



SPONSORSHIP  
BOOKLET



EUROPEAN CONFERENCE  
ON COMPUTER VISION

2 0 2 4

29<sup>th</sup> SEPTEMBER  
4<sup>th</sup> OCTOBER  
2024  
MILANO, ITALY

INVITATION  
TO PARTICIPATE

EECV

We are delighted to announce that the **European Conference on Computer Vision (ECCV)** will be taking place in Milano, Italy, from **29 SEPTEMBER - 4 OCTOBER, 2024**, and we would like to invite you and your company to join us.

**ECCV** is the premier European **COMPUTER VISION EVENT**, held biennially. It comprises the main conference and several co-located workshops and tutorials, as well as a co-located exhibition.

The **ECCV** exhibition regularly brings together a wide range of companies at the forefront of computer vision and machine learning innovation.

From promising start-ups to the biggest industry leaders, **ECCV** provides an excellent opportunity to engage with professionals, discover new talent, and approach their target market.

It is expected that **ECCV** 2024 will attract more than 6,000 delegates, from over 75 countries, recovering pre-pandemic on-site participation.

This prospectus provides detailed information about various participation opportunities.

If you wish to discuss in detail any of the offered packages, we would be happy to attend you.

**WE LOOK FORWARD TO WORKING WITH YOU  
AND WELCOMING YOU TO MILANO IN 2024!**

## GENERAL CHAIRS



Andrew  
Fitzgibbon

GRAPHCORE  
Cambridge, United Kingdom



Laura  
Leal-Taixé

NVIDIA,  
Florence, Italy



Vittorio  
Murino

UNIVERSITY OF VERONA and  
UNIVERSITY OF GENOVA  
Italy



## TARGET AUDIENCE

Computer Vision practitioners, **top-level researchers from academia and industry alike**, advanced degree students, technology leaders, deep learning engineers.

## ABOUT THE VENUE

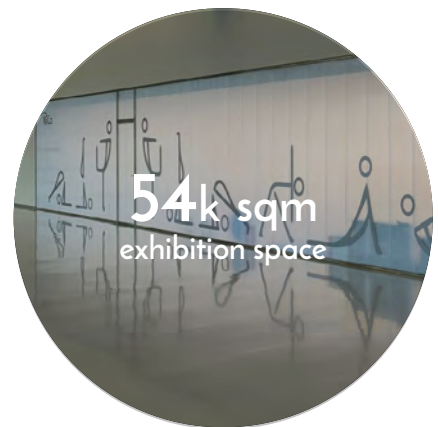
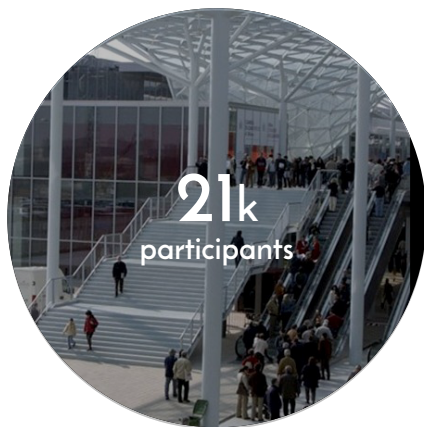
### Allianz MiCo | Milano Convention Centre

The **Allianz MiCo** is the largest conference facility in Europe.

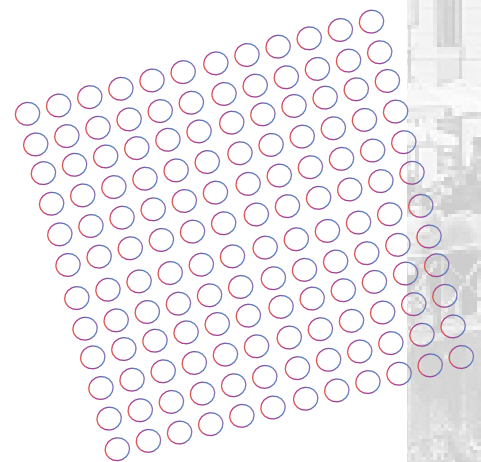
It can accommodate up to **21,000 participants** in **70 fully equipped conference rooms** with permanent control booths.

