

Partnership File

WCC IFIP World Computer Congress

**Toulouse
France**
22-27 August 2004

l'esprit de Toulouse

Be a partner

of the premier International Forum on Sciences and Technologies of Information and Communication, in order to promote your company, launch a new product or a new service, meet a select audience including experts and international managers, generate new partnerships and links for participating to extended World and European programmes.



www.wcc2004.org

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General information

Congress venue

Centre de Congrès Pierre Baudis
11, esplanade Compans-Caffarelli
Toulouse, FRANCE

Congress dates

22-27 August 2004

Web site

www.wcc2004.org

Exhibition venue

Centre de Congrès Pierre Baudis
Toulouse, FRANCE

Exhibition dates

23-26 August 2004

Commercial management

Europa Organisation

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Registration

Europa Organisation

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Lodging

Wagonlit Travel

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Welcome to our partners!

The first World Computer Congress, WCC1, organized under the auspices of IFIP, the International Federation for Information Processing, took place in Paris in 1959, and again in 1983. Twenty-one years later, the conference comes back to France, to Toulouse, after Beijing in 2000 and Montreal in 2002.

Welcoming the most important event dedicated to The Sciences and Technologies of Information and Communication is both a wonderful opportunity and a huge challenge:

- A wonderful opportunity because for one week, about 2000 delegates, coming from more than 70 different countries, will debate the main questions and perspectives in this domain that is at the heart of the Economy of Knowledge of the XXIst century, and of the evolution of our society.
- A huge challenge as we must take advantage of the opportunity to give attendees the chance to meet each other, and to form new partnerships within the framework of large national, transnational, European and worldwide current or future projects. It will also allow attendees to discover the academic and industrial potential of Toulouse, the Midi-Pyrénées region, France and Europe.

We hope that you will take up this challenge with us, as either congressist, exhibitor or sponsor. We need you to ensure WCC 2004 to be a major scientific and socio-economic event that will influence our society for the coming decade.

We rely on you, and you can rely upon all the WCC 2004 team in ensuring that this event meets your expectations.

Yours sincerely,

Jean-Claude LAPRIE
Congress Chair

Reino KURKI-SUNIO
Programme Chair

Alain COSTES
Support Committee Chair

Handwritten signature of Jean-Claude Laprie.

Handwritten signature of Reino Kurki-Sunio.

Handwritten signature of Alain Costes.



WCC 2004 in Toulouse - Midi-Pyrénées

Toulouse is proud to host the 18th IFIP World Computer Congress. WCC 2004 will cover recent advances in all fields of Sciences and Technologies of Information and Communication (STIC), from theoretical informatics to the relationship between STIC and society, via hardware and software technologies, artificial intelligence, human-system interactions and education, without forgetting non-functional aspects relating to our dependency on computing and communication systems, and the associated risks. For the first time, the congress will open up to synergies between nanotechnologies, biotechnologies and infotechnologies.

Toulouse has all the assets necessary to make WCC 2004 a great event

An impressive pool of resources in the field of STIC

- **25% of French experts in STIC** are located in Toulouse and in the Midi-Pyrénées region. This constitutes the second most important centre in France for software and computer services. This sector employs more than 5800 people, it includes more than 600 software houses.
- **Electronics is the second industrial activity in the Midi-Pyrénées region.** Toulouse is the second most important area in France for semi-conductors. This activity also includes equipments for the aeronautical, spatial, telecommunications and transport sectors.
- The 200 companies within the **telecommunications** sector generate about half of the wealth due to sciences and technologies of information and communication in the Midi-Pyrénées region.

On-the-edge laboratories representing one of the strongest potentials for education and research in France

10 500 researchers from 400 laboratories are working in close synergy with industry; more than 1200 contracts are signed each year between industry and academic laboratories. Amongst these 400 laboratories, 10 are involved in STIC. The three most important, IRIT, LAAS-CNRS and ONERA-CERT, are very active at both a national and a European level: they participate to national networks of research and technological innovation (RNRT, RNTL, RNMT, RIAM), networks of excellence and integrated European projects of FP6. In addition, they initiated several joint laboratories with industry.

