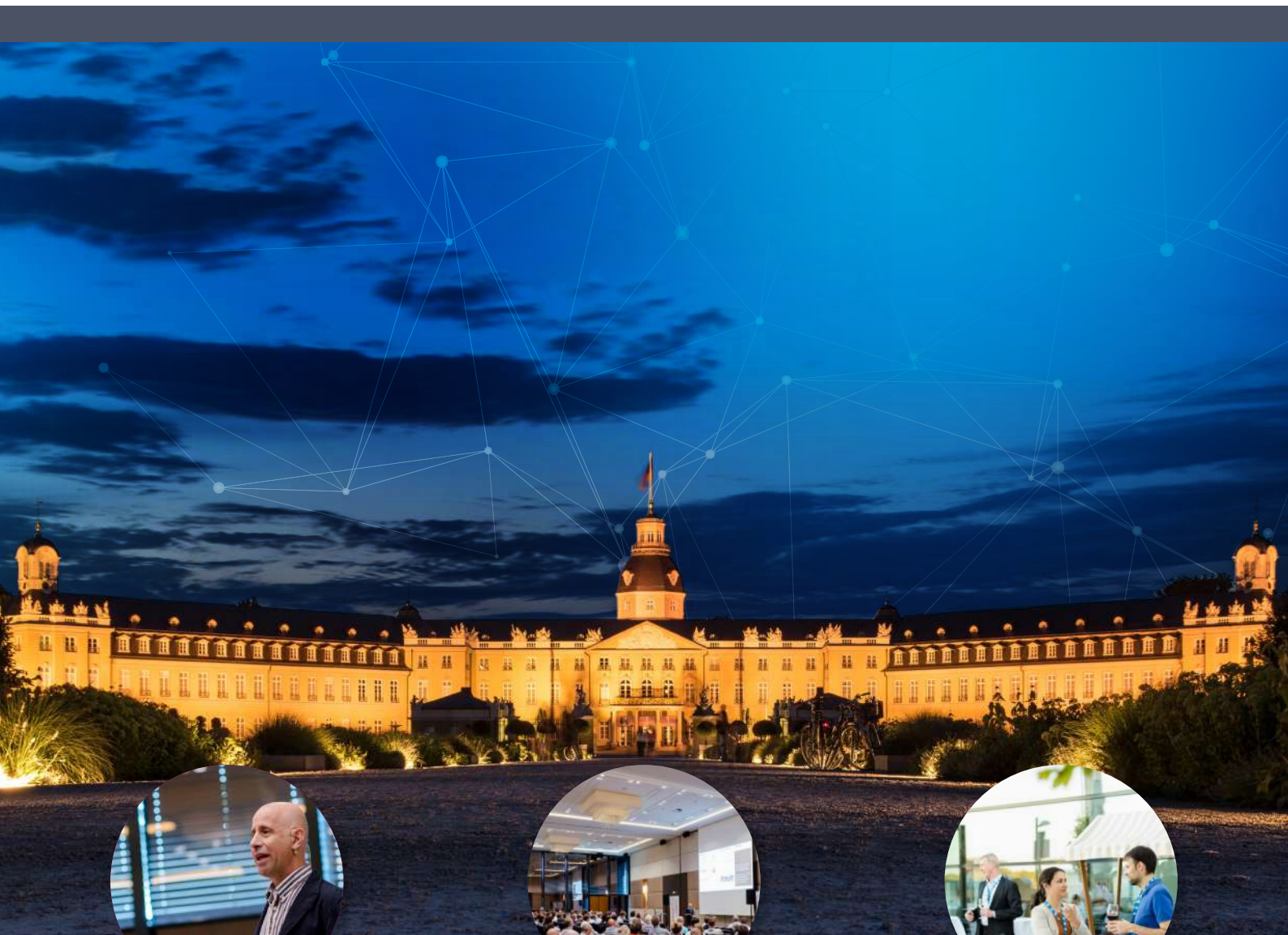


SEMANTiCS Karlsruhe 2019

The Power of AI and
Knowledge Graphs



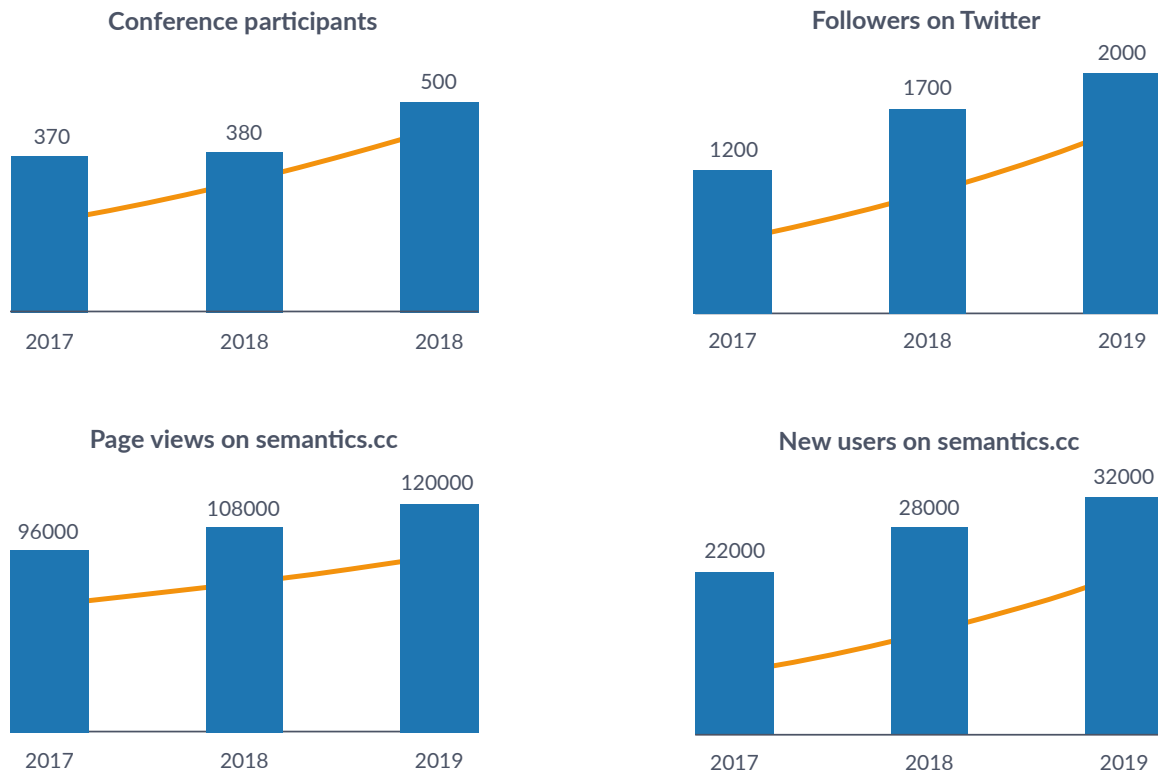
KARLSRUHE, SEPTEMBER 09-12, 2019

Gartenhalle, Festplatz 3
www.semantics.cc

SEMANTiCS 2019 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 2019: A growing community meets in Karlsruhe this year