Featuring two plenary rooms, one with **seating 4,000** and the other 2,000, and an Auditorium that seats 1,500 it is the **ideal venue for large-scale performances and for international conferences** requiring a large number of rooms.

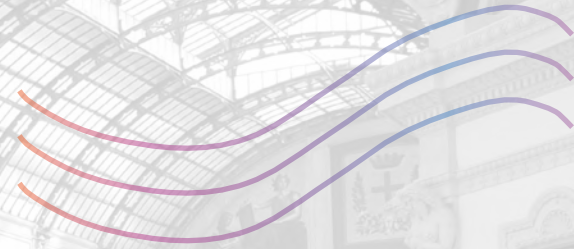
The exhibition halls offer **54,000 sqm of exhibition space** and can also be set up as extra plenary rooms accommodating more than **5,000 individuals**.



Viale Eginardo - Gate 2  
20149 Milano, Italy



SPONSORSHIP - ABOUT THE CONFERENCE



## ABOUT THE DESTINATION MILANO, ITALY

Milan is a vibrant and exciting city that offers a wealth of experiences for everyone. It is home to some of the most renowned museums and galleries in the world, including the **Pinacoteca di Brera** and the **Leonardo da Vinci Museum**, but also to iconic landmarks such as the **Gothic-style Duomo di Milano** and the imposing **Sforza Castle**. Milan is a foodie's paradise, offering a diverse range of culinary experiences that showcase the best of Italian cuisine.

Visitors can enjoy everything from traditional street food to Michelin-starred fine dining.

No matter the day or the time, **Milano is alive:** music festivals, art exhibitions, theatrical performances, and much more are there to entertain any kind of guest.



LEGEND

**SPONSORSHIP  
LEVELS  
BENEFITS**

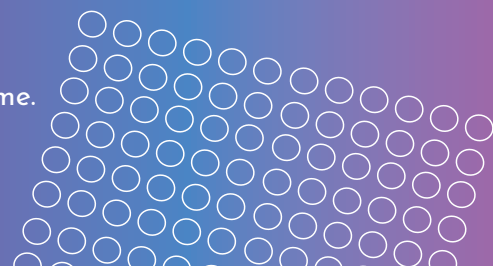
EECV

**ACKNOWLEDGMENT AS SPONSORS WILL BE GRANTED ACCORDING  
TO THE TOTAL AMOUNT OF RESERVATIONS MADE,  
INCLUDING ALL PACKAGES  
AND EXHIBITION SPACE ORDERED.  
EACH SPONSORSHIP LEVEL WILL GRANT BENEFITS AS FOLLOWS:**

Sponsorship Packages Benefits	DIAMOND Over 35,000 €	PLATINUM Over 30,000 €	GOLD Over 25,000 €	SILVER Over 20,000 €
Logo of sponsors visible on conference website with a link to the company's website	Diamond Level Recognition	Platinum Level Recognition	Gold Level Recognition	Silver Level Recognition
Logo of sponsor on ECCV 2024 publications	Diamond Level Recognition	Platinum Level Recognition	Gold Level Recognition	Silver Level Recognition
Logo of sponsor on ECCV 2024 signage	Diamond Level Recognition	Platinum Level Recognition	Gold Level Recognition	Silver Level Recognition
Max. Conference registrations including sessions, exhibitions, refreshments, and evening event	8	6	4	2
Advertisement Email distribution to opt-in participants by the organizers	3	2	1	/
Sponsor Presentation in a unique headphone presentation area in the exhibition	1 <sup>st</sup> priority in choosing a slot	2 <sup>nd</sup> priority in choosing a slot	3 <sup>rd</sup> priority in choosing a slot	4 <sup>th</sup> priority in choosing a slot
Video (up to 30 seconds) to be displayed in the meeting rooms during the break between sessions	1	1	1	/

### IMPORTANT NOTES

- > The exhibition space rental and the other sponsorship proposals will be assigned on a first-come, first-served basis.
- > Where applicable, the Italian rate of VAT (currently 22%) will be due in addition to the amounts indicated in this document.
- > All sponsors and exhibitors will be acknowledged in the final programme.





