24 - 26 June 2014
BOSTON
IEEE 2014 Conference Norbert Wiener in the 21st Century
Sponsorship & Exhibition Prospectus
http://21stcenturywiener.org
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>1</td>
</tr>
<tr>
<td>About the conference</td>
<td>1</td>
</tr>
<tr>
<td>About IEEE</td>
<td>1</td>
</tr>
<tr>
<td>Conference themes and messages</td>
<td>2</td>
</tr>
<tr>
<td>Keynote Speakers</td>
<td>2</td>
</tr>
<tr>
<td>Platinum Sponsorship</td>
<td>3</td>
</tr>
<tr>
<td>Gold Sponsorship</td>
<td>3</td>
</tr>
<tr>
<td>Silver Sponsorship</td>
<td>4</td>
</tr>
<tr>
<td>Conference Dinner Sponsorship</td>
<td>4</td>
</tr>
<tr>
<td>Welcome Reception Sponsor</td>
<td>5</td>
</tr>
<tr>
<td>Name Tag and Satchel Sponsor</td>
<td>5</td>
</tr>
<tr>
<td>Conference Final Program Advertising</td>
<td>6</td>
</tr>
<tr>
<td>Venue</td>
<td>6</td>
</tr>
<tr>
<td>Contact details</td>
<td>6</td>
</tr>
<tr>
<td>Application to sponsor form</td>
<td>7</td>
</tr>
<tr>
<td>Application to exhibit form</td>
<td>8</td>
</tr>
</tbody>
</table>
Exhibitors and sponsors are cordially invited to join us in Boston for the 2014 IEEE Conference on Norbert Wiener in the 21st Century. This conference will bring together engineers, researchers, teachers, scientists, philosophers, anthropologists and students from around the world to commemorate the life and work achievements of Dr. Norbert Wiener. Join companies, educational institutions, research organisations, museums, scientific societies, and others showcasing many aspects of society which have been influenced by Dr. Wiener including mathematics, philosophy, science, technology, ethics, cybernetics, robotics, and much more.

Peter Staecker
2013 IEEE President and CEO

Exhibiting and sponsoring this event provides the following opportunities:
• Increased market exposure
• Promote your organisation to new contacts
• Spotlight your products and services
• Launch new products or services to delegates
• Acquire new customers and connect with returning customers
• Enhance your visibility and profile in the greater scientific community
• Meet with students and up-and-coming young scientists, engineers and philosophers
• Explore national and international business opportunities

The conference will have a far-reaching promotional campaign highlighting participating sponsors and exhibitors.

Who should participate:
• Universities and Colleges
• Publishers
• Laboratories
• Professional Societies
• Government Agencies
• Research and Development Corporations
• Educational Vendors

On the 120th anniversary of his birth and 50th anniversary of his death, the IEEE is gathering scientists and engineers from around the world to commemorate Norbert Wiener’s life and work through a program of activities initiated to reintroduce him to a younger generation.

Norbert Wiener made contributions across several disciplines during his lifetime. Many of these were immediately relevant, and influenced theories and production during his day. Others were long-term, and only in recent years has it been possible to test their relevance. Separately, Wiener predicted the social impact of robotic, cybernetic and other technologies on the future of society. In recent years Wiener’s work has been coming to the fore in several fields, from control theory to science, technology and society. This conference will provide an opportunity to look at the full range of Wiener’s contributions, particularly those on the border of multiple disciplines that he valued much.

About IEEE

The IEEE has more than 400,000 members in 160 countries; more than half of them located (in/outside) the United States, including engineers, scientists, and allied professionals working in forefront areas of science and technology that undergird the whole of today’s global information society and economy. The group has roots that go back even farther than Wiener’s 1894 birthday, back to 1880s, when electricity was just beginning to become a driving force in society. From the outset, the IEEE has been a leading developer of international standards for power generation and telecommunications, and it remains the standard-setter for today’s information technology and many other emerging technologies.
Confrey Theme and Topics

Theme 1, History
Sub-theme 1: Personal reminiscences
Sub-theme 2: Wiener and MIT
Sub-theme 3: Wiener and philosophy
Sub-theme 4: IEEE milestone
Sub-theme 5: Wiener and his time in India

Theme 2, Cybernetics
Sub-theme 1: Wiener and Cybernetics
Sub-theme 2: UK cybernetics
Sub-theme 3: Indian cybernetics
Sub-theme 4: Russian cybernetics
Sub-theme 5: Stafford Beer and Chilean cybernetics
Sub-theme 6: Management cybernetics
Sub-theme 7: Cybernetics and transhumanism

Theme 3, Breadth of influence
Sub-theme 1: Information ethics
Sub-theme 2: Wiener and life-sciences, 50 years on
Sub-theme 3: Wiener and education
Sub-theme 4: Wiener and interval computations
Sub-theme 5: Wiener and mathematics
Sub-theme 6: Wiener and the Internet
Sub-theme 7: Wiener and science fiction

Theme 4, Societal topics
Sub-theme 1: Wiener and the future of work
Sub-theme 2: Wiener and the social impact of technology
Sub-theme 3: Wiener and science fiction
Sub-theme 4: Wiener and Intellectual Property
Sub-theme 5: Cyber-warfare
Sub-theme 6: Cyber-crime

Key Conference Messages

1. This conference will look at Norbert Wiener’s areas of research, and see where these have reached half a century after his death.
2. Following Wiener’s example, the conference will consider the social impact and ethical challenges posed by technologies today.
3. Attendees will also hear first-hand reminiscences from people who knew and worked with Wiener.

