

**Sponsorship and Exhibition prospectus**



Future Internet  
Conference Week

13 – 17 December 2010  
ICC, Ghent, Belgium  
[www.fi-week.eu](http://www.fi-week.eu)



**Organized by:**



connect.innovate.create

*in collaboration with* **Bell Labs**



FUTURE  
INTERNET  
ASSEMBLY



## Concept of the Future Internet Conference Week

The Internet has become one of the most critical infrastructures of the 21st century, and by supporting social and economic developments it will enable a truly knowledge-based society. The complex infrastructures sustaining public services such as health, mobility, environmental monitoring or energy management can be made 'smart', i.e. much more efficient and sustainable, when the internet is fully integrated into their basic functions and processes. While incremental approaches are critical, they will ultimately fail to keep pace.

A more ambitious and visionary solution is required to achieve targets in the long term. This can only be obtained, however, if technological roadblocks are overcome through multidisciplinary and open innovation approaches. The large-scale integration of multiple technologies calls for a rethink of the internet architecture. Trust and security are also key aspects where answers are needed. And beyond technological issues, the restructuring of business and social interaction processes could provide a golden opportunity to boost European competitiveness.

A comprehensive approach to the digital society and economy will encompass the Future Internet, as one of the main building blocks to succeed. For the development of such an approach it is crucial that not only governments but also industries and the research communities join forces and interact to ensure maximum cross-fertilization.

The Belgian EU presidency in the second half of this year presents a unique opportunity to enable such interaction and cross-fertilization during a full week of ICT activities, related to different aspects of the future internet and supported by different organizations. This will enable an exchange of ideas across different disciplines and communities. The "Future Internet Conference Week" will therefore offer a program of back-to-back conferences, meetings and workshops related to the different topics of interest to the organizations involved and their stakeholders.

The objectives of the different platforms are clearly complementary. A common denominator of the week will be that internet-based services are a key driver of growth for the ICT industry and that a pull-approach in R&D is crucial to further enhance the competitive position of Europe in the world.

## Organizing parties

The following organizations will hold their yearly or bi-annual conferences during this conference week:

- IBBT ([www.ibbt.be](http://www.ibbt.be)) iMinds conference ([www.iminds.be](http://www.iminds.be)) in collaboration with Bell Labs
- Bell Labs ([www.alcatel-lucent.com/bell-labs](http://www.alcatel-lucent.com/bell-labs)) Open Days ([www.bell-labs.be](http://www.bell-labs.be))
- the European Network of Living Labs (ENoLL; [www.openlivinglabs.eu](http://www.openlivinglabs.eu))
- the FIRE community (Future Internet Research and Experimentation; <http://cordis.europa.eu/ist/fet/comms-fire.htm>)
- the FIA community (Future Internet Assembly; <http://www.future-internet.eu>)
- ServiceWave 2010

**IBBT** focuses strongly on the link between ICT technology and its application domains. It recognizes that software, communication technologies & networking, service platforms, etc. are a crucial component for a number of industries such as health-care, mobility and media.

**Bell Labs** helps to weave the technological fabric of modern society. Its scientists and engineers make seminal scientific discoveries, launch technological revolutions that reshape the way people live, work and play, and continue to build the most advanced and reliable communications networks in the world. Bell Labs recently announced the formation of the GreenTouch initiative. As a platinum sponsor, Bell Labs complements IBBT's focus with an industrial perspective.

The **Future Internet Assembly** brings together European researchers to work jointly on technical and non-technical issues in the developments of the Future Internet. More than 95 projects, investing Euro 600 million and mobilizing a community of some 300 experts, are active in shaping the European Future Internet vision. IBBT is an active member of the FIA community.

