



Very
Large
Data
Bases

VLDB 2021

**Sponsorships and Exhibitions
Prospectus**

The 47th International Conference on Very Large
Data Bases (VLDB 2021)

<https://vldb.org/2021>

Copenhagen, Denmark

August 16-20, 2021

Updates

- **November 14, 2019:** Initial version of the document.
- **December 8, 2020:** Revised version for hybrid conference.

Greetings

The VLDB International Conference, sponsored by the VLDB Endowment, is a top-tier annual conference for the database field, and 2021 will be its 47th meeting. It is one of three international conferences focused primarily on databases, along with SIGMOD (organized by ACM) and ICDE (organized by IEEE).

This will be the first hybrid version of VLDB with a meeting in Copenhagen, Denmark and a strong virtual presence. We expect constraints in terms of travel and social distancing due to the covid-19 pandemic. Despite the hardships and uncertainties, we are optimistic that VLDB 2021 will be an opportunity for our community to get back together. Attendees will get access to excellent science and fruitful interactions.

VLDB presentations cover a wide range of database technologies and systems, this year with a strong focus on data science, providing excellent opportunities for learning about state-of-the-art technologies and system trends in the database field and their applications to research and development.

In recent years, there has been increased focus on the importance of fostering human resources related to databases, big data, cloud computing, and Data Science. This necessitates continual monitoring of international trends in research and development, for which an international perspective is vital.

VLDB 2021 can provide our supporting companies and organizations with help in improving their presence and outreach both in person and via the conference virtual platform. Display booths provide further opportunities for to distribution information to domestic and international participants.

The VLDB 2021 Organizing Committee is eagerly anticipating your participation.

Philippe Bonnet and Pinar Tözün, General Chairs of VLDB 2021

Conference Overview

Conference name

The 47th International Conference on Very Large Data Bases

Abbreviation: VLDB 2021

Dates

Aug. 16 (Mon) – Aug 20 (Fri), 2021

Virtual Event Platform

Whova

Location

Tivoli Congress Center



Host organizations

VLDB Endowment

Professional Conference organizers

Kuoni

Previous VLDB Conferences

Aug. 31– Sept 4, 2020

Tokyo (Japan)



Aug. 26–30, 2019

Los Angeles (U.S.A.)



Aug. 27–31, 2018

Rio de Janeiro (Brazil)



Aug. 28–Sept. 1, 2017

Munich (Germany)



Sept. 5–9, 2016

New Delhi (India)



Aug. 31–Sept. 4, 2015

Hawaii (U.S.)



Sept. 1–5, 2014

Hangzhou (China)



Aug. 26–30, 2013

Riva del Garda (Italy)



Organizing Committee

The main members of the current organization are as follows.

Endowment Liaison	Thomas Neumann (Technical University Munich)
General Chair	Philippe Bonnet (IT University of Copenhagen) Pinar Tözün (IT University of Copenhagen)
Local Chairs	Yongluan Zhou (University of Copenhagen) Bin Yang (Aalborg University)
Diversity, Equity and Inclusion Chair	Sihem Ahme-Yahia (U.Grenoble)
Program Committee Chairs	Xin Luna Dong (Amazon, USA) Felix Naumann (Hasso Plattner Institute, University of Potsdam)
Associate Editors	Zackary Ives (University of Pennsylvania) Stratos Idreos (Harvard) Eugene Wu (Columbia) Jeffrey Xu Yu (Chines University of Hong Kong) Jingren Zhou (Alibaba Group) Paolo Pappoti (Eurecom) Martin Theoblad (Luxembourg) Rainer Gemulla (Mannheim) Ashraf Aboulnaga (QCRI) Jiannan Wang (Simon Fraser University) Graham Cormode (U.Edinburgh) Yufei Tao (Queensland) Zhifeng Bao (RMIT) Anastasia Ailamaki (EPFL) Jorge Quiane Ruiz (TU Berlin) Angela Bonifati (Lyon) Xuemin Lin Floris Geerts (University of Antwerp) Jun Yang (Duke University) Juliana Freire (NYU) Nesime Tatbul (MIT) Surajit Chaudhuri (Microsoft Research) Stefan Manegold (CWI) Arun Kumar (UCSD) Yi Chen (NJIT)

