

# ICASSP 2024, IEEE International Conference on Acoustics, Speech and Signal Processing

14-19 APRIL 2024, COEX, SEOUL, KOREA

## PATRON PROSPECTUS

### 'Welcome' from Conference Chair

On behalf of the Organizing Committee, it is our immense pleasure and honor to invite you to the 2024 IEEE International Conference on Acoustics, Speech, and Signal Processing (ICASSP 2024). It will be held in person at the COEX, which is in the heart of Seoul, Korea from April 14th to 19th 2024, and hosted by the IEEE Signal Processing Society (SPS).

ICASSP is the world's largest and most comprehensive technical conference focused on signal processing and its applications. This 49th ICASSP marks the 76th anniversary of SPS. It offers a comprehensive technical program presenting all the latest developments in research and technology in the industry that attracts thousands of professionals annually. The ICASSP's main theme this year will be "Signal Processing: The Foundation for True Intelligence," acknowledging the fundamental contributions of signal processing to Intelligence and bridging the creative synergy between signal processing and Artificial Intelligence.

We have worked hard to improve patron packages and opportunities based on feedback from previous years. There are a variety of innovative opportunities for patrons to engage and network with industry leaders and the brightest in academia. We are enthusiastically committed to delivering a high-quality international conference, coupled with many new scientific activities, networking opportunities, and an enjoyable social event calendar in which our patrons are invited to participate.

We are very excited about this flagship conference and hope that you will become an ICASSP patron and take advantage of the incredible lectures that will be presented on cutting edge topics and keynote addresses delivered by world-renowned speakers. This is truly a great opportunity to bring together industry pioneers and leading researchers that you certainly do not want to miss.



**Prof. Hanseok Ko**

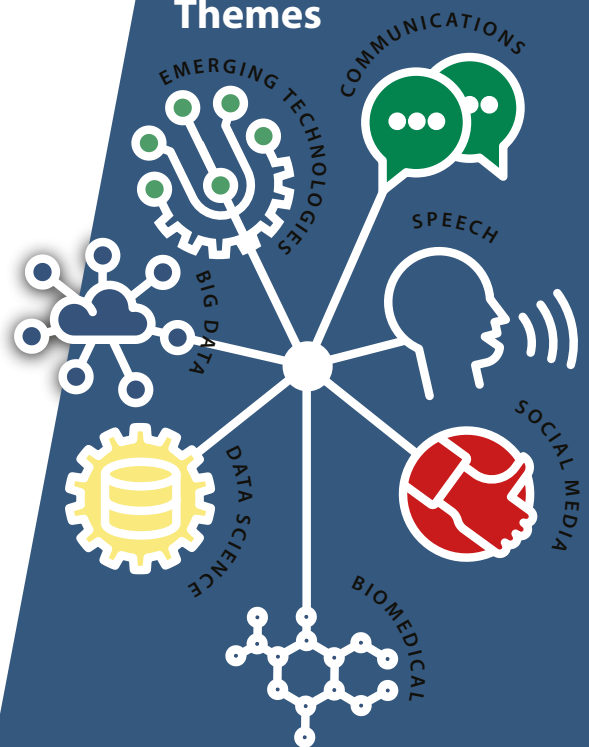


**Prof. Monson Hayes**



**ICASSP**  
2024 KOREA

### Themes



- Applied Signal Processing Systems
- Audio & Acoustic Signal Processing
- Autonomous Systems Initiative
- Biomedical Imaging & Signal Processing
- Compressive Sensing, Sparse Modeling
- Computational Imaging
- Computer Vision
- Data Science Initiative
- Deep Learning/Machine Learning for Signal Processing
- Image, Video & Multidimensional Signal Processing
- Industrial Signal Processing
- Information Forensics & Security
- Integrated Sensing and Communications
- Internet of Things
- Multimedia Signal Processing
- Quantum Signal Processing
- Remote Sensing & Signal Processing
- Sensor Array & Multichannel SP
- Signal Processing for Big Data
- Signal Processing for Communication and Networking
- Signal Processing for Cyber Security
- Signal Processing for Education
- Signal Processing for Robotics
- Signal Processing Over Graphs
- Signal Processing Theory & Methods
- Speech and Language Processing