**EXPOSURE  
OPPORTUNITIES**

EECV



**ALL THE FOLLOWING OPPORTUNITIES ARE AVAILABLE ONLY IF COMBINED WITH THE PURCHASE OF AN EXHIBITION SPACE.**

**Conference Bags ----- 35,000 €**

Branded participants' bags with both the conference and sponsor's logos handed to all participants.

Available for 1 sponsor only

25.000 € if bags are provided/produced directly by the sponsor

**Conference T-Shirts ----- 35,000 €**

Branded participants' T-shirts with both the conference and sponsor's logos handed to all participants.

Available for 1 sponsor only

20.000 € if T-shirts are provided/produced directly by the sponsor

**Conference Social Dinner ----- 25,000 €**

Prominent logo placement during the social dinner, including sponsor's logo on all welcome reception signage and brandings and sponsor's logo in the conference programme next to the announcement of the event. The sponsor will be able to provide branded roll-ups on its expense. Available for 3 sponsors only

**Conference Lanyards ----- 20,000 €**

Name tags' lanyards branded with both the conference and sponsor's logos for all participants.

Available for 1 sponsor only

**Lunch Break ----- 20,000 €**

Sponsorship for one of the conference lunches including branded signage with the sponsor's logo on the buffets, and the sponsor's logo in the conference programme next to the announcement of the lunch break.

The sponsor will be able to provide branded disposable material (cups, napkins, etc.) or roll-ups on its expense. Available for 3 sponsors only

**Welcome Reception ----- 15,000 €**

Prominent logo placement during the welcome reception, including sponsor's logo on all welcome reception signage and brandings and sponsor's logo in the conference programme next to the announcement of the event. Able to provide branded disposable material (cups, napkins, etc.) or roll-ups on its expense. Available for 3 sponsors only

**Wi-fi ----- 15,000 €**

The sponsor logo will be visible on the wi-fi connection opening page.

**Hackathon ----- 12,000 €**

A social coding challenge bringing together groups of participants to create, design and develop an app. Top teams will be announced during the conference and their teams will have a short presentation in a designated session in front of a judges panel. The sponsor will have a representative as part of the judges panel and will grant the prize, donated by the sponsor, to the winners (prize not included in the cost). The Hackathon will be advertised on the website and in the final programme.

Available for 1 sponsor only



**Treasure Hunt** ..... 12,000 €

A treasure hunt that will be designed and planned with many riddles and challenges related to the sponsor, operated and produced in cooperation between the organizers and the sponsor, with a grand prize donated and handed at the sponsor's exhibition booth (prize not included in the cost). The Treasure Hunt will be advertised on the website and in the final programme. Available for 3 sponsors only

**Conference Notebooks** ..... 12,000 €

Notepads branded with both the conference and sponsor's logos distributed to all participants at the registration desks. Available for 1 sponsor only

**Escape Room** ..... 12,000 €

An exciting escape room designed, operated and produced by the sponsor, with riddles related to the sponsor with signage directing to the room branded with the sponsor's logo. The Escape Room will be advertised on the website and in the final programme. The setting up of the space/room is not included. Available for 1 sponsor only

**Technical Presentation** ..... 10,000 €

A presentation of up to 15 minutes by the sponsor's representative in a unique presentation area in the exhibition (Audio system and LCD screen included). Time slot to be agreed, presentations will be foreseen during the Poster sessions and will be published in the final programme.

**Gaming Area** ..... 10,000 €

Gaming area including various table games such as PSP and/or Wii, foosball, pool and/or tennis tables branded with the sponsor's logo. Available for 3 sponsors only

**Coffee Break** ..... 10,000 €

Sponsorship for one of the conference breaks including branded signage with the sponsor's logo on the coffee stations, the sponsor's logo in the conference programme next to the announcement of the break. The sponsor will be able to provide branded disposable material (cups, napkins, etc.) or roll-ups on its expense.