After a record-breaking conference 2018 in Vienna, SEMANTiCS' committee is proudly looking forward to welcoming our tightly-knit, yet rapidly growing community in Karlsruhe in 2019.



Conference visitors and online community: Historical development and projections



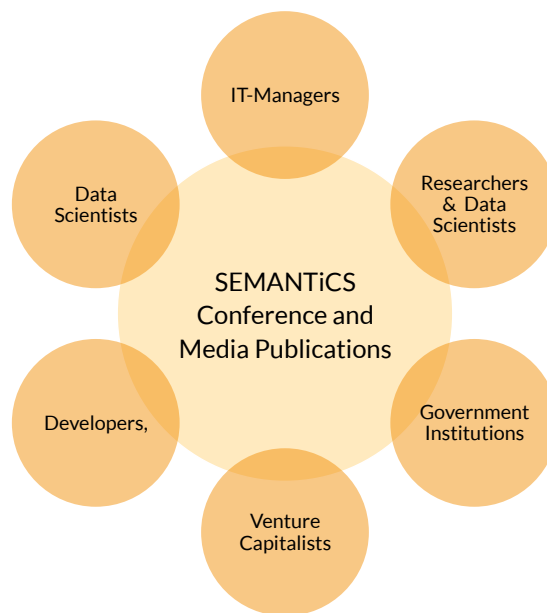
Want to learn more about SEMANTiCS conference? Get in touch!

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!