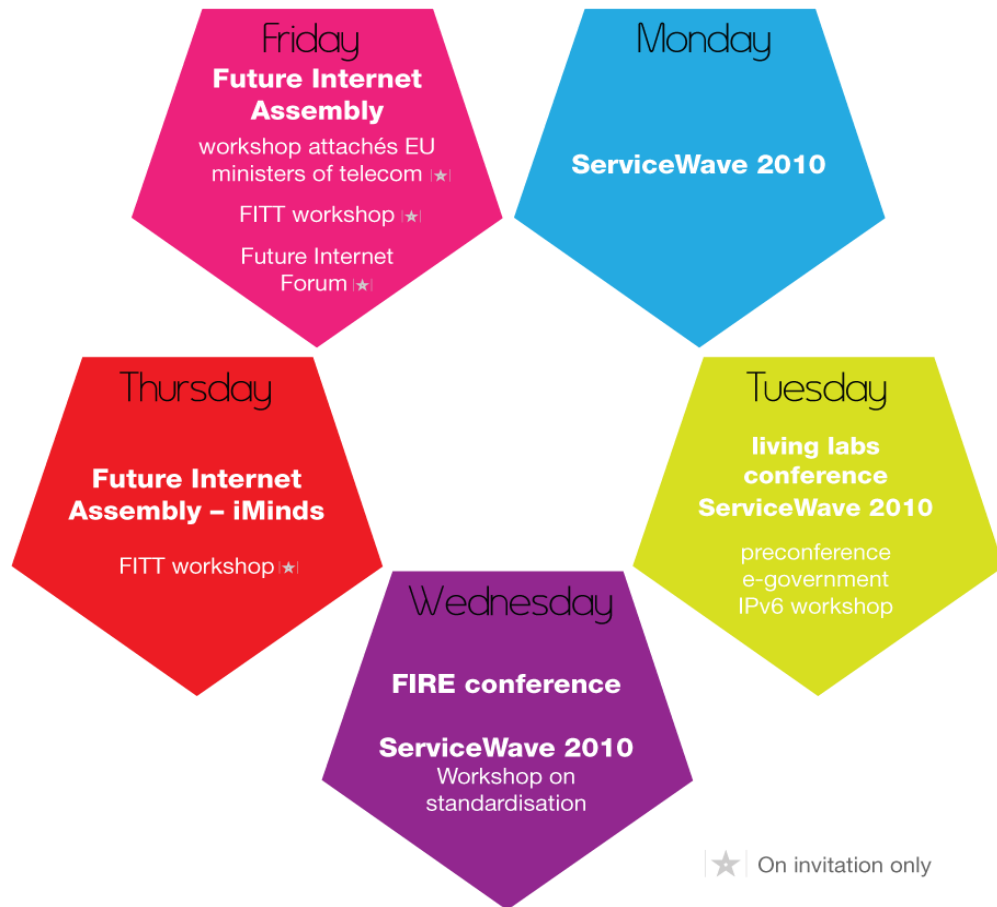
The **FIRE** and **ENoLL** organizations focus on enabling infrastructures for the internet applications of the future. New internet architectures, protocols and services need early experimentation and testing in large-scale environments. Living Labs are open innovation environments in real-life settings, in which user-driven innovation is fully realized in the co-creation process of new services, products and societal infrastructures. With its iLab infrastructure IBBT is an active member of the FIRE and ENoLL communities.

Following its successful editions in 2008 and 2009, **ServiceWave** will hold its third conference in Ghent. It offers a unique opportunity for academic researchers and industry practitioners to report on groundbreaking research work and to present industrial trends in service oriented computing. With a call for scientific and industry papers, proceedings published by Springer Verlag, workshops, demonstrations and industrial panels, this is a unique venue to be part of the future of the Internet of Services. ServiceWave 2010 is organized by the European Technology Platforms eMobility, EPoSS, ISI, NEM and NESSI, as well as Spanish national platform INES, the IT-Tude community and network of excellence S-Cube with the support of the Paluno Institute and IBBT as hosting partner.