Brought together as: “IEEE 2014 Conference on Norbert Wiener in the 21st Century, reintroducing Norbert Wiener: the subsequent development of his research, a renewed look at the social impact and ethical challenges of technology that he foresaw, and reminiscences of his life from people who know him.”

Confirmed Keynote Speakers

Dr Mary Catherine Bateson is a writer and cultural anthropologist who wrote Composing a Life, and Our Own Metaphor, Peripheral Visions, With a Daughter’s Eye: A Memoir of Margaret Mead and Gregory Bateson and recently, Composing a Further Life: The Age of Active Wisdom.

David A. Mindell is Dibner Professor of the History of Engineering and Manufacturing, and Aeronautics and Astronautics at the Massachusetts Institute of Technology, a founder and director of MIT’s “DeepArch” research group in technology, archaeology, and the deep sea.

Dr Andrew Pickering is a sociologist, philosopher and historian of science at the Exeter University. His book, ‘The Cybernetic Brain: Sketches of Another Future’ analyses cybernetics spanning neuroscience, psychiatry, robotics, the theory of complex systems, management, politics, the arts, education, spirituality and the ‘60s counterculture.

Dr Bruce Schneier is a world-renowned security expert and author with strong interest in the way that technology is used, He is widely respected for his views on cyber-warfare and cyber-crime.
Sponsorship Opportunities

Platinum Sponsor - 5000 USD

1 available

Sponsorship includes:

• Company logo in the Conference Final Program
• Company logo on the Sponsorship and Exhibition page of the Conference website, including a hyperlink to your company’s home page
• Company logo on the Conference welcome signage
• Recognition as Platinum Sponsor on the official sponsorship acknowledgement board onsite at the Conference
• Two (2) complimentary full Conference registrations
• Verbal acknowledgment as the Platinum Sponsor during the Welcome Reception
• One full page advertisement in the Conference Final Program
• Company brochure (maximum four x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)
• Logo and 200 word profile in the Conference Final Program
• 1,000 word ‘opinion piece’ in Sponsors’ News and Views, including a brief company profile + photo & biog of the op. piece author Q&A Panel opportunity
• Video of Gold Sponsors’ summit presentation
• One Complimentary standard booth (3x3m) in a prime position within the conference venue

Gold Sponsor - 3000 USD

2 available

Sponsorship includes:

• Company logo in the Conference Final Program
• Company logo on the Sponsorship and Exhibition page of the Conference website, including a hyperlink to your company’s home page
• Company logo on the Conference welcome signage
• Recognition as Gold Sponsor on the official sponsorship acknowledgement board onsite at the Conference
• One (1) complimentary full Conference registration
• One half page advertisement in the Conference Final Program
• Company brochure (maximum four x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)
• Logo and 100 word profile in the Conference Final Program
• One complimentary standard booth (3x3m) in a prime position within the conference venue
Sponsorship Opportunities (continued)

Silver Sponsor – 2000 USD

3 available

Sponsorship includes:

• Company logo in the Conference Final Program
• Company logo on the Sponsorship and Exhibition page of the Conference website, including a hyperlink to your company’s home page
• Company logo on the Conference welcome signage
• Recognition as Silver Sponsor on the official sponsorship acknowledgement board onsite at the Conference
• One (1) complimentary full Conference registration
• Logo and 50 word profile in the Conference Final Program

Conference Dinner Sponsor – 3000 USD

1 available

Impress delegates, VIP’s, speakers, exhibitors and accompanying persons with your hospitality at the Conference Dinner. The Conference Dinner is an excellent opportunity to make a strong impact and lasting impression on all delegates.

Sponsorship includes:

• Company logo in the Conference Final Program
• Company logo on the Sponsorship and Exhibition page of the Conference website, including a hyperlink to your company’s home page
• Company on the Conference welcome signage
• Recognition as Conference Dinner Sponsor on the official sponsorship acknowledgement board onsite at the Conference
• Opportunity to provide four freestanding banners to be positioned in a prominent location at the Conference Dinner (maximum size 2m high x 1 m wide)
• Opportunity for a company representative to give a five minute speech at the Conference Dinner
• Two complimentary tickets to the Conference Dinner allocated to a reserved table in a premium position
• Logo and 50 word profile in the Conference Final Program
Sponsorship Opportunities (continued)

Welcome Reception Sponsor - 2000 USD

1 available

The Conference Welcome Reception will be held at the Westin Waltham Hotel and will be the first social event for the Conference. The Conference Welcome Reception offers a great opportunity for colleagues and friends to meet in a relaxed environment.