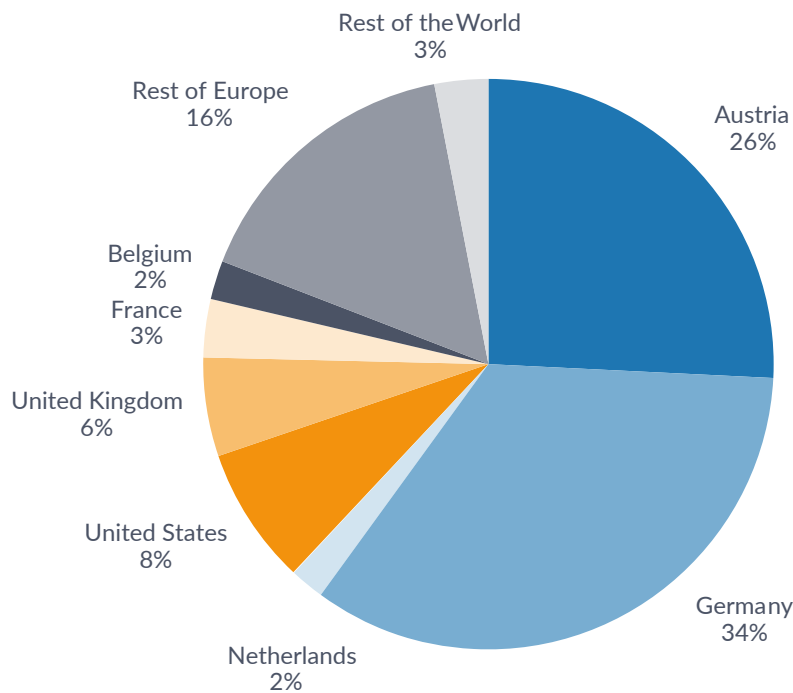
Call Stefan Summesberger (Sales/Sponsoring Chair) at +43 650 377 25 04, visit www.semantics.cc or write an email to sponsoring@semantics.cc NOW!

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, 34% from Germany



SEMANTiCS 2019 visitor's countries of origin (projections based on data from 2015-2018)



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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



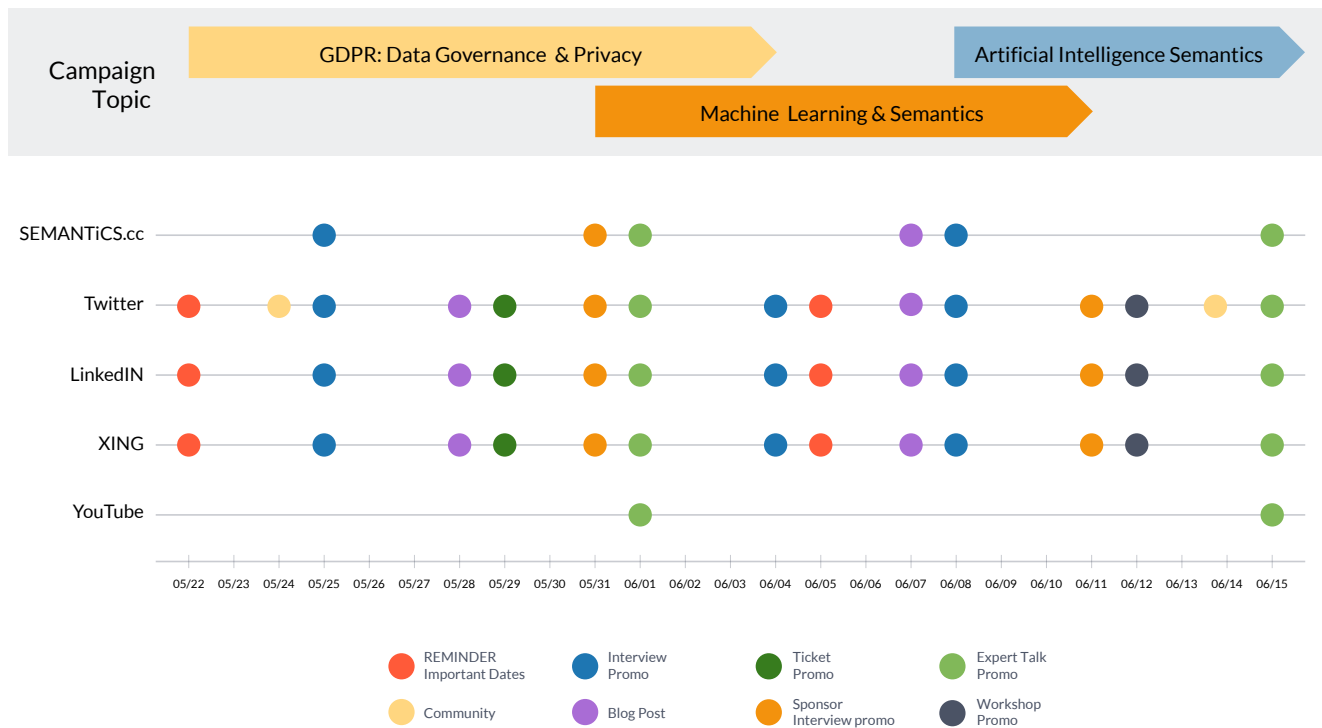
Want to learn more about SEMANTiCS 2019 keynotes, speakers, workshops and programme? Get in touch!