Clearly these communities reach out to complimentary, but related audiences and share common interests. By locating their events into this one week and by sharing certain logistics or even sessions, synergies can be obtained and an attractive program for a broad international audience can be created, which can enrich the individual events and provide additional value for the participants. The Future Internet Conference Week during the Belgian presidency will enable these organizations to connect with a broad audience of policy makers, companies and research organizations and to increase their visibility to the European Commission.

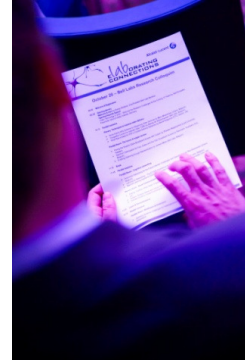
The numbers of people attending previous individual conferences amount to 900 for iMinds (IBBT), 300 for Bell Labs Open Days, 350 for FIRE/Living Labs, 300 for FIA, and 300 for ServiceWave. A number of **related activities** will also be held at the premises, so as to ensure maximal cross-fertilization. During the Future Internet Conference week some 2500 high level professionals are expected to participate in the different activities. The week will therefore enable the organizing parties and their partners to connect to and interact with communities beyond their traditional boundaries.

## Future Internet Conference week (December 13-17 2010) – draft program



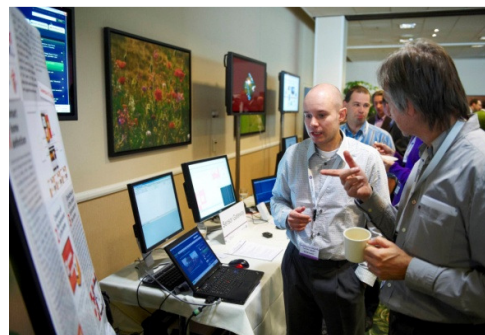
## FIA & iMinds (Thursday Dec 16<sup>th</sup>) - draft program

- **9:00 – 10:30 Joint plenary session FIA conference & iMinds conference**
  - Welcome (FIA speaker & Wim De Waele, CEO IBBT)
  - Keynote speech: [Peter Hirshberg](#) (Silicon Valley executive & entrepreneur)
  - INCA award ceremony: Ingrid Lieten, Flemish government
- **10:30 – 11:00 Coffee break**
- **11:00 – 12:30 Break-out sessions FIA / iMinds session**
- **12:30 – 14u30 Networking lunch & demo's**
- **14:30 – 16:30 Break-out sessions FIA & iMinds**
- **17:00 – 18:15 Joint plenary session FIA conference & iMinds conference**
  - The business view: [Ben Verwaayen](#), CEO Alcatel-Lucent
  - The government view: [Neelie Kroes](#), European Commissioner for Digital Agenda



### Demo's & networking opportunities

During coffee breaks, lunch and walking dinner, participants will have ample opportunity to enjoy the different boots and demo's and maybe have a chat to one of the speakers in the speakers corner, or any of our other partners and staff members at the spinning plaza and partner & projects square. A number of lounge areas will provide them with the possibility to have a somewhat more quiet chat amongst each other. Wireless internet will be provided throughout the venue.



## INCA competition

ICT companies no longer are the only driving force behind innovation in the sector. We are evolving towards a digital economy. The success of projects characterized by interdisciplinarity, focus on design, user involvement, market-orientation and flexibility testify to this. IBBT takes it a step further and reached out to developers and creative individuals who often construe quite marketable projects in a very short time span and with very little budget.

With the presentation of [INCA \(Innovation & Creativity Award\)](#) we search for both local and international talent eager to take on the challenge of demonstrating that new forms of innovation are possible and do result in successes when put into practice. The 2009 launch edition was a big success, with over 40 qualitative applications received. [Twoddler](#), the INCA winning project enabling toddlers to tweet to their parents based on their playing behavior, has been making world-wide headlines recently, and proves that a cross-fertilization between creativity, design and technological development can lead to ground-breaking ideas. In 2010 we would like to repeat this effort on a European scale.