A high quality education

In the field of STIC, the Midi-Pyrénées region produces as many university graduates as the Ile-de-France region, i.e., for both these areas, more than a third of the graduates in this domain (taken from the FIEEC source). The Midi-Pyrénées region owes this reservoir of almost 2000 highly specialized graduates to a high quality of education in the universities, the engineering schools (ENAC, ENSAE, ENSEEIHT, ENSICA, ENIT, INPT and INSAT) and through the 3 doctorate schools.

An attractive city

Toulouse knows how to attract engineers, researchers, industrialists and students, partly thanks to its quality of life. The « Ville rose » (the pink city) is attractive. Its quality of life, its climate, its cultural, gastronomical and architectural inheritance, combined with its close proximity to the Pyrenees mountains, the Atlantic Ocean and the Mediterranean Sea are elements of seduction. The World Computer Congress will enable Toulouse to welcome academic or industrial researchers and engineers from all over the world. An opportunity for the attendees to discover a dynamic and friendly city, to generate investments, partnerships, and settlement of new companies.



Your congress

Being a congress partner is for you a unique opportunity to meet international experts in Sciences and Technologies of Information and Communication.

Indeed, WCC 2004 is:

- The largest international event in STIC
- An exceptional opportunity for developing new business relationships and forming new partnerships
- A complete program of conferences with world famous speakers
- An event that is particularly suited to stimulate creativity
- The best place for sharing ideas on future developments in industry
- An exchange on technology transfers between research and industry
- An important return on your investment
- An integrated communication program to provide you with the best exposure
- An extraordinary opportunity to be actively involved in new developments in STIC



Partnerships

- Platinum, gold, silver and bronze partnerships
- Exhibition
- Partners' forum
- Promotional inserts
- Other partnership opportunities

Platinum, Gold, Silver and Bronze partnerships

The four sponsorship avenues represent outstanding opportunities of recognition within WCC 2004 and all related meetings.

1

Platinum sponsorship

€ 100 000 VAT excl.

This package will make you the main partner of WCC 2004 and will give you the highest visibility:

- Delegate badge strings: produced by the conference organizers, these non-woven fabric strings will bear your company's logo. The colour will be chosen to match your logo's colour scheme. Your logo must be supplied in a high-resolution file format by the 1st of June 2004. 3000 strings will be produced.
- A 21 sq. m pre-equipped booth (file fees included)
- Your logo used in advertising campaign and on the exhibition area
- Your logo on the WCC 2004 website
- Your logo on the banner, aimed at thanking partners, located at the venue entrance
- Your logo on participant's bags
- Your logo on special boards, aimed at thanking partners, located on coffee break tables all over the Congress centre
- One flyer inserted in the congress bags, A4 format with a maximum of 4 pages. You must provide printed copies of the advertisement with shipment directly to the Pierre Baudis Congress Centre. The number of copies and shipment details will be later confirmed in the partner kit guide by the end of June 2004
- 1 full-page, 4-colour advertisement in the exhibition catalogue
- 5 free invitations giving access to the conferences, the exhibition and the coffee break of WCC 2004
- 200 free invitations giving access to the exhibition

2

Gold sponsorship

€ 50 000 VAT excl.

This package will make you a major partner of WCC 2004 and give you an exceptional visibility:

- A 18 sq. m pre-equipped booth (file fees included)
- Your logo used in advertising campaign and on the exhibition area
- Your logo on the WCC 2004 website
- Your logo on the banner, aimed at thanking partners, located at the venue entrance
- Your logo on participant's bags
- Your logo on special boards, aiming and thanking partners, located on coffee break tables all over the Congress centre
- One flyer inserted in the congress bags, A4 format with a maximum of 4 pages. You must provide printed copies of the advertisement with shipment directly to the Pierre Baudis Congress Centre. The number of copies and shipment details will be later confirmed in the partner kit guide by the end of June 2004
- 1 full-page, 4-colour advertisement in the exhibition catalogue
- 3 free invitations giving access to the conferences, the exhibition and the coffee break of WCC 2004
- 100 free invitations giving access to the exhibition



3 

Silver sponsorship

€ 20 000 VAT excl.