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visit www.semantics.cc or write an email to sponsoring@semantics.cc NOW!

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 2019 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 2019 editorial plan and distribution schedule

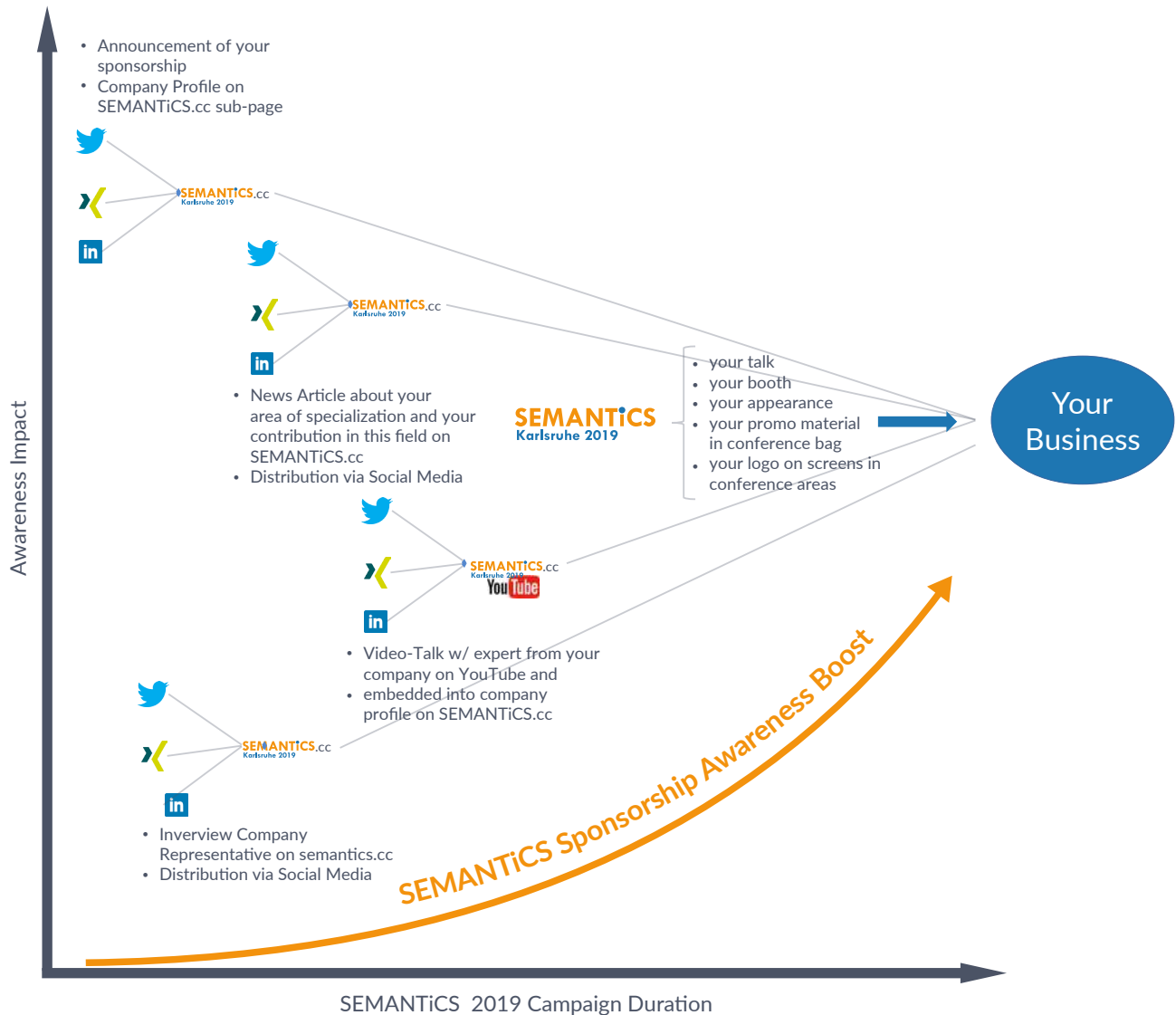


Let's start to work on your individual SEMANTiCS 2019 content marketing package now! Get in touch!