Available for 7 sponsors only (one for each coffee break)

**Branded Lounge Area** ..... 10,000 €

Chillout area includes various furniture and electricity outlets branded with the sponsor's logo for networking and relaxing. Available for 3 sponsors only

**Speakers' Ready Room** ..... 10,000 €

The sponsor logo will be visible in the Speakers' Ready Room, where all speakers and presenters will be uploading their presentation material to the conference technical support staff. Available for 1 sponsor only

**App** ..... 10,000 €

The Company will be entitled to have an ad page in the App and the logo will be visible on the splash screen of the App. Acknowledgement will be given also in the final programme.



**Branded VR Area** ----- 9,000 €

VR gaming area includes various VR games created and operated by the sponsor, with challenges related to the sponsor with signage directing to the room branded with the sponsor's logo. The VR area will be advertised on the website and in the final programme.

Available for 3 sponsors only

**Photo corner** ----- 8,000 €

Branded Photo wall inc. the conference logo and the sponsor's logo, with a selfie mirror for all participants to take selfies and share on social media.

Available for 1 sponsor only

**Pocket programme** ----- 6,000 €

The sponsor's logo will be printed on the conference's pocket programme, a short printed booklet featuring a streamlined version of the conference programme that will be distributed to all attendees

**Water Dispenser** ----- 5,000 €

Sponsorship for all of the water dispensers spread around the session halls and exhibition, including branded signage with the sponsor's logo on the dispensers.

Available for 1 sponsor only

**Recharge Station** ----- 5,000 €

Electrical charging station for mobile / tablet located at the exhibition area and meeting rooms area.

Available for 3 sponsors only (1 per area)

**Programme internal adv page** ----- 4,000 €

An internal page of the conference programme dedicated to the sponsor.

**Hospitality Suite (Daily Rate)** ----- 4,000 €  
**(Half-day Rate)** ----- 3,000 €

A private meeting room 25 seats, board table and chairs for small private meetings, job interviews etc. Room available on conference days only (not Workshops/Tutorials days).

Limited number available

**Promotional mail blast** ----- 3,000 €

Registered attendees will receive the sponsor mail blast during the month immediately before or after the event. The date will be decided by the organisers. The company must provide the email in html ready for sending.

**Cloakroom countermarks** ----- 3,000 €

Sponsor's logo will be displayed on the cloakroom countermarks that will be given to each delegate using this service at the conference centre.

Available for 1 sponsor only

**Ground path with company logo** ----- upon request

Conference logo and sponsor's logo displayed on the floor of the conference venue to mark the path from the registration area to the exhibition area.



**Travel grant** -----upon request

Scholarship opportunities for delegates coming from emerging countries can be activated with the Sponsor's support.

Scholarship may include registration, accommodation, travel.

**Ice cream cart**----- upon request

Gain visibility by branding the ice cream cart available during the refreshment time. Price according to no. of ice cream and break reserved.

**Venue branding** ----- upon request

Our range of venue branding opportunities will allow to achieve maximum exposure for your organisation.





**EXHIBITION  
OPPORTUNITIES**

## 9 SQM SHELL SCHEME EXHIBITION BOOTH ----- 5,500 €

### 9 SQM EXHIBITION SPACE INCLUDING:

- Backwall with bilaminate panels, h250 cm, with steel structure, natural
- Floor covering carpet
- N.1 fascia board (company name) 40 cm
- N.1 laminate desk, white colour
- N.1 stool, white colour
- N.1 table h70 cm + n.2 plastic chairs
- N.1 basket
- N.3 spotlights 30W each
- N.1 multiple socket up to 2KW

> 2 complimentary registrations including access to exhibition area, sessions, refreshments and welcome cocktail.