Tutorial Chairs	Gautam Das (University of Texas at Arlington) Ioana Manolescu (INRIA)
Industrial Chairs	Chen Li (UC Irvine) Malu Castellanos (Teradata) Feifei Li (Alibaba Group)
Demo Chairs	Torsten Grust (University of Tübingen) Guoliang Li (Tsinghua University) Yuanyuan Tian (IBM Research)
Panel Chairs	Susan Davidson (University of Pennsylvania) Theo Rekatsinas (University of Wisconsin, Madison)
Workshop Chairs	Kyuseok Shim (Seoul National University) Alexandra Meliou (University of Massachusetts, Amherst)
PhD Workshop Chairs	Tilmann Rabl (Hasso Plassner Institute) Phil Bernstein (Microsoft Research)
Sponsorship Committee	Yunpeng Chai (Renmin University)
Chairs	Aditya Parameswaran (UC Berkeley) Carsten Binning (TU Darmstadt) Anand Deshpande (Persistent)
Proceedings Chairs	Thorsten Papenbrock (Hasso Plassner Institute) Matthias Boehm (Graz University of Technology)
Web Chair	Angelos Christos Anadiotis (EPFL)
Publicity Chair	Aaron Elmore (U.Chicago)
Digital Platform Chairs	Danica Probic (Oracle) Abdul H Quamar (IBM)
Registration Chair	Renata Borovica-Gajic (U.Melbourne)

Outline of the Conference

The organization committee of VLDB 2021 is committed to a 24 hours program, organized in two blocks: a Copenhagen block with virtual presence (9am-6pm Copenhagen time) and a virtual block (8am-5pm PST).

Overall conference schedule (draft)

Aug. 16 (Mon)

Workshops and tutorials

Reception (evening): Tivoli Congress Center (<https://www.tivolicongresscenter.com>)

Aug. 17 (Tue)

Keynote lecture 1 (plenary session)

Research paper sessions, industrial paper sessions, demonstrations, panel discussions

Poster reception (evening): Tivoli Congress Center

Aug. 18 (Wed)

Keynote lecture 2 (plenary session)

Research paper sessions, industrial paper sessions, demonstrations, panel discussions

Poster reception (evening): Tivoli Congress Center

Banquet: Langelinie Pavillionen (<https://langelinie.dk/en/>)

Aug. 19 (Thu)

Awards and business meeting (plenary session)

Research paper sessions, industrial paper sessions, demonstrations

Poster reception (evening) and VIP dinner: Tivoli Congress Center

Aug 20. (Fri)

Workshops

Expected number of participants: 400 in person and 2000 virtually

Note: We will be capable of hosting up to 1,000 participants.s

Number of presentations: (based on the data of VLDB 2017)

Keynote speeches: 2 (In addition, lectures by each prize winner)

Panels: 1

Research papers: 141

Industrial papers: 20

Tutorials: 8

Demonstrations: 35

In addition to the above, 10 workshops (one of which will be a Ph.D. workshop)

Conference composition

The structure of the Copenhagen block will be classical for a conference, with plenary sessions and up to 7 parallel sessions. The organization committee is exploring how to best foster interactions in the virtual block.

- (1) **Keynote speeches:** Multiple lectures by noteworthy top-level researchers and developers.
- (2) **Research paper presentations:** Presentations of the results of cutting-edge research. Note that only papers that have been submitted to and accepted by that year's issue of the journal *Proceedings of the VLDB (PVLDB)* are qualified for presentation at the VLDB conference.
- (3) **Industrial paper presentations:** Primarily presentations related to systems technologies in the industrial sector. As with research papers, industrial papers must have been accepted by *PVLDB*, but submissions are not accepted throughout the year. Instead, they are accepted in conjunction with hosting of the VLDB conference. Note that VLDB conferences in recent years have not established separate industrial sessions, but have presented industrial papers along with presentation sessions for research papers on similar topics.
- (4) **Demonstrations:** Demonstrations of cutting-edge technologies and systems. As with industrial papers, submissions and acceptance are for that year's VLDB conference.
- (5) **Tutorials:** Commentaries about cutting-edge database technologies presented by researchers well-versed in the field.
- (6) **Panel discussions:** Panel discussions by top-level researchers and developers on topics related to database technologies.
- (7) **Poster sessions:** Poster presentations with oral descriptions of research and industrial papers, allowing opportunities for more detailed descriptions than are possible in presentations.
- (8) **Workshops:** Proposed workshops on individual topics held in conjunction with the VLDB conference, along with presentations and discussions focusing on those themes.
- (9) **Banquet:** A social event for deepening interaction between conference participants.
- (10) **Exhibitions:** Corporate-sponsored booths useful for public relations and recruiting related to corporate systems.

