



Sponsorship Opportunities at the 19th Annual Workshop of the Australasian Language Technology Association

TBA

8th - 10th December 2021

The Australasian Language Technology Association (ALTA) invites organisations or institutions to provide full or part support for the ALTA Workshop. Sponsorship of the ALTA Workshop provides exposure of an organisation's product or services to the leading Natural Language Processing (NLP) and Information Retrieval (IR) research staff and students in the Australasian region and beyond.

A number of sponsorship opportunities exist as outlined below. The ALTA Workshop organisers are happy to discuss other options to tailor the opportunity to your organisation.

Quick Facts

- ALTA is the premier professional organisation for language technology in Australasia, with a membership of more than 200 researchers and professionals.
- ALTA 2021 is the 19th workshop in the current format and the continuation of an event that has existed under various guises since the 1990s.
- ALTA 2021 will include keynote(s) from internationally recognised experts, plus a tutorial.
- ALTA 2020 sponsors included SINTELIX, Google, and Department of Defence.

About ALTA and the ALTA Workshop Event

ALTA exists to promote Language Technology (including NLP and IR) research and development in Australia and New Zealand. In particular, ALTA has an interest in supporting the relationship between academia and industry for this field.

The ALTA workshop has served as the primary regional academic forum for Australians and New Zealanders actively participating in Language Technology research and development activities. In addition to the main workshop programme, ALTA typically offers tutorials on specialist topics to provide additional training opportunities for the wider community.

About the ALTA Workshop Audience

Sponsorship of all or part of the three day program provides an excellent opportunity to publicise an organisation's product, service or recruitment push with an NLP and IR audience. The ALTA Workshop's double blind peer-review process and a panel of international reviewers attracts workshop participants of a highest research calibre who are interested in topics such as business intelligence, dialogue, social media mining, information extraction,

information retrieval, machine translation, text summarisation, text mining and machine learning, to name but a few.

This year, we expect ALTA 2021 to include more than 20 papers and posters containing original research from the Australasian region including students, academic researchers, and participants from industry. Last year, ALTA included authors from top Australian universities (for example, ANU, UNSW, UTS, Macquarie University, Melbourne University, Monash University, RMIT and Queensland University), national labs (CSIRO).

Benefits of Sponsorship

Sponsors accrue several benefits through this strategic investment:

- Enhancing the visibility and reputation of the sponsor within the Language Technology community.
- Interacting with key Language Technology researchers and academics that influence research directions in Australia/New Zealand.
- Gaining access to the people who influence future Language Technology practitioners in Australia and in so doing improving the sponsor's recruiting advantage.

The ALTA Workshop benefits from sponsorship support as follows:

- Conference fees for faculty and students are kept as low as possible, allowing more people to attend than might otherwise be possible.
- Ability to invite internationally-recognised leaders in Language Technology research to give invited keynote speeches.
- Contribute to a fund that supports students from around the world on mentoring and travel, making it possible for these current and future Language Technology researchers to benefit from the ALTA Workshop at a formative stage in their careers.
- Support online platforms for better interaction between students, researchers, and industry practitioners

Suggested Sponsorship Levels

Bronze Level: \$500 AUD

- logo on conference website
- logo on all published materials
- insert in digital promotional materials to our members

Silver Level: \$1000-\$1500 AUD

- logo on conference website
- logo on all published materials
- insert in digital promotional materials to our members
- single participant registration

Gold Level: \$2000 AUD

- logo on conference website
- web presence on the conference website
- logo on all published materials
- insert in digital promotional materials to our members
- display logo on Zoom and Gather.town virtual background

Platinum Level: \$4000 AUD

- logo on conference website

- web presence on the conference website
- logo on all published materials
- insert in digital promotional materials to our members
- display logo on Zoom and Gather.town virtual background
- technology pitch slot at shared conference session
- booth at Gather.town to directly speak to participants

Other sponsorship ideas might include prizes for the best paper or funding to organise and run a shared task. If you are interested in sponsorship or would like to propose an alternative sponsorship arrangement, please contact Afshin Rahimi or William Lane (ALTA 2021 co-chairs).

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