## 9 SQM UNCONSTRUCTED EXHIBITION SPACE -----4,500 €

### 9 SQM EXHIBITION SPACE INCLUDING:

- > 1 Electrical outlet (220 V) 1 phase 1KW
- > 2 complimentary registrations including access to exhibition area, sessions, refreshments and welcome cocktail.

## 6 SQM START-UP DISPLAY -----2,500 €

### 6 SQM EXHIBITION SPACE INCLUDING:

- > 1 Electrical outlet (220 V) 1 phase 1KW
- > 1 table and 2 chairs
- > 2 complimentary registrations including access to exhibition area, sessions, refreshments and welcome cocktail.

Booth allocation is made on a first-come first-served basis.

The Organisers have the right to give priority to major sponsors in choosing locations.

The Organisers reserve the right to alter the layout of the exhibition, postpone or cancel it, or move the exhibition to a different location.

The Organisers may remove displays that cause inconvenience/ disturbance to other exhibitors.



**ECCV GENERAL  
INFORMATION**

29-30  
**SEPTEMBER**

Workshops & Tutorials  
Exhibition set-up

1-4  
**OCTOBER**

Conference programme

4  
**OCTOBER**  
**(afternoon)**

Dismantling

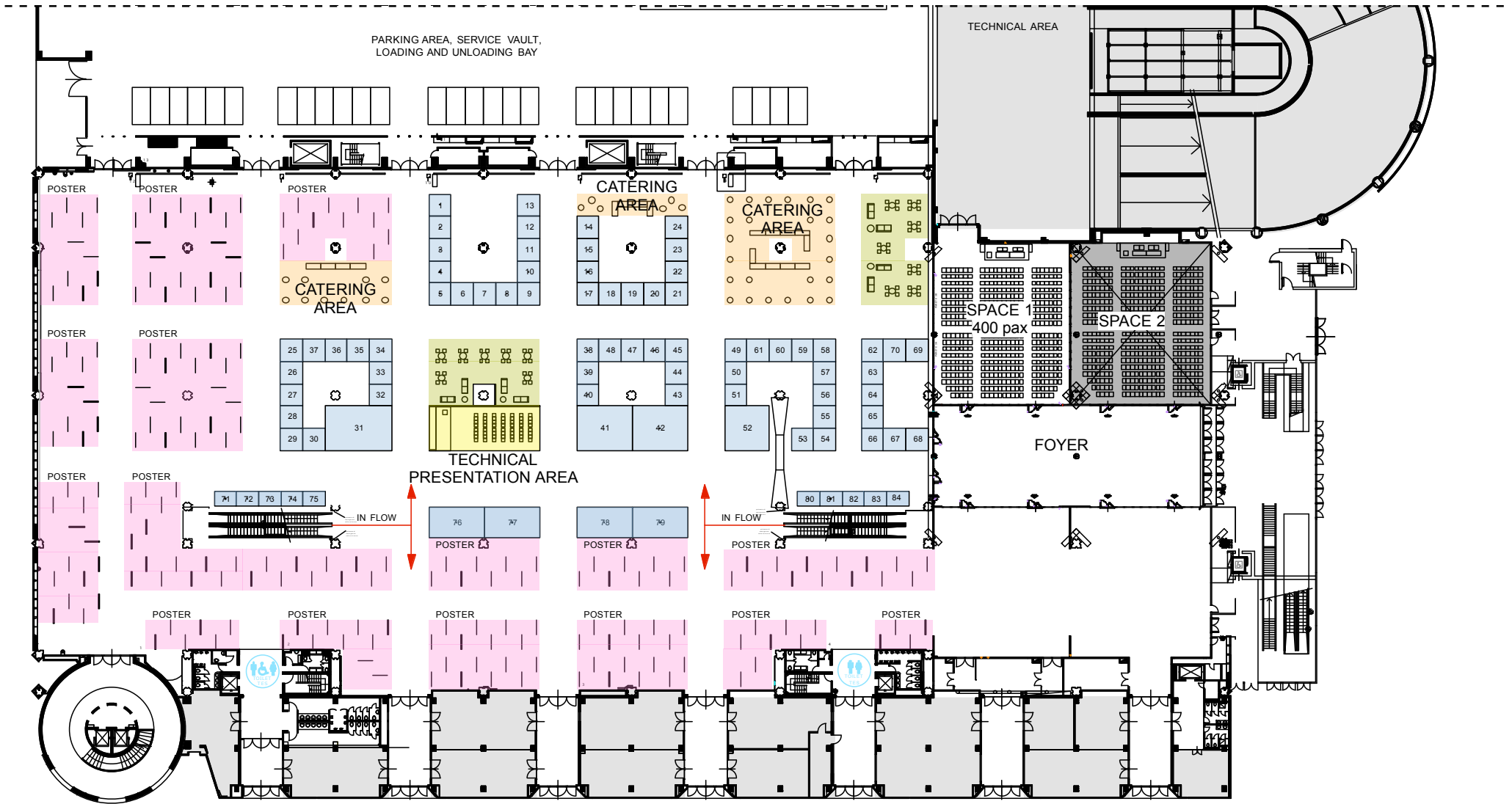


← **Business Point**  
Centro Servizi - Service Centre

**T**  
3G  
**TABACCHI**  
MARCHE DA BOLLO  
RICARICHE TELEFONICHE  
SELF SERVICE 24 ORE











AVVERTENZE  
←





**SPACE LAYOUT INDICATIVE - CONTACT US FOR CUSTOM BOOTH LAYOUTS OR SIZES**



- |  |   |   |
|--|---|---|
|  Nr.1 STAND MODULE 6X9=54sqm (no.31)  |  Nr.4 STAND MODULES 4X7,5=30sqm (no. 76 to 79) |  TECHNICAL PRESENTATION AREA, 50 SEATS |
|  Nr.2 STAND MODULES 6X7,5=45sqm (no.41-42)  |  Nr.1 STAND MODULE 6X6=36sqm (no. 52)          |  CATERING AREA                         |
|  Nr.10 STAND MODULES 3X2=6sqm only for start-up companies (no. 71 to 75 and no. 80 to 84) |  Nr.66 STAND MODULES 3X3=9sqm                  |  Nr.400 POSTER                         |
|  |   |  LOUNGE AREA                           |