Timetable (draft for Copenhagen Block)

Day 1	9:00–18:00	WS1	WS2	WS3	WS4	WS5	WS6	WS7
	18:00–20:00	Welcome Reception						
Day 2	8:30–10:00	Welcome + Keynote1						
	10:00–10:30	Coffee Break						
	10:30–12:00	A1	Tutorial 1	Demo A	B1	C1	D1	E1
	12:00–13:30	Lunch						
	13:30–15:00	A2	Tutorial 2	Demo B	B2	C2	D2	E2
	15:00–15:30	Coffee Break						
	15:30–17:00		Tutorial 3	Demo C	B3	C3	D3	E3
	17:00–18:00	Poster Reception						
	18:00– ...	VLDB Endowment Dinner						
Day 3	8:30–10:00	Keynote2 (+ Endowment Business Meeting)						
	10:00–10:30	Coffee Break						
	10:30–12:00	Panel	Tutorial 4	Demo D	B4	C4	D4	E4
	12:00–13:30	Lunch						
	13:30–15:00	A2	Tutorial 5	Demo A	B5	C5	D5	E5
	15:00–15:30	Coffee Break						
	15:30–17:00		Tutorial 6	Demo B	B6	C6	D6	E6
	17:00–18:00	Poster Reception						
	18:00–21:00	Banquet						
Day 4	8:30–10:00	Awards + Talk						
	10:00–10:30	Coffee Break						
	10:30–12:00	A7	Tutorial 7	Demo C	B7	C7	D7	E7
	12:00–13:30	Lunch						
	13:30–15:00	A8	Tutorial 8	Demo D	B8	C8	D8	E8
	15:00–15:30	Coffee Break						
	15:30–17:00		Tutorial 9	F9	B9	C9	D9	E9
	17:00–18:00	Poster Reception						
18:00– ...	VIP Dinner							
Day 5	9:00–18:00	WS1	WS2	WS3	WS4	WS5	WS6	WS7

Sponsorships

Sponsor categories

We refer to companies and organizations supporting VLDB 2021 through sponsorships as “sponsors.” There are two sponsor categories:

1. **Basic sponsors:** Organizations providing non-specific support through diamond, platinum+ (platinum plus), platinum, gold, silver, or bronze sponsorships.
2. **Special sponsors:** Organizations providing support for specific aspects of the conference, such as poster receptions and coffee breaks.

Please feel free to contact the VLDB 2021 Sponsor Committee with any questions regarding becoming a sponsor.

Sponsor and exhibit applications

- The deadline for inclusion in the conference program is expected to be in late June 2021. Please note that sponsor and exhibit applications submitted after that date may result in being omitted from the program.
- Please make inquiries and applications as VLDB 2021 sponsors as early as possible so that your company name and logo can be displayed for the longest time possible.
- We will contact applicants with further information about supplying banner ad files and complimentary badges after receiving applications.

Common Sponsor Benefits

All sponsors will receive the following benefits:

- Listing of your company name and logo as a VLDB 2021 sponsor on the whova platform.
- Listing of your company name and logo as a VLDB 2021 sponsor on the official conference website, along with a link to your organization’s website.
- Listing as an official sponsor on a special banner stand during the conference.
- Permission to use the VLDB 2021 conference logo until the end of August 2021.

VLDB 2021 Basic Sponsors

	Fee (EUR)	Full registration	Sponsor page on whova	Logo on Banner at conference	Exhibitor page on Whova	Acks at conference	Acks In press release	Booths (1.8 × 1.8 m)	Exhibitor w/o registration	Ads on whova
Platinum	20000	5	○	○	○	○	○	1	2	○
Gold	10000	4	○	○	○	-	-	1	1	-
Silver	5000	3	○	-	○	-	-	1	-	-
Bronze	3000	2	○	-	-	-	-	-	-	-

Platinum Sponsors (20000 EUR)

Platinum Sponsors receive the following benefits:

- Up to five full registrations for VLDB 2021
- Display of a banner (height 2 m × width 1 m) in a dedicated area in the conference hall while the conference
- Oral recognition as a Platinum Sponsor in the opening and closing sessions
- Admission of two persons in the exhibition space without full conference registration
- One 1.8 × 1.8 m dedicated booth
- Sponsor page with corporate logo and a company description of up to 75 words on Whova
- Exhibitor page on Whova
- Banner ad on Whova (ad artwork should be supplied by the sponsor)
- Logo displays larger than those for Gold Sponsors
- Acknowledgment in press releases

Gold Sponsors (10000 EUR)

Gold Sponsors receive the following benefits:

- Up to four full registrations for VLDB 2021
- Display of a logo on a banner in a dedicated area in the conference hall while the conference

- Admission of one person in the exhibition space without full conference registration
- One 1.8 × 1.8 m dedicated booth
- Sponsor page with corporate logo and a company description of up to 75 words on Whova
- Exhibitor page on Whova
- Logo displays larger than those for Silver Sponsors

Silver Sponsors (5000 EUR)

Silver Sponsors receive the following benefits:

- Up to three full registration for VLDB 2021
- Sponsor page with corporate logo and a company description of up to 75 words on Whova
- Exhibitor page on Whova
- Logo displays larger than those for Bronze Sponsors
- Distribution of your company's pamphlet to participants through insertion in the conference bag (up to A4 size, two sheets, folded or unfolded)

Bronze Sponsors (Fee: 3000 EUR)

Bronze Sponsors receive the following benefits:

- Up to two full registration for VLDB 2021
- Sponsor page with corporate logo and a company description of up to 75 words on Whova

Special Sponsors

In addition to basic sponsorships, organizations can also support VLDB 2021 through special sponsorships.

These can be either individual sponsorships or combined with basic sponsorships. Alongside the various forms of support, these sponsorships can help promote your company and its sales. Fees for special sponsorships are reduced by 20% when applied for in conjunction with a Basic Sponsorship.

Primary benefits for VLDB 2021 Special Sponsors

	Fee (EUR)	Availability	Logo	Banner display	Other benefits
Lunch	20000	3	○	○	<ul style="list-style-type: none"> ● 3 min. speech at the lunch area ● 2 lunch badges ● Proposal of lunch menu
Poster reception	15000	3	○	○	<ul style="list-style-type: none"> ● Company posters at 4 locations in the poster reception area ● 2 poster reception badges
Workshops	10000	6	○	○	<ul style="list-style-type: none"> ● Introduction as a sponsor to workshop participants ● 2 workshop participant badges
Refreshment breaks	7500	6	○	○	<ul style="list-style-type: none"> ● Display of company information and products in the refreshment break area
Stationery and novelty goods	3000	5	○	–	<ul style="list-style-type: none"> ● Inclusion of pens, stationery, and novelty goods in the conference bag ● We may make adjustments for duplicated content
Bag inserts	1000	10	○	–	<ul style="list-style-type: none"> ● Inclusion of your company's pamphlet in the conference bag
Exhibits	2000	5	○	–	<ul style="list-style-type: none"> ● Provision of a 1.8m × 1.8 m dedicated booth with a table ● One registration as an exhibitor

Lunch Sponsors (3 openings; fee: 20000 EUR)

- A representative of your company can give a three-minute speech during the lunch. (A microphone will be provided. Please make arrangements for any other equipment.)
- Display of your company's logo on a screen during the lunch.
- Display of a banner (height 2 m × width 1 m) during the lunch.
- Issuance of two lunch badges. (These badges are good for lunch only; they are not valid for other sessions or meals.)
- Provision of lunch for participants, and proposal of the lunch menu.
- Please consult with the Organizing Committee Secretariat regarding the lunch menu and cost (supplied by the sponsor).

Poster Reception Sponsors (3 openings; fee: 15000 EUR)

- Display of company logo on all poster boards in the poster session.
- Company posters at 4 locations in the poster reception area. (Sponsors provide posters.)
- Display of a banner (height 2 m × width 1 m) during the poster session.
- Issuance of two poster reception badges. (These badges are good for the poster session only; they are not valid for other sessions or meals.)