## Creating a Dynamic Combination

Expect a high level of interaction between the patrons, exhibitors, and attendees. The exhibit hall area will allow for exhibition stands, catering, posters and networking space all under one roof. With the Welcome Reception and Conference Banquet being held in an adjacent hall at ICASSP, we are expecting attendees to visit the exhibition area frequently and it will provide an excellent opportunity for your organization to engage with the ICASSP 2024 audience.

We are very much looking forward to a fully immersive, in-person experience at ICASSP 2024 in Seoul and expect to reach a record level of attendance compared to historic ICASSPs held in the APAC region. To enhance the education and knowledge sharing, an on-demand content library is being developed in order to extend engagement. Further details will be released in late 2023.

69% of ICASSP attendees are from organizations of more than 1,000 employees with an emphasis on the university and research sectors.

## Organization Size

**More Than 1,000 Employees/Staff** 69%  
**101–1,000 Employees/Staff** 18%  
**100 or Less Employees/Staff** 13%

	Total Number of Attendees		
2019 (Brighton, UK)	3,128		
2020 (virtual complimentary)	16,087		
2021 (virtual)	3,692		
2022 (Singapore & Hybrid)	3,158		
2023 (Rhodes, Greece)	3,581*		
	Author	Non-author	
2019 (Brighton, UK)	1,640	1488	
2020 (virtual complimentary)	3,221	12,870	
2021 (virtual)	1,696	1,995	
2022 (Singapore & Hybrid)	1,494	1,664	
2023 (Rhodes, Greece)	2,209*	1,372*	
	Non-student	Student	
2019 (Brighton, UK)	2,328	800	
2020 (virtual complimentary)	5,157	10,934	
2021 (virtual)	2,519	1,105	
2022 (Singapore & Hybrid)	2,478	658	
2023 (Rhodes, Greece)	2,704*	877*	
	Top 3 Countries Authors from		
2019 (Brighton, UK)	Unknown	Unknown	Unknown
2020 (virtual complimentary)	USA	China	France
2021 (virtual)	USA	China	Japan
2022 (Singapore & Hybrid)	China	USA	Japan
2023 (Rhodes, Greece)	China	USA	Japan
	Top 3 Countries Attendees from		
2019 (Brighton, UK)	USA	China	UK
2020 (virtual complimentary)	USA	China	India
2021 (virtual)	USA	China	Japan
2022 (Singapore & Hybrid)	USA	China	Japan
2023 (Rhodes, Greece)	China	USA	Japan
	Academia	Industry	Non-industry
2019 (Brighton, UK)	Unknown	Unknown	Unknown
2020 (virtual complimentary)	2,305	1,178	6,322
2021 (virtual)	513	204	397
2022 (Singapore & Hybrid)	2,041	930	162
2023 (Rhodes, Greece)	2,702*	761*	118*

\*correct as of April 2023

## Social Reach



### Facebook

ICASSP followers: 846  
SPS followers: 14,000



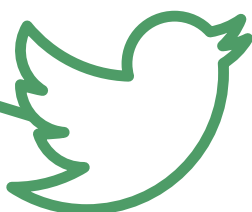
### Mailing List

ICASSP: 33,414



### LinkedIn

ICASSP Group: 678  
SPS Group: 16,550  
SPS followers: 4,376



### Twitter

ICASSP followers: 2,600  
SPS followers: 3,682



### Instagram

SPS followers: 1,935



### YouTube

SPS subscribers: 10,600

## Recent Patrons

A sample of the industry leading organizations that have recently participated and made ICASSP an integral part of their marketing plan. If you are serious about engaging with the brightest minds in academia and industry that are working in this field, then you need to be represented.

