Proposal for

ACM Multimedia 2017

Silicon Valley, California, USA

Qiong Liu, Rainer Lienhart, Haohong Wang
We Want to Host ACM Multimedia Again in California After 11 Years

<table>
<thead>
<tr>
<th>Every Year</th>
<th>Every Three Years</th>
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<tbody>
<tr>
<td>1st ACM Multimedia (1993), Anaheim, CA</td>
<td>8th ACM Multimedia (2000), Los Angeles, CA (Southern California)</td>
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<tr>
<td>J.J. Garcia-Luna-Aceves (UCSC &amp; PARC)</td>
<td>Shahram Ghandeharizadeh (USC), Shih-Fu Chang (Columbia), Stephen Fischer (Mannheim), Joseph A. Konstan (UMN), Klara Nahrstedt (UIUC)</td>
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<tr>
<td>2nd ACM Multimedia (1994), San Francisco, CA</td>
<td>11th ACM Multimedia (2003), Berkeley, CA (Northern California)</td>
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<tr>
<td>Meera Blattner and John O. Limb (HP)</td>
<td>Lawrence A. Rowe (UCB), Harrick M. Vin (UT-Austin)</td>
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<td>3rd ACM Multimedia (1995), San Francisco, CA</td>
<td>14th ACM Multimedia (2006), Santa Barbara, CA (Southern California)</td>
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<tr>
<td>Polle Zellweger (Xerox PARC)</td>
<td>Klara Nahrstedt (UIUC)</td>
</tr>
<tr>
<td></td>
<td>Matthew Turk (UCSB)</td>
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<td>Northern California in 2017!</td>
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</table>
Silicon Valley is to the south of San Francisco International Airport (SFO), which has direct flights to many major cities in the world. San Jose International Airport (SJC) and Oakland International Airport (OAK) are two other major airports for reaching the Silicon Valley.

Silicon Valley is a nickname for the South Bay portion of the San Francisco Bay Area in Northern California, United States.
Why Silicon Valley

46% U.S. venture investments in 2012. High efficiency to convert research ideas to products.

It is home to many of the world's largest technology corporations, as well as thousands of small startups.
Many Companies Are Interested in Supporting Us
Initial Organizing Committee

- **Honorary Chair**
  - J.J. Garcia-Luna-Aceves, PARC (US)

- **General Chairs**
  - Qiong Liu, FXPAL (US)
  - Rainer Lienhart, Universität Augsburg (DE)
  - Hao Hong Wang, TCL America (US)

- **Program Chairs**
  - Susanne Boll, University of Oldenburg (DE)
  - Shuicheng Yan, NUS (SG)
  - Khaled El-Maleh, Qualcomm (US)
  - Gerald Friedland, ICSI (US)

- **Local Arrangement Chairs**
  - Dhiraj Joshi, FXPAL (US)
  - Bee Liew, FXPAL (US)

- **Finance and Registration Chairs**
  - Tong Zhang, HP Labs (US)

- **Workshop Chairs**
  - Chair: Roger Zimmermann, NUS (SG)
  - Vice Chair: Wanmin Wu, Ricoh (US)
  - Chair: Qi Tian, University of Texas (US)
  - Vice Chair: Jianchao Yang, Adobe (US)

- **Tutorial Chairs**
  - Chair: Ramesh Jain, UCI (US)
  - Vice Chair: Vivek Singh, MIT (US)
  - Vice Chair: Junfeng He, Facebook (US)

- **Business Idea Venture Chairs**
  - Tat-Seng Chua, NUS (SG)

- **Panel Chairs**
  - Thomas Plagemann, University of Oslo (NO)
  - Wenwu Zhu, Tsinghua University (CN)

- **Brave New Idea Chairs**
  - Lynn Wilcox, FXPAL (US)
  - Jie Yang, NSF (US)

- **Multimedia Grand Challenge Chairs**
  - Ketan Mayer-Patel, University of NC (US)

- **Demo Chairs**
  - Balakrishnan Prabhakaran, UT at Dallas (US)

- **Doctoral Symposium Chairs**
  - Carsten Griwodz, University of Oslo (NO)

- **Open Source Chairs**
  - Shipeng Li, Microsoft (CN)

- **Video Chairs**
  - Benoit Huet, Eurecom (FR)

- **Interactive Arts Chairs**
  - Alberto Del Bimbo, University of Firenze (IT)
  - Eric Huang, PARC (US)

- **Sponsorship Chairs**
  - Mei Han, Google (US)
  - Shan Liu, MediaTek (US)

- **Publicity Chairs**
  - Yong Rui, Microsoft (CN)

- **Publication Chairs**
  - Hayley Hung, Delft University (NL)
  - Shuang Yang, Twitter (US)

- **History Preservation Chair**
  - Michael Lew, Leiden University (NL)