## Exhibition Registration

Interested parties are requested to complete and return the enclosed Exhibition Registration Form.

Participation in the exhibition is subject to approval by the Exhibition Committee, based on the exhibitor's suitability and relevance to the Conference goals.

## Terms and Conditions of Participation

Any company that participates in the exhibition is doing so at its sole responsibility and liability. Any such company must maintain an adequate insurance policy with a sufficient coverage for its property, employees, representatives and any visitors participating in the exhibition against any risk, loss and damage, of any kind whatsoever. It has been clarified that an absence of such insurance policy or an invalidity of any such insurance policy, shall neither derogate, in any manner, from the company's liabilities and responsibilities hereunder, nor create a liability or responsibility of such kind for the organizers or anyone on their behalf. The organizers will not be liable, whether financially or otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.

## Terms of Payment - Sponsorship and Exhibition

For sponsorship items above Euro 5.000, 50% of the fees must be paid as a deposit, no later than 21 days from date on the invoice. Remaining 50% to be paid by September 1, 2024.

For sponsorship items equal to or below Euro 5.000, 100% of the total is due upon reservation against invoice.

Payments can be made by a wire transfer according to the following details:  
BANCA INTESA SAN PAOLO - 01882 - Milano Viale Coni Zugna, 62 Milano  
Bank account: 100000005623

IBAN: IT57D0306909457100000005623

Account beneficiary: AIM ITALY SRL

Please clearly state the name of the conference in the reason for the payment:  
ECCV2024

- > All the prices are VAT 22% excluded
- > All the amounts and payments are in Euro (EUR) only.
- > The purchase of sponsorship items or exhibition space will only be confirmed when payment has been processed.
- > The payee is responsible for bank charges.