This package will make you one of the important partners of the WCC 2004:

- A 12 sq. m pre-equipped booth (file fees included)
- Your logo used in advertising campaign and on the exhibition area
- Your logo on the WCC 2004 website
- Your logo on the banner, aimed at thanking partners, located at the venue entrance
- 1 half-page, 4-colour advertisement in the exhibition catalogue
- 2 free invitations giving access to the conferences, the exhibition and the coffee break of WCC 2004
- 50 free invitations giving access to the exhibition

4 

Bronze sponsorship

€ 10 000 VAT excl.

This package will make you one of the visible partners of WCC 2004:

- A 9 sq. m pre-equipped booth (file fees included)
- Your logo used in advertising campaign and on the exhibition area
- Your logo on the WCC 2004 website
- 1 half-page, 4-colour advertisement in the exhibition catalogue
- 1 free invitation giving access to the conferences, the exhibition and the coffee break of WCC 2004
- 30 free invitations giving access to the exhibition

Exhibition

A space of privileged exchanges, the exhibition will occupy more than 1800 sq. m in the very heart of the congress. It will gather the principal actors in the field of STIC at the coffee breaks.

1

Rental of a Pre-equipped booth

€ 430 VAT excl./sq. m

+ file fees of € 145 VAT excl.*

WCC 2004 offers you possibility to book modular booths: 9 sq. m, 12 sq. m, 18 sq. m, 21 sq. m and more, including:

- Aluminum melamine covered partitions (2.50 m high)
- Row of 3 spotlights (for booth of 9 sq. m)
- 1 kW single-phase circuit breaker - 1 electric plug 220V (per booth)
- 1 billboard (standard)
- 1 table and 2 chairs
- Carpet
- Daily cleaning
- 50 free invitations to the exhibition

You will receive the complete technical kit as soon as you will register. To register, you should send your purchase order with a 50 percent deposit. The technical kit will allow you to ask for extra services or equipment such as sockets for more power and extra furniture. The map of the exhibition (allowing you to choose your space) will be sent according to the order in which the reservation forms arrive.

An exhibition guide will be printed for the WCC 2004. It will be distributed to all participants. As an exhibitor, you are invited to give us a 800 digits presentation of your company before June 30th 2004.

** The file fees relate to the technical management of the operation.*

2

Rental of a Start-Up booth

€ 1 200 VAT excl.

+ file fees of € 145 VAT excl.*

A 4 sq. m surface area only for companies incorporated after the 25th of September, 2000 (please provide proof of status) including:

- Aluminum melamine covered partitions (2.50 m high)
- Row of 2 spotlights (power supply not included)
- 1 billboard (standard)
- 1 table and 2 chairs
- Carpet
- Daily cleaning
- 20 free invitations to the exhibition

You will receive the complete technical kit as soon as you will register. To register, you should send your purchase order with a 50 percent deposit. The technical kit will allow you to ask for extra services or equipment such as sockets for more power and extra furniture. The map of the exhibition (allowing you to choose your space) will be sent according to the order in which the reservation forms arrive.

An exhibition guide will be printed for the WCC 2004. It will be distributed to all participants. As an exhibitor, you are invited to give us a 800 characters presentation of your company before June 30th 2004.

** The file fees correspond with the technical management of the operation.*

Partners' forum

The Partners' forum will be held during lunchtime and at the end of the afternoon sessions. WCC 2004 thus offers you the possibility to present your products or services during a session reserved for partners and more particularly for exhibitors. The sessions will take place at the congress centre. They can be held concurrently and will last 30 minutes.



Partners' forum fees

	* From 1:00 to 1:30 pm	From 6:30 to 7:00 pm
• Room with the capacity for 300	€ 2 000 VAT excl.*	€ 4 000 VAT excl.
• Room with the capacity for 100	€ 1 500 VAT excl.*	€ 3 000 VAT excl.
• Room with the capacity for 50	€ 1 250 VAT excl.*	€ 2 500 VAT excl.

The cost includes:

- The announcement in the exhibition guide
- Rental of a room
- Basic technical material

** Companies involved in the partner's forum are kindly invited to offer participants lunch and refreshment.*

The get the best slot, we recommend early reservation.

Promotional inserts

Promotional documents will be published in 3000 copies and will be given to all congress attendees and partners.