Adobe Inc.

Alibaba Group

Amazon

Appen

Apple

ASAPP

Audio Analytic

Baidu, Inc.

Beijing Magic Data Technology Co., Ltd

ByteDance

Databaker Technology

DataForce

Defined.AI

Google

Hitachi

HLTCOE

Huawei

Intel

Linguistic Data Consortium

LXT

Mathworks

Meta

Mitsubishi Electric Research Labs

Philips

Qualcomm

Raytheon

Research App - Stack Content Discovery Ltd

Scaletorch

Sea Limited

Sonos

Sony Group Corporations

SoundHound Inc.

Speechocean

Tencent

Treble Technologies

Yahoo Japan Corporation

Zoom Video Communications

## Patron Opportunities

Select from the following Patron packages that include benefits to enhance your brand before, during, and after the conference, along with a presence in the exhibit hall. Patron packages include both in-person and online benefits.

IN PERSON	Diamond Plus \$POA 1 available	Diamond \$29,500 4 available	Platinum \$25,000 4 available	Gold \$19,500	Silver \$15,000	Bronze \$8,500
GDPR compliant delegate list	Y					
Sole branding of Lanyards	Y					
Best Paper Award sponsor	Y					
Name & logo on event signage	Y	Y				
Option to organize event or workshop during conference	Y	Y				
Opportunity to distribute promotional item or gift to attendees	Y	Y				
Promotion and recognition on Conference emailers and announcements	Y	Y	Y			
Patron inclusion in daily newsletter/newspaper, distributed to all attendees	Y	Y	Y	Y		
Freestanding banner in reg area	Y	Y	Y	Y		
Opportunity to provide a delegate bag insert	Y	Y	Y	Y	Y	
Student Job Fair and Luncheon participation	Y	Y	Y	Y	Y	
Opening Ceremony/Banquet acknowledgement	Y	Y	Y	Y	Y	Y
Exhibit booth space*	<b>Platinum Plus 5x3m</b>	<b>Platinum 5x3m</b>	<b>Diamond 4x3m</b>	<b>Gold 3x3m</b>	<b>Silver 3x2m</b>	<b>Bronze 3x2m</b>
Exhibitor registration	5	4	3	3	2	2
Full conference registration	8	5	3	2	2	1
ONLINE						
Logo on online content platform	Y					
Recorded presentation upload	x2	x2	x1			
Email distribution to ICASSP list	x2	x2	x1			
Feature on ICASSP social media	Y	Y	Y	Y	Y	Y
Online content access registrations	5	4	3	3	2	1

\*unmanned booth setup and displays available

# A thank you to all of our patrons and exhibitors

We want to thank our new and regular supporters for participating in ICASSP. Without you, it would simply not be possible for our community to come together annually. As such, you will benefit from the following complimentary enhancements to your participation with us.

- **Online listing, 50 word overview and hyperlinked logo on 'Meet our Patrons & Exhibitors' page**
- **Opportunity to upload up to four resources to your online partner profile (pdf or video produced by the partner)**
- **1-minute introductory video produced by the partner and pushed out via our internal social platform to approx 4k professionals**
- **On-site listing on digital screens throughout venue**
- **Tiered logos across all platforms onsite and online**

## Additional Opportunities:

**Industry Workshop \$12,000 USD** Produce and deliver a 1.5-hour workshop, exclusively held during lunch at the conference. Includes mention in program, ability to register through the conference registration site, meeting room rental, lunch boxes for capacity of room, projector and screen and power strip, logo and mention on session signage. ICASSP will disseminate a promotional email to the ICASSP attendee list in advance (patron to provide content). There will also be the opportunity to hire lead capture devices to obtain attendee data. \*Session to be reviewed and scheduled by conference organizing committee.