## 2009 editions

- iMinds: You can get an impression of the atmosphere and have a look at the photos and video footage of the 2009 edition here: <http://events.ibbt.be/iminds/index.php?setlang=en>
- INCA 2009: For more information on the 2009 edition of the INCA competition (INovative & Creative Applications: <http://www.inca-award.be/>)
- Bell Labs Open Days 2009: <http://www.bell-labs.be/>

## Other conferences - draft program

Further details on the programs of the other conferences, workshop and activities are to follow soon:

- FIA conference: [www.fi-ghent.eu](http://www.fi-ghent.eu) (2009 edition, Stockholm: <http://www.fi-stockholm.eu/> )
- FIRE and living labs (2009 edition, Lulea: <http://www.wu.cdt.ltu.se/fireandlivinglabs09/> )
- ServiceWave: <http://servicewave.eu/2010/> (2009 edition, Stockholm: <http://www.icsoc.org/>)
- Preconference e-gov (2009 edition, Malmö: <http://www.edemocracy-forum.com/2009/11/egovernment-malmo.html>) – leading up to the e-gov conference in Brussels (15-16 Dec)
- Standardization workshop, Workshop VRT Medialab & MediaNet Vlaanderen: to follow soon
- IPv6 workshop, Workshop Attachés of the Ministers of Telecom, FITT workshop, NESSI general assembly and Future Internet Forum – on invitation only

## Conference Venue

The conference is held at the International Convention Center (ICC) Ghent, Belgium. The ICC Ghent lies in a tranquil oasis in the middle of Ghent's largest park and green lung: the Citadel Park. It's situated near the international railway station Ghent St. Pieters and at walking distance from the historical city center. The ICC Ghent is committed to being a green company, so as to deal with the environment and energy in a rational way.

For more information: [www.iccghent.com](http://www.iccghent.com)

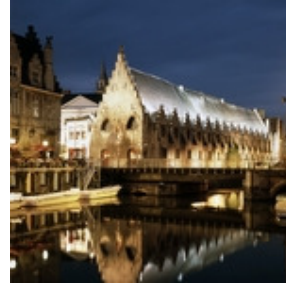


Hotels will be prebooked for the participants, so as to become attractive rates and make sure of plenty availability.

## Ghent: so much city

Ghent is a city of many layers and dimensions. Its rich diversity takes many forms: knowledge and innovation, history and culture. It is also a great place to live and work, shop and play ... Above all, Ghent is authentic and varied and its abounding contrasts are what make it so genuine and fascinating.

Ghent is a city of knowledge and innovation whose large university collaborates with renowned research institutions, delivering hundreds of highly qualified professionals each year. The University of Ghent is internationally well-known for its innovative research in the fields of genetic and biological engineering, micro-electronics and medicine. That research has given rise to the formation of many young enterprises and university spin-offs, leading to clusters of innovative companies and knowledge centres. Those create synergies, attract investments and stimulate economic growth. For several decades Ghent has been an important industrial centre as well. This has been enhanced by a good infrastructure and accessibility via the inland port. The Ghent-Terneuzen Canal links our city to the North Sea.



Ghent's arts and cultural scenes are rich and diverse, offering impressive collections, multifarious architectural styles, monuments and art treasures. No other city in Belgium has as many listed monuments. Ghent is home to around thirty museums and art institutions. Aside from art lovers, there is something to suit everyone's taste. Fans of performing arts, dance, film and music are guaranteed an interesting stay. The city is also famous for a number of leading cultural events and festivals. The Flanders International Film Festival is internationally renowned and attracts thousands of national and international film enthusiasts. The annual Ghent Festival is Europe's largest city festival, attracting on average 1.5 million visitors per year. Ghent has a lively music scene that encompasses a wide range of music genres. It has been recognized as 'Creative City of Music' by UNESCO, which praised the city's rich tradition and inclusive approach to culture.