- **Industry Exhibition Chairs**
  - Larry Rowe, FXPAL (US)
  - Guan-Ming Su, Dolby Labs (US)

- **Web Chairs**
  - Henry Tang, FXPAL (US)

- **Course/Hobby Project Show Chairs**
  - Igor Kozintsev, Samsung (US)
More Inclusive Programs

- Make the conference more inclusive through having productive TPC chairs with different backgrounds
- Create New Programs to Make the Conference More Inclusive
  - New business idea adventure
    - Encourage and educate researchers to convert research ideas to new products
  - Course project and hobby project show
    - See more ideas that the next generation is interested in
    - Attract more master students and undergraduate students to our research community for the future
  - Industry Exhibit
    - See more related products to guide research directions
- Tentative Conference Mantra: Change World! Make History!
Venue Selection

- **Computer History Museum**
  - Interesting and Inspiring
  - 10.7 miles from SJC and 24.8 miles from SFO (San Francisco is 14.5 miles from SFO with heavier traffic).
  - Low cost: $9350/day for ACM.
  - Enough space for expanding the conference: 11,777sf Grand Hall, 5,537sf Auditorium, 2252sf Gallery Space, and two ~1000sf conference rooms, and several indoor balconies.
Celebrate the 25\textsuperscript{th} ACM MM
Preserve Our Own History

- Help SIGMM to preserve our own history.
- MM 17 will be the 25\textsuperscript{th} ACM MM after J.J. Garcia-Luna-Aceves started the first MM in 1993. So, we plan to have a conference series quarter century celebration.
- We plan to invite many past MM chairs back to the conference and tell us interesting stories they experienced during their conferences.
- Prepare posters that can tell us the stories of past ACM MM conferences.

The first MM general chair J.J. from PARC will be our honorary chair of the 25th conference.
Mountain View’s outdoor average high in October is very close to the most comfortable room temperature.

Less than 20mm precipitation on average in October – many sunny days.

No conflict with related conferences.
We set our goal based on 3% US inflation rates, and the ACM MM 2014 prediction. Because our Computer History Museum rental is about $48845 for Monday-Friday (based on $44700 year 2014 rental and 3% inflation each year), we think we can achieve the goals set within these tables.
Budget Control Example We Can Learn from

Here are the registration fees charged by ICME2013. Based on these registration fees, and 9 sponsors, ICME2013 had about $400K revenue and about $100K surplus. ICME2013 $725 registration fee is comparable to ACM MM 2014 $750 registration fee with 3% inflation rate. That shows us the possibility of charging similar registration fee in the Silicon Valley.

<table>
<thead>
<tr>
<th><strong>ICME 2013 Registration Fees</strong></th>
<th>Advance Rate by 05/07/2013</th>
<th>Regular Rate after 05/07/2013</th>
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<tbody>
<tr>
<td><strong>Main Conference</strong></td>
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<td>Each registration for the main conference includes all technical, keynote &amp; plenary sessions, panel discussions, distinguished lectures, workshops, breaks, exhibite, and one electronic copy of the proceedings <strong>Due to limited seating at Welcome Reception and Banquet a reservation fee must be paid to attend. ($10 for banquet &amp; $5 for reception)</strong></td>
<td>IEEE Member**</td>
<td>725 USD</td>
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<td>Non-Member**</td>
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<td></td>
<td></td>
<td>IEEE Student Member*</td>
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<td></td>
<td></td>
<td>Student Non-Member*</td>
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<td></td>
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<td>IEEE Life Member**</td>
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<tr>
<td><strong>Workshop Only</strong></td>
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<td>Each registration includes all workshops, tutorials and one electronic copy of the proceedings. In addition, workshop registrants have the privilege to attend the expo held between July 16-18.</td>
<td>Regular</td>
<td>400 USD</td>
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<tr>
<td><strong>Expo</strong></td>
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<td>See Expo Section of Registration.</td>
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<tr>
<td><strong>Additional Items</strong></td>
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<tr>
<td>Welcome Reception Reservation Fee</td>
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<td>5 USD</td>
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<tr>
<td>Banquet Reservation Fee</td>
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<td>10 USD</td>
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<td>Banquet admission (Workshop ONLY registrants, IEEE Student, Student Non-Members and Guests)</td>
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<td>120 USD</td>
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<td>Welcome Reception (Guests)</td>
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<td>90 USD</td>
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<tr>
<td>Extra electronic copy of proceedings</td>
<td>Delivered onsite</td>
<td>70 USD</td>
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<tr>
<td>Additional Page Fee</td>
<td></td>
<td>125 USD</td>
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Attractions Near Silicon Valley

- Yosemite National Park
- Golden Gate Bridge
- Monterey Bay Aquarium
- Lake Tahoe
- Kings Canyon
- Lassen Volcanic National Park
- Redwood National and State Parks
- Mavericks
- Napa Valley
- Japanese Tea Garden
Vote for Silicon Valley, California