1

Insertion in the exhibition catalogue

Advertising insertion fees:

• Full page advert, inside front cover (4-colours)	€ 1 100 VAT excl.
• Full page advert, inside back cover (4-colours)	€ 1 100 VAT excl.
• Full page advert, back cover (4-colours)	€ 1 500 VAT excl.
• Full page advert, inside pages (4-colours)	€ 800 VAT excl.

Prices do not include technical expenses, and typons should be provided by the advertiser.

2

Logo in the exhibition catalogue

€ 200 VAT excl.

Insertion of your logo in color next to your catalogue entry.

Prices do not include technical expenses, and typons should be provided by the advertiser.

3

Logo and link on the WCC 2004 website

€ 500 VAT excl.

Insertion of your logo on the WCC website with a special hyperlink to your company's website. The website is designed to attract a high visit rate from main actors of Sciences and Technologies of Information and Communication.

4

Advertising insertion in the congress bag

€ 1 000 VAT excl.

We offer you an opportunity to communicate directly to all the conference delegates and participants via the insertion of a flyer in the delegate bags.

The supply of the copies (A4 document, 4 pages maximum) is at your own charge and the documents will have to be sent a few days before the event at the Centre of Congress Pierre Baudis. The number of copies and shipment details will be later confirmed in the exhibition guide by the end of June 2004.

Other partnership opportunities

Many forms of partnership are possible to ensure your visibility during WCC 2004. The list below is not restrictive. Do not hesitate to contact us for further consideration of other partnership avenues.

» Provision of notepads

Notebooks will be included in the participant bags.
A4 format with a maximum of 4 pages. You should supply us with the notepads with shipment directly to the Pierre Baudis Congress Centre. The number of notepads and shipment details will be later confirmed in the partner kit guide by the end of June 2004.

» Provision of pens

Pens will be included in the participant bags.
You should supply us with the pens with shipment directly to the Pierre Baudis Congress Centre.
The number of pens and shipment details will be later confirmed in the partner kit guide by the end of June 2004.

» Catering sponsorship

It is possible for companies to invite participants to complimentary breaks and lunches. In such cases, boards will be printed with the company names and logos. They will be located in the lunch and break time places with the title « this lunch / break is offered to you by... company name + logo... ».

Please contact us for further details.

» Social Programme sponsorship

In order to allow many meetings between the participants to establish partnerships, the social program is an integral part of WCC 2004 and is particularly developed: get together party, city reception, concert and cocktail, banquet. You can be the sponsor of the social program, in that case:

- a document mentioning your invitation will be given in the congress bag,
- a table will be reserved for your company,
- panels will indicate your participation,
- ...

Please contact us for further details.

» Cyber café

This is a special area enabling attendees to consult their e-mail. The internet café is an integral part of the congress with about 50 computers available.

Please contact us for further details.

» Various services

- shuttle buses
- congress press centre
- speakers and VIP's room
- speakers' support
- attendees' gifts
- ...

Please contact us for further details.



Organization - Committees

Congress Chair

Jean-Claude Laprie, *Research Director at CNRS, Vice-President of IFIP*

Programme Chair

Reino Kurki-Suonio, *Professor at Tampere University of Technology in Finland*

Programme Vice-Chair

Michel Diaz, *Research Director at CNRS, Deputy-Director of LAAS-CNRS*

Partnership Chair

Alain Costes, *Professor at the Toulouse Polytechnic National Institute*

Local Organization Committee Chair

Marie Dervillers, *LAAS-CNRS*

Publication Chair

Leon Strous, *De Nederlandsche Bank*

Publicity Chair

Karama Kanoun, *LAAS-CNRS*

Topical Session/Day Chair

René Jacquart, *ONERA Toulouse*

Workshop Chair

Michel Diaz, *LAAS-CNRS*

Tutorial Chair

Ricardo Reis, *Federal University of Rio Grande do Sul*

Student Forum Chair

Mohamed Kaâniche, *LAAS-CNRS*

Submission Handling Chair

Jean-Charles Fabre, *LAAS-CNRS*

HIGH COMMITTEE OF PATRONAGE

Jean Bertin,

President of the Chamber of Commerce and Industry of Midi-Pyrénées

Philippe Busquin,

Member of the European Commission

Philippe Douste-Blazy,

Member of Parliament and Mayor of Toulouse, President of Grand Toulouse's Agglomeration Community