Sponsorship includes:

- Company logo in the Conference Final Program
- Company logo on the Sponsorship and Exhibition page of the Conference website, including a hyperlink to your company’s home page
- Company logo on the Conference welcome signage
- Recognition as Conference Welcome Reception Sponsor on the official sponsorship acknowledgement board onsite at the Conference
- Opportunity to provide four freestanding banners to be positioned in a prominent location at the Conference Welcome Reception (maximum size 2m high x 1 m wide)
- Six complimentary tickets to the Conference Welcome Reception
- Logo and 50 word profile in the Conference Final Program

Name Tag & Satchel Sponsor – 3000 USD

1 available

To gain access to the Conference, all delegates are required to wear the official Conference name badge. This is an opportunity to have your company logo printed on all name badges and lanyards alongside the Conference logo and gain great exposure throughout the Conference. Your logo will feature on the delegate satchel which will contain the official Conference material distributed to all of the delegates, speakers and VIP guests. The delegate satchels will provide direct and constant exposure throughout and long after the Conference.

Sponsorship includes:

- Company logo in the Conference Final Program
- Company logo on the Sponsorship and Exhibition page of the Conference website, including a hyperlink to your company’s home page
- Recognition as the Name Badge, Lanyard and Satchel Sponsor on the official sponsorship acknowledgement board onsite at the Conference
- Company logo to appear on all Conference name badges, lanyards and satchels alongside the Conference logo
- Logo and 50 word profile in the Conference Final Program
The Conference Final Program will be distributed on site to all delegates and is the essential reference throughout the Conference, giving repeat recognition to corporate advertisers. In addition, many delegates retain the Conference Final Program to complement the proceedings for future reference.

Advertising Rates:

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<thead>
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<tr>
<td>Inside back cover</td>
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<td>Full page</td>
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<td>Half page</td>
<td>300 USD</td>
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<td>Web advertisement</td>
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</tbody>
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Contact Details

For further information regarding sponsorship & exhibition opportunities, please contact:

Eddie Custovic
e.custovic@ieee.org

Venue Information

The Westin Hotel Boston
70 Third Avenue
Waltham, Massachusetts 02451, US

Phone: 781-290-5600

Deadlines

Company Profile Due:
Monday 2 June 2014

Exhibitor Information Due:
Monday 2 June 2014

Final Program Advertisement Due:
Monday 2 June 2014
IEEE 2014: Norbert Wiener in the 21st Century

Application to Sponsor

Title (Prof/Dr/Mr/Mrs/Ms) ___ First Name _______________ Last Name ___________________________

Organisation ___________________________ Business Type _________________________________

Address (street name and suburb) ____________________________________________________________

State _________________ Country ____________________________ Post Code _________________

Telephone _________________ Fax _________________ Mobile _______________________________

Email _______________________________ Website _______________________________

Please select your sponsorship category:

☐ Platinum  ☐ Gold  ☐ Silver  ☐ Dinner  ☐ Welcome Reception  ☐ Name Tag & Satchel

Advertising:

☐ Full page color $700  ☐ Half page color $400  ☐ Full page mono $500  ☐ Half page mono $250

Payment methods:

1. Electronic Funds Transfer

2. Credit Card

Card holders full name (as on the card) _______________________________ Expiry ___/_______

Card number _____________________________ Signature _________________________________

DECLARATION

I declare that I am the authorized person to complete this form on behalf of my organization
• I have read the terms and conditions, understand the entitlements offered, and agree to be invoiced for the total amount of the items selected above. TOTAL USD ________________

Signature _______________________________ Date ___________________
IEEE 2014: Norbert Wiener in the 21st Century
Application to Exhibit

Title (Prof/Dr/Mr/Mrs/Ms) ___  First Name ___________________  Last Name ___________________________
Organisation ___________________________  Business Type _____________________________
Address (street name and suburb) ____________________________________________________________
State _________________  Country ____________________________  Post Code ________________
Telephone _________________  Fax _________________  Mobile ____________________________
Email ____________________________________________  Website _______________________________

1. Booth type:  Large 3m x 3m  Floor space only  tabletop display/s

2. Exhibitor add-ons:

Exhibitor introduction (5-min presentation in exhibitor hall to explain product/service/solution) $800

Additional exhibitor passes

Payment methods:

1. Electronic Funds Transfer

2. Credit Card

Card holders full name (as on the card) __________________________________   Expiry ___/_____
Card number _______________________________   Signature ________________________________

DECLARATION
I declare that I am the authorized person to complete this form on behalf of my organization
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  for the total amount of the items selected above. TOTAL USD ___________________

Signature _________________________________    Date ___________________