**Student Competition or Hackathon \$7,500 USD** Produce and deliver a student competition or hackathon event. Includes mention in the program, ability to register through the conference registration site, meeting room rental, one simple meal service for the capacity of the room, projector, screen and power strip, logo and mention on session signage. \*Session to be reviewed and scheduled by conference organizing committee.

**Welcome Reception \$10,000 USD** Includes recognition on web page, exclusive table and three reps to attend the reception, brief speaking introduction.

**Networking Lounge Partner \$10,000 USD** Brand a networking area on the busy exhibit floor. Organisers will include a range of seating, tall tables and 36sqm of space in a defined area for you to brand, erect an exhibition stand and network. You will be acknowledged as the Networking Lounge Partner and we will include three exhibitor passes.

**PROGRESS Workshop \$8,000 USD** Have your company name and logo (digital/printed) on promotional and workshop material related to the PROGRESS Workshop, a major and unique initiative designed by IEEE SPS leadership for promoting the academic career development of students who are women or under-represented in the field of Signal Processing. The workshop will be a hybrid event, with physical conference space and online options. Here is a sample event: [ieeeprogess.org/ICASSP2021/](https://ieeeprogess.org/ICASSP2021/)

**Entrepreneurship Forum \$8,000 USD** Have your company name and logo on promotional and workshop material related to the Entrepreneurship Forum that connects technopreneurs, investors and leaders in the Signal Processing startup eco-system. Opportunity for one representative per patron to participate in the Forum scheduled for 15 April 2024. This activity will enjoy a high level of promotion and is tipped to be particularly popular for 2024.

**Power Bar \$6,000 USD** A place for delegates and devices to plug-in, recharge and re-energise! The patron can enhance the offer and entice the attendees to stay longer by incorporating a juice bar,

fruit bowls, etc at their own, additional expense. (subject to ICASSP committee and venue approval). The organisers will create a tall bar within an 18sqm space on the exhibition floor including bar stools and charging stations. The patron provides free-standing branding and giveaways. In exchange for the fee, you will benefit from pre, during and post event branding and interactive opportunities plus three exhibition passes. Always a popular place to visit, this opportunity affords a very high level of audience interaction for a sole sponsor.

**Social Event partner \$7,500 USD** Align with the Signal Processing Society and ICASSP to deliver a networking/social event during ICASSP. Price includes space within the conference venue or local venue, pre event marketing and registration assistance but excludes catering and third party costs.

**Best Paper Award \$7,500 USD** Includes company name and logo of patron on website and conference booklet and the option to have patron's name on Best Paper Award.

**Best Student Paper Award \$7,500 USD** Includes company name and logo of patron on website and conference booklet and the option to have patron's name on Best Student Paper Award.

**Conference Bags \$7,500 USD** Exclusive to one sponsor and distributed to all conference attendees to be used during and after conference. Includes conference and patron logo and bag insert. Conference Organizing Committee designs, procures and distributes.

**Lunch/Refreshment Break \$5,000 USD** Increase your visibility and promote your brand and messaging throughout the busy coffee and lunch breaks. Includes the patron logo within the program, banner advertising at the break stations, signs on each table and the opportunity to disseminate one piece of marketing material to attendees on the break table.

**Wi-Fi Patron \$5,000 USD** As an exclusive partner of the Wi-Fi, you will enjoy engaging with all attendees when logging into the venue Wi-Fi. This opportunity allows branding on the Wi-Fi login and landing pages with the opportunity to direct delegates to a webpage of your choice.

**Women in Signal Processing (WISP) Luncheon \$5,000 USD\*** Have your company name and logo on all mentions of the luncheon, three tickets to attend the luncheon, option to provide a giveaway to around 150 luncheon attendees and access to luncheon attendee list.

### **Young Professionals Networking Event \$5,000 USD\***

Have your company name and logo on all mentions of the event. Exclusive networking ability for five representatives to attend the meet up, and the option to provide a giveaway to all event attendees.