Nicole Fontaine,

Delegate Minister of Industry

Martin Malvy,

President of the Midi-Pyrénées Regional Authority

Francis Mer,

Minister of Economy, Finance and Industry

Claude Terrazoni,

President of the Chamber of Commerce and Industry of Toulouse



Committees

SUPPORT COMMITTEE

Marie-France Barthet,

Regional Delegate for Research and Technology for the Midi-Pyrénées

Nicole Belloubet Frier,

Rector of the Toulouse Education Authority, Chancellor of the Universities

Yannick d'Escatha,

President of CNES (National Space Agency)

Jean-Jacques Gagnepain,

Director of Technology at the Ministry of Research and New Technologies

Élisabeth Giacobino,

Director of Research at the Ministry of Research and New Technologies

Jean-Michel Hubert,

Vice-President of the Departmental Council of Information Technologies

Philippe Jurgensen,

Chairman and Managing Director of ANVAR (National Agency for Research Valorisation)

Michel Laurent,

First Vice-President of the Conference of the University Presidents

Gérard Roucairol,

Scientific Director of Bull

Jean-Marc Thomas,

General Secretary of AIRBUS France, Director of Toulouse Facility

INTERNATIONAL PROGRAMME COMMITTEE

Algirdas Avizienis, *Vytautas Magnus University, Lithuania*

Jacques Berleur, *Notre-Dame-de-la-Paix University, Belgium*

Peter Bollerslev, *Denmark*

Max Bramer, *University of Portsmouth, UK*

Luis Camarinha-Matos, *New University of Lisbon, Portugal*

Bernard Cornu, *Villa Media, France*

Yves Deswarte, *LAAS-CNRS, France*

Bernard Dubuisson, *University of Compiègne, France*

Olivier Gascuel, *LIRMM, France*

Marie-Claude Gaudel, *University of Paris-Sud, France*

René Jacquart, *ONERA Toulouse, France*

Mathai Joseph, *Tata R&D, India*

Chandra Kintala, *Swift Systems Research, USA*

Bernd Kleinjohann, *University of Paderborn, Germany*

Irena Lasiecka, *University of Virginia, USA*

Jean-Jacques Levy, *INRIA, France*

Robert Meersman, *Vrije University Brussels, Belgium*

Michele Morganti, *Siemens, Italy*

Takashi Nanya, *University of Tokyo, Japan*

Gus Olling, *DaimlerChrysler, USA*

Philippe Palanque, *IRIT, France*

Ramon Puigjaner, *University of Balearic Islands, Spain*

Jean-Jacques Quisquater, *Catholic University of Louvain, Belgique*

Ricardo Reis, *Federal University of Rio Grande do Sul, Brazil*

Niko Schlamberger, *Slovenia*

Leon Strous, *De Nederlandsche Bank, Netherlands*

Volker Tschammer, *Fokus Berlin, Germany*

Jan Wibe, *NTNU, Norway*



The International Federation for Information Processing (IFIP) is a non-profit umbrella organization for national societies working in the field of information processing. It was founded in 1960 under the auspices of UNESCO. To date there are 48 permanent members and 11 international affiliated organizations. It is the most important international organization dedicated to the development of Sciences and Technologies of Information and Communication.

Domains covered

The domains covered by IFIP range from the theory of information technology to the analysis of the relevance of information technologies in our society; they also touch upon material technology and software, human systems interactions, and education. Twelve technical committees, including 75 working groups have the responsibility of sharing experiences and developing their knowledge in their respective domains. In total, IFIP brings together 3000 scientists from the academic and industrial worlds.

The objectives

- To foster international cooperation
- To stimulate Research and Development
- To encourage education
- To disseminate information
- To listen to the needs of developing countries and to assist them
- To evaluate the social consequences of the applications of Information Technologies

The means

IFIP organizes 70 conferences each year. The World Computer Congress is organized every two years across the world, uniting world leaders in Sciences and Technologies of Information and Communication. WCC is the key event for IFIP. After Beijing in 2000 and Montreal in 2002, it is now Toulouse's turn to welcome this prestigious event.



l'esprit de Toulouse

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