x20	\$3500
B2	Program Guide Advertising - Inside Page (Black & White): Advertiser supplies B&W 8½ x11 PDF file	\$2500
B3	White Paper: Your White Paper included on the conference website. Sponsor supplies PDF.	\$2500
B5	Coffee Break: Prominent signage on all food tables and 2 large easel signs with a table top display area.	\$2500
B6	Hospitality Suite: Held in the conference hotel. We distribute your invitations in the attendee carry bags, and promote your hospitality suite on the master agenda. Does not include food and beverage, or room cost, if any.	\$2500

### **ADDITIONAL SPONSORSHIPS**

C1	Literature Distribution: Your literature placed in high traffic location (nonexclusive) at conference	\$500
C2	Post Event Attendee Snailmail List Rental One-time use of the Attendee List for a mailing through our mailhouse. We must approve mail piece in advance. Telephone numbers and/or email addresses are not provided. Mailing must be completed within 90 days of event.	\$1200
C3	User Group Meeting: Consulting, Budgeting, Promotion, Registration, Meeting Planning, and On-site support can be provided, depending on your specific needs.	Call to Discuss
C4	Conference Session: 60-minute presentation on the official Conference Program. Topic must be approved.	\$7500

## JOIN THESE PAST SPONSORS!

Access Innovations, Inc.	McQube, Inc.	SchemaLogic
Adaptive Blue	Metallect	Semandex
Aduna	Metatomix, Inc.	SemanticV
BBN Technologies	Modus Operandi, Inc.	Semsphere
Bing	Mondeca	SiberLogic, Inc.
Cambridge Semantics	Netbreeze	Siderean Software
Cerebra, Inc.	Neon	Silver Creek Systems, Inc.
Collibra	Ontology Works	Software AG, Inc.
Composite Software	Ontomantics	STII
Cycorp, Inc.	ontoprise GmbH	Syntactica
Dow Jones & Company, Inc.	Ontos AG	Teragram Corporation
Expert System	Ontotext	TextDigger, Inc.
fourthcodex	OpenCalais	TextWise
Franz Inc	Oracle Corporation	Thetus Corporation
Intellidimension	Orbis Technologies	TopQuadrant
Intellisophic	Peer39	Visual Knowledge
IQser AG	Pragati	W3C
iQuest	Revelytix	Wordmap
Jarg Corporation	Saltlux, Inc.	Yahoo!
JustSystems, Inc.	Sandpiper Software, Inc.	Zepheira
Knowledge Based Systems, Inc.		



## Many Great Marketing Opportunities are still available!

With the greatest number of qualified customers at a single event, and a track record of consistently outstanding results, the Semantic Technology Conference should be the one "must attend" conference on your 2010 event-marketing schedule.

For Information about exhibit and sponsorship opportunities, please contact:

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