**Conference Lanyards \$5,000 USD** Distributed to all conference attendees to be used during and after conference. Includes IEEE SPS and patron logos. Conference Organizing Committee, procures and distributes. Subject to availability.

**Exhibition \$3,000 USD** Network from the bustling exhibit floor at the ICASSP 2024 Conference and display your brand collaterals in an area conducive to forging relations. The exhibition stand includes a tall table and two bar stools to provide a base to engage with this key audience. You will be able to add your pull-up banner and a plasma screen, plants or F&B (at your own cost, via the Technical Manual, shared Autumn 2023). You will enjoy approx 4sqm of space with power and one exhibition pass (additional exhibition passes can be purchased at a nominal fee). You will also enjoy the benefits as listed within the 'thank you to our patrons and exhibitors' section. If you are participating for the first time or a local/SME, this is a great way to interact with this audience and introduce your products and services.

**Brand Partner \$2,500 USD** This patron provides the supply of 4,000 branded, sustainable water bottles for the ICASSP team to hand out to all delegates on arrival. If the partner prefers, a token can be produced and handed out on arrival to ask the delegate to visit your networking area or exhibit stand to collect their bottle - a good traffic driver directly to your onsite team and, an opportunity that offers a very long shelf life.

**Tutorial Session \$2,500 USD** Includes name and logo of patron on tutorial booklet, mention at beginning and end of tutorial, name and logo on website and conference booklet.

*\*\$5,000 of the patron fee from the WISP Luncheon; and the Young Professionals Networking event will be donated to the IEEE Foundation-Signal Processing and Young Professionals Fund to support Students and Young Professional activities.*

**Sponsor a Session \$2,000 USD** Align your organisation with a specific topic, theme or session by incorporating your logo on the holding slide pre-empting a session of your choice and, featuring your organisation name alongside all listings of the specific session on-line, in-app and in-person. In addition, you may provide a 1 minute video sting that will play out prior to the session when it's shown from the digital platform. Subject to approval from session organizer and speaker.

**Publisher Table Top Exhibition \$POA** An exclusive opportunity for publishers to join ICASSP 2024 as a table top stand within the busy exhibition floor. Enquire with our industry team to acquire costs and available locations.

**Student Job Fair and Luncheon Patron \$1,750 USD** Includes three tickets to event, a table for promotional use (with the opportunity to bring promotional materials, job openings, branding materials, etc.), exclusive access to Student CVs, recognition on Student Job Fair and Luncheon web page, and brief intro video, logo and recognition on conference webpage. Every patron package that includes the Student Job fair, \$1250 of the patron fee will be donated to the IEEE Foundation-Signal Processing and Young Professionals Fund to support Students and Young Professional activities.

**Sustainability Patron \$5,000 USD** We recognise the importance of sustainability and have taken steps to reduce our environmental impact at the 2024 Conference. As a Sustainability Patron, your investment will contribute towards a number of sustainable initiatives such as utilising local suppliers, reducing plastic usage, providing enhanced digital options and reusable and/or compostable packaging at our catering stations. The opportunity includes your company name and logo listed as a sustainability patron on the conference website and materials and a half page advert within the conference programme.

## **Exhibitor Schedule**

### **Installation**

Monday, 15 April, 14:00–17:00

### **Welcome Reception**

There is a welcome reception the evening of Monday, 15 April and all registered exhibitors are cordially invited to attend on a complimentary basis.

### **Exhibition Hours**

Tuesday, 16 April, 09:00–17:00

Wednesday, 17 April, 09:00–17:00

Thursday, 18 April, 09:00–17:00

Friday, 19 April, 09:00–17:00

### **Dismantle**

Friday, 19 April, 17:00–20:00

## **Contact details**

**For further information and to book or express an interest in any of the patron opportunities, please contact  
Victoria Giordano & Chelsea Thomas:  
IndustryICASSP@associationsltd.co.uk**