## Cancellation policy

Cancellation request can only be accepted in written notice. Refund of any payments done in accordance with the exhibition / sponsorship reservation will be made according to the follow:

Before April 30, 2024 exhibitor will be charged 200€ VAT 22% excluded as handling fees. Between May 1 to June 15, 2024 a refund of 50% of the fees.

From June 16, 2024 a refund of 50% of the fees will be made, on condition that the space will be re-rented to another exhibitor of the Conference, otherwise 100% cancellation fee will apply.



# RESERVATION FORM

Please submit or complete in clear letters and return to:  
ORTRA Ltd. Limor Urfaly, E-mail: limor@ortra.com, Mob. +972-54-7001770



## 1. DETAILS

Company Name	Company VAT
Address	City
Country	Zip Code
Contact Person	Function
Telephone	Fax
Email	Mobile

## 2. RESERVED PACKAGE

### Exposure Opportunities

Conference Bags	€ 35,000
Conference T-Shirts	€ 35,000
Social Dinner	€ 25,000
Conference Lanyards	€ 20,000
Lunch Break	€ 20,000
Welcome Reception	€ 15,000
Wi-Fi	€ 15,000
Hackathon	€ 12,000
Treasure Hunt	€ 12,000
Conference Notebooks	€ 12,000
Escape Room	€ 12,000
Gaming Area	€ 10,000
Technical Presentation	€ 10,000
Speakers' Ready Room	€ 10,000
Coffee Break	€ 10,000
Lounge Area	€ 10,000
App	€ 10,000
VR Area	€ 9,000
Photo Corner	€ 8,000
Pocket Programme	€ 6,000
Water Dispenser	€ 5,000
Recharge Station	€ 5,000
Programme Internal Ad.	€ 4,000
Hospitality Suite (Daily Rate)	€ 4,000
Hospitality Suite (Half - Day Rate)	€ 3,000
Promotional Mail Blast	€ 3,000
Cloakroom Countermarks	€ 3,000
Ground Path	
Travel Grant	
Ice cream cart	
Venue branding	

### Exhibition Opportunities

9 sqm Shell Scheme Booth	€ 5,500
9 sqm Unconstructed Exhibition Space	€ 4,500
6 sqm Start-Up Exhibition Space	€ 2,500

### 3. PAYMENT

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For sponsorship items equal to or below Euro 5.000, 100% of the total is due upon reservation against invoice.

All the prices are VAT 22% excluded.

All the amounts and payments are in Euro (EUR).

Credit cards and bank transfer are accepted.

The purchase of sponsorship items or exhibition space will only be confirmed when payment has been processed.

The payee is responsible for bank charges.

Payments can be made by a wire transfer according to the following details:

BANCA INTESA SAN PAOLO - 01882 - Milano Viale Coni Zugna, 62 Milano

Bank account: 100000005623

IBAN: IT57D0306909457100000005623

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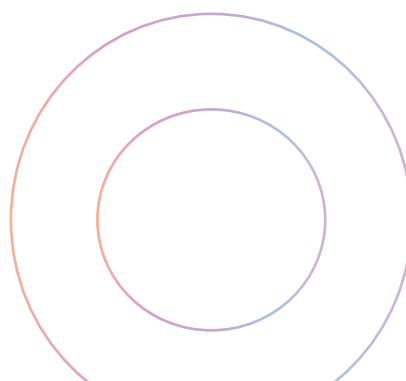
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We have read, understood and agree to the Terms & Conditions specified in the General Information document and confirm we are authorized to sign and obligate accordingly:

.....Signature and Company Stamp

.....Date



**ORGANISING  
SECRETARIAT**



**AIM Group International - Milan Office**  
Milano, Italy  
Tel. +39 02.56601.1  
[eccv2024@aimgroup.eu](mailto:eccv2024@aimgroup.eu)

**SPONSORSHIP  
MANAGEMENT**



**ORTRA Ltd.**  
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[limor@ortra.com](mailto:limor@ortra.com)