Workshop sponsors (6 openings; fee: 10000 EUR)

- Oral introduction by the workshop moderator as a sponsor at the beginning and end of the workshop.
- Display of company logo on screens in each session room at workshop completion.
- Display of a banner (height 2 m × width 1 m) during the sponsor-hosted workshop.
- Issuance of two workshop badges. (These badges are good for the workshop only; they are not valid for other sessions or meals.)

Refreshment Break Sponsors (6 openings; 7500 EUR)

- Display of company name during refreshment break sessions.
- Display of company logo and name at a size allowing for display on the menu tables during refreshment break sessions.
- Display of a banner (height 2 m × width 1 m) during the refreshment break session.

Stationery and Novelty Goods Sponsor (5 openings; fee: 3000 EUR)

- Inclusion of sponsor-supplied pens, stationery, or novelty goods in the conference bags distributed to all participants.
- Note that we may make adjustments in the case of duplicated content.

Bag Insert Sponsors (10 openings; fee: 1000 EUR)

- Distribution of sponsor-provided pamphlets to participants through insertion in the conference bag. (Up to A4 size, two sheets, folded or unfolded).

Exhibition Sponsors (5 openings; fee: 2000 EUR)

- Inclusion of company logo in the conference program.
- Listing of company logo on the conference website.
- Provision of a 1.8m × 1.8 m dedicated booth with a table in the conference hall.
- Full registration of one person as an exhibitor.

Sponsorship Applications

Thank you for your interest in applying as a VLDB 2021 sponsor. The following describes procedures for application as a VLDB 2021 sponsor. Please submit applications and inquiries to the VLDB sponsorship contact at the following email address: vldb2021@kuoni-congress.com

Please contact us via email with any questions about sponsoring VLDB 2021 or sponsorship benefits. It would also be helpful if you could let us know of your intention to become a sponsor, even before you make a formal application.

1. An application for sponsorship can be found on the following pages. Please fill in the necessary details and submit applications as an email attachment to the VLDB sponsorship contact at the address above. Please also contact us at this email address if you need a copy of the application form in Microsoft Word format.
2. After submitting your application, please follow the instructions we send to you regarding bank wires for payment of sponsorship fees.
3. The VLDB 2021 website is currently being prepared, and we expect to launch it in September 2018. Please contact us regarding posting of your logo after the website launch.

We look forward to support from many companies and organizations.

We thank you for your support and cooperation.

VLDB 2021 Sponsorship Application

Note: Please submit your application.

or application.

	Company or organization name	
(Please provide name as it should be listed in printed materials.)		
Sponsorship type	Standard Sponsorship	<input type="checkbox"/> Platinum (20000 EUR) [<input type="checkbox"/> No. of exhibit booths (0 or 1): ____] <input type="checkbox"/> Gold (10000 EUR) [<input type="checkbox"/> No. of exhibit booths (0 or 1): ____] <input type="checkbox"/> Silver (5000 EUR) <input type="checkbox"/> Bronze (3000 EUR)
	Special Sponsorship	<input type="checkbox"/> Lunch (20000 EUR) <input type="checkbox"/> Poster reception (1500 EUR) <input type="checkbox"/> Workshop (10000 EUR) <input type="checkbox"/> Refreshment break (75000 EUR) <input type="checkbox"/> Stationery and novelty goods (3000 EUR) <input type="checkbox"/> Bag insert (1000 EUR) <input type="checkbox"/> Exhibit (2000 EUR per booth): ____ booths
Sponsor benefits (common)		<ul style="list-style-type: none"> • Company or organization name (_____)/ <input type="checkbox"/> Include logo / <input type="checkbox"/> Do not include logo * Please submit logo artwork files at an appropriate printing resolution in .jpeg format
		Use of VLDB 2021 official logo <input type="checkbox"/> Will use <input type="checkbox"/> Will not use <input type="checkbox"/> To be determined
Contact		Name
		Postal Address
		Division or department
		Email
		Telephone number
Questions, etc.		

Thank you for your cooperation!

Regarding use of private information

All private information received will only be used for communications related to the 47th International Conference on Very Large Data Bases (VLDB 2021). No disclosures to third parties will be performed without the express consent of persons involved.

Submit applications to:

Kuoni Congress

C/Adressadors, 13-2º, pta 3

Valencia, Spain

To: Raquel Fornés

Telephone: +34 678 846 602

Email: VLDB2021@kuoni-congress.com