ICPM 2024
Sponsorship packages
v. 2024-05-24

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Welcome to Copenhagen!

I am pleased to welcome you to Copenhagen for the 6th International Conference on Process Mining (ICPM 2024). I am thrilled to announce that the 2024 edition of ICPM is set to take place at the Technical University of Denmark, in Kgs. Lyngby, from October 14 to 18, 2024.

DTU is recognized internationally as a leading university in the areas of the technical and the natural sciences, renowned for its business-oriented approach, a focus on sustainability, and an amazing study environment. The conference will take place at the Lyngby campus.

ICPM has solidified its reputation as the leading event where process mining vendors, consultants, customers, end-users, and researchers can come together to share insights, foster innovation, and explore new frontiers in the field. Staying true to the legacy of previous conferences, ICPM 2024 will provide an extensive program encompassing both industry and scientific facets, along with various sponsorship and exhibition opportunities.

More information can be found at https://icpmconference.org/2024/.

Andrea Burattin
ICPM 2024 General Chair
## Tentative calendar

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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</thead>
<tbody>
<tr>
<td>Workshops</td>
<td>Conference</td>
<td>Industry days</td>
<td>Conf.</td>
<td>Industry days</td>
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<td>Industry days</td>
<td>Doctoral consortium</td>
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<tr>
<td>Lunch</td>
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<tr>
<td>Workshops</td>
<td>Demo</td>
<td>Conference</td>
<td>Conference</td>
<td>Industry days</td>
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<td></td>
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<td></td>
<td>Industry days</td>
<td>Doctoral consortium</td>
</tr>
<tr>
<td>Reception</td>
<td>Social dinner</td>
<td>SC dinner</td>
<td>PhD Party</td>
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</tbody>
</table>

- **Monday**: Workshops, Conference
- **Tuesday**: Lunch, Conference
- **Wednesday**: Lunch, Industry days
- **Thursday**: Conference, Industry days
- **Friday**: Doctoral consortium
Industry days

• During the week, there will be **industry days**: a dedicated 2-day event that serves as a forum to exchange experiences and foster networking within the process mining community.
• A Nordic industry track will be set with stakeholders specifically from the Nordic area.
• There will be the possibility to invite potential customers to come over and get an idea of what process mining is, see how vibrant the community is, and attend dedicated sessions, workshops, and tutorials.

• The *tentative* plan for the industry days is to include:
  – A keynote.
  – A hackathon, organized to bridge academia and industry. Industry participants will provide questions and datasets, while students and vendors will offer their solutions.
  – Use case-specific demos and presentations.
  – Various training sessions targeting different expertise levels.
Tentative calendar for Industry days

**Wednesday**
- Opening
- Keynote
- Capability Pitches
- Hackathon Kickoff
- Lunch

**Trainings and Tutorials (parallel tracks)**

**Thursday**
- Opening
- Use Case Presentations
- Lunch
- Hackathon Pitches
- Closing

**Trainings and Tutorials (parallel tracks)**

- **Vendors** present the latest advances in their respective tooling
- Slot duration dependent on sponsorship level
- Full audience, main auditorium, no parallel tracks; slots pot. spread over both days

- **Parallel tracks in different locations**
- Possible to use sponsor location, if desired

**Trainings** (= pull for more industry participation)
- **Vendors** run hands-on trainings (3-4h)
- Available from platinum level (1 slot each)
- Participants shall receive certificate

**Tutorials/Focus Sessions**
- Sessions hosted by **sponsors** and/or **academia**
- Focused on specific aspects; like public service
- 1-1.5h per session; 3 slots; possibly 2 tracks

- One hackathon case (incl. data set) will be provided to all teams to be worked on from WED midday to THU midday
- Case will reflect realistic business challenge
- Hackathon teams pitch their approach and results to the entire auditorium THU afternoon
- Panel of expert judges to rank pitches
- Best hackathon team receives to be recognized
- **Vendors** to provide tool access for teams
  ~ currently still in discussion ~
- Number of teams
- Facilitating coverage of different toolsets
Important information for sponsors

• **Sponsorship levels**
  Diamond (up to 1), platinum (up to 6), gold (up to 4), *regular* sponsor (up to 10), and startup. The corresponding packages are detailed in the next slide.

• **Terms and conditions**
  Payment details will be provided by invoice. Payment is due within 30 days after the date of invoice or, in case of a later sponsorship application, 3 weeks before the event. **Attention:** the number of possible sponsors and their locations are fixed and will be assigned on a first-come-first-served basis. The actual location (cf. map in slide 10) will be confirmed upon the signature of the sponsorship contract.

• **Cancellation Policy**
  The organizer will refund 50% of the total amount paid if the written cancellation of sponsorship is received by 1 June 2024. After that date, no payment will be refunded.

• **Application for Sponsorship**
  For more information about the conference, please contact us at [andbur@dtu.dk](mailto:andbur@dtu.dk).
# Sponsorship packages

<table>
<thead>
<tr>
<th></th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Sponsor</th>
<th>Startup Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>High table (70 cm diameter)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
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<tr>
<td>Chair and stool</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
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</tr>
<tr>
<td>Pinboard (130 x 160 cm)</td>
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<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Screen</td>
<td>2 × “60” (or larger)</td>
<td>1 × “60”</td>
<td>1 × “60”</td>
<td>1 × “24”</td>
<td></td>
</tr>
<tr>
<td>Space for roll-ups</td>
<td>Up to 4</td>
<td>Up to 3</td>
<td>Up to 2</td>
<td>Up to 1</td>
<td></td>
</tr>
<tr>
<td>Acknowledgment in conference proceedings</td>
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<tr>
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<tr>
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<td>4</td>
<td>3</td>
<td>2</td>
<td>0</td>
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<tr>
<td>Discount for extra registrations</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to give a training session during the industry days</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo at the welcome reception</td>
<td>✓</td>
<td>Optional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo at the conference dinner</td>
<td>✓</td>
<td>Optional</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to meeting room</td>
<td>Private</td>
<td>Shared</td>
<td>Shared</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Price list

• Sponsorship packages
  – Diamond: 20.000 € + VAT
  – Platinum sponsor: 12.000 € + VAT
  – Gold sponsor: 9.000 € + VAT
  – Sponsor: 6.000 € + VAT
  – Startup sponsor: 0 € + VAT (but at least one person must register for the conference)

• Extras (only for platinum)
  – Logo exposure (in a roll-up) at the welcome reception: + 1.500 € + VAT
  – Logo exposure (in a roll-up) at the conference dinner: + 1.500 € + VAT
Venue

ICPM 2024 is hosted by the Technical University of Denmark (DTU), located north of Copenhagen near Kgs. Lyngby
https://icpmconference.org/2024/accommodation/

The conference will take place in building 116, where the largest auditorium of DTU is located.

The building has been renovated in 2021. See the design choices behind the renovation project:
https://youtu.be/yacnK5ea-xY (Danish only).
Meeting rooms availability

- There are 4 meeting rooms available at the conference venue, which are reserved for diamond, platinum, and gold sponsors
  - Diamond sponsor
    - One meeting room exclusively available for the whole week
  - Platinum sponsors
    - Two meeting rooms available for the whole week, each to be time-shared among 3 platinum sponsors
  - Gold sponsors
    - One meeting room available for the whole week to be time-shared among all gold sponsors
Sponsors equipment:

- Table
- Chair and stool
- Pinboard (130x160cm)
- Screen (~24") *(not in the picture)*
- Space for up to 1 roll-up

The picture above is from another event at the same location; it does not reflect the provided equipment exactly.
Gold sponsors equipment:

- Table
- High table (70 cm diameter)
- Chair and stool
- Pinboard (130x160cm)
- Screen (~60”)
- Space for up to 2 roll-ups (only 1 in picture)

The picture above is from another event at the same location; it does not reflect the provided equipment exactly.
Platinum sponsors equipment:

- 2 tables (only 1 in the picture)
- High table (70 cm diameter)
- Chair and stool
- 2 pinboards (130x160cm) (only 1 in picture)
- Screen (~60’’)
- Space for up to 3 roll-ups (only 1 in picture)

The picture above is from another event at the same location; it does not reflect the provided equipment exactly.
Diamond sponsor equipment (negotiable):

- 3 tables (only 2 in the picture)
- 2 high tables (70 cm diameter) (only 1 in the picture)
- Chair and stool
- 2 pinboards (130x160cm) (3 in the picture)
- 2 screens (~60") (not in the picture)
- Space for up to 4 roll-ups (not in the picture)

The picture above is from another event at the same location; it does not reflect the provided equipment exactly.
Entrance east

Coffee tables

Platinum sponsor spaces (3-6)

To main auditorium

Gold sponsor spaces (1 and 2)

Platinum sponsor space (2)

Diamond sponsor space
Example of sponsor stands

Picture of the venue with sponsors from another conference. The equipment might not be the same.
Example of sponsor stands

Pictures of the venue with sponsors from another conference. The equipment might not be the same.
Other images of the venue: [https://youtu.be/yacnK5ea-xY](https://youtu.be/yacnK5ea-xY).