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!

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



Let's start to work on your individual SEMANTiCS 2019 content marketing package now! 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!

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 2019 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 5 packages available | GOLD 8 packages available | SILVER | BRONZE | RESEARCH | STARTUP |
|--|------------------------------------|---------------------------------|-----------------|---------|-----------------|-----------------|
| PRESENCE | | | | | | |
| TALKS | | | | | | |
| Sponsored Talk: Top level speaking opportunity in a 30 minutes slot" | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Sponsored Talk: Speaking opportunity in a 15 minutes slot" | ✗ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Product Demo: Demonstrate your product in the SEMANTiCS Products Slot" | ✓ | ✗ | ✗ | ✗ | ✗ | ✓ |
| ON SITE PRESENCE | | | | | | |
| Full booth at SEMANTiCS marketplace: 2x3m, table, 2 chairs, power supply, WLAN" | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Stand at SEMANTiCS marketplace: Standing table, chair, RollUp, power supply, WLAN" | ✗ | ✗ | ✓ | ✗ | ✗ | ✓ |
| TICKETS | | | | | | |
| Free conference ticket | 4 | 2 | 1 | 1 | 2 | 2 |
| Discounted tickets: tickets with 40% discount" | 5 | 2 | ✗ | ✗ | 2 | 1 |
| JOB FAIR | | | | | | |
| Exclusive recruiting opportunity, where we arrange dedicated meetings with persons looking for career opportunities. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| BRAND | | | | | | |
| YOUR LEAFLET | | | | | | |
| Placement of own material (1 A4 page max) | in the conference bag | in the conference bag | at the infodesk | ✗ | at the infodesk | at the infodesk |
| YOUR LOGO | | | | | | |
| on the SEMANTiCS website, in the printed conference brochure and projected during opening speech | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| ROLLING SLIDES | | | | | | |
| Slides on screens in conference area | 4 slides | 3 slides | 2 slides | 1 slide | ✗ | ✗ |
| BROCHURE | | | | | | |
| One full page colour advertisement in the conference brochure | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |



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| PACKAGES | PREMIUM 5 packages available | GOLD 8 packages available | SILVER | BRONZE | RESEARCH | STARTUP |
|---|------------------------------------|---------------------------------|----------------------------------|--------|----------|---------|
| MEDIA | | | | | | |
| SOCIAL MEDIA | | | | | | |
| Tweets (about you as a sponsor) advertising your webpage by SEMANTiCS 2019 between March 2019 and the conference days | 2 | 2 | 2 | 1 | 1 | 1 |
| 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 | | | | | | |
| Listing in all press releases and online dissemination | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| 1 news article (harmonised with our PR team) on the conference website | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Your investment | €9.900 | €6.750 | €3.750 | €1.500 | €2.000 | €2.300 |
| Early booking bonus (-10%) until March 31, 2019 | €8.910 | €6.075 | €3.375 | €1.350 | €1.800 | €2.070 |
| EXTRA | | | | | | |
| 1/2 day Workshop at the workshop day | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Additional to the package | €2.250 | €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

FIZ Karlsruhe

Leibniz Institute for Information Infrastructure

Vrije Universiteit Amsterdam

Faculty of Sciences, Department of Computer Science

Institut für Angewandte Informatik (InfAI) e.V.

An-Institut an der Universität Leipzig

St. Poelten University of Applied Sciences

Department of Media & Economics



Interested in becoming a SEMANTiCS 2019 sponsor? Get in touch!

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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



MICHAEL PÖTTSCHACHER
Head of IT Research Project &
Collaboration



ALAN MORRISON
Sr. Research Fellow, Emerging Tech



IVO WILLEMS
Business Transformation and Information
Technology Executive



Would you like to propose a talk for SEMANTiCS 2019 in Karlsruhe?
Get in touch!

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