For more information: [www.visitgent.be](http://www.visitgent.be)

## Sponsorship packages

### Future Internet Conference Week

Sponsorships span across the entire Future Internet Conference Week. Sponsors will receive maximum visibility throughout the week, and will automatically receive the same sponsor level for each of the individual conferences, with all the benefits attached.

#### Platinum partner – 100.000 € (Alcatel-Lucent – 1 more available)

- 40 m<sup>2</sup> of exhibition ground
- First priority in choice of booth location
- Five full conference registrations for each conference
- Three exhibitor registrations for each conference
- Two invitations for the iMinds executive dinner (high level networking event - invitation only)
- Acknowledgement in all conference publications & mailings
- Company logo displayed in the Auditorium and in the networking areas
- Company logo displayed on the front page of the website
- Two inserts in the conference bag
- Partner can provide own conference bag with company logo
- Participation in the organizing committee

#### Gold partner – 50.000 € (only 4 available)

- 20 m<sup>2</sup> of exhibition ground
- Second priority in choice of booth locations
- Three full conference registrations for each conference
- Two exhibitor registrations for each conference
- One invitation for the iMinds executive dinner (high level networking event - invitation only)
- Acknowledgment in all conference publications & mailings
- Company logo displayed in the Auditorium and in the networking areas
- Company logo displayed on the front page of the website
- One insert in the conference bag

#### Silver partner – 25.000 € (only 5 available)

- 10 m<sup>2</sup> of exhibition ground
- Two full conference registrations for each conference
- One exhibitor registration for each conference
- One invitation for the iMinds executive dinner (high level networking event - invitation only)
- Acknowledgment in all conference publications & mailings
- Company logo displayed in the Auditorium and in the networking areas
- Company logo displayed on the front page of the website
- One insert in the conference bag

## **Bronze partner - 5.000 € - 20.000 €**

Bronze partners can choose between a package for the entire conference week, or for an individual conference. Barter-agreements are also possible when (part of) the value is presented in kind by the partner.

### **Conference week bronze packages**

	<b>20.000 Euro</b>	<b>15.000 Euro</b>	<b>10.000 Euro</b>	<b>5.000 Euro</b>
exhibition ground	10 m <sup>2</sup>	8 m <sup>2</sup>	6 m <sup>2</sup>	6 m <sup>2</sup>
full registration	2	1	1	0
exhibitor registration	1	1	1	1
logo in conf. Publications & mailings	YES	YES	YES	YES
logo @ auditorium and networking areas	YES	YES	YES	YES
logo @ website	YES	YES	YES	YES
One insert in the conference bag	YES	YES	YES	YES

### **Individual conference bronze packages**

	<b>20.000 Euro</b>	<b>15.000 Euro</b>	<b>10.000 Euro</b>	<b>5.000 Euro</b>
exhibition ground (special area)	20 m <sup>2</sup>	15 m <sup>2</sup>	12 m <sup>2</sup>	10 m <sup>2</sup>
full registration	3	2	1	1
exhibitor registration	2	2	2	1
logo in conf. Publications & mailings	YES	YES	YES	YES
logo @ auditorium and networking areas	YES	YES	YES	YES
logo @ website	YES	YES	YES	YES
One insert in the conference bag	YES	YES	YES	YES

## **Supporting partner**

Supporting partners will bring the Future Internet Conference Week to the attention of their members and partners through all the regular communication channels at their disposal: website, newsletters, direct mailings, etc.

In return, they will be acknowledged as supporting partner in all conference publications & mailings, and on the conference websites.

## **Media partner**

Media companies willing to provide audiovisual materials and coverage to the amount of any of the packages above, will be treated equally.

Supported by



Alcatel·Lucent

Platinum partner:



Gold partner:



Silver partner:



Bronze partner:



Media partner:



Supporting partner:

