31st International Conference on Conceptual Modeling

ER 2012

Baglioni Grand Hotel
Florence, Italy
October 15–18, 2012

http://islab.dico.unimi.it/er2012
The ER Conceptual Modeling Conference series ([http://www.conceptualmodeling.org/](http://www.conceptualmodeling.org/)) is an annual forum for exploring research, development, novel applications, and industrial innovations in the area of conceptual modeling.

It is one of the top conferences in the area of information systems and database design and it gathers more than one hundred well-known researchers from all around the world. Both university and industrial research teams are involved.

In 2012 ER will be held in the beautiful city of Florence, Italy from October 15 to 18, 2012 at the Baglioni Grand Hotel in Florence downtown.

The program will include research papers, invited keynotes, tutorials, posters, industrial presentations and demonstrations, and several workshops on specific research topics in the area of Conceptual Modeling. Social events will be organized at the three consecutive evenings.
The industrial exhibition is a new track of the conference aimed at bringing to the ER community a flavor of the most interesting and innovative commercial software and applications in the field of conceptual modeling, databases, and information systems. It represents an important showcase for companies with innovative products, as well as a major point of contact and cross-fertilization between research and industry.

Topics of interest include, but are not limited to, tools, methodologies, and formalisms for:

- Information Modeling (including Ontologies)
- Modeling for Web Information Systems
- IS Business Models, Business Process Modeling and Management
- Modeling for Enterprise Architectures and Service-Oriented Architectures
- Semantic Web, Web Intelligence
- Semi-structured Data and XML
- Integration of Conceptual Models and Database Schemas
- Information Retrieval, Filtering, Classification, Summarization, and Visualization
- Methodologies and Tools for Design
- Requirement Engineering
- Reuse, Patterns, and Object-Oriented Design
- Reverse Engineering and Roundtrip Engineering
- Conceptual Change and Schema Evolution
- Data warehousing, Data Mining, and Business Intelligence Systems
- Enterprise Content Management Systems
- Management of Integrity Constraints
- Spatial, Temporal, and Multimedia Aspects in Conceptual Models
- Metadata, its Interpretation and Usage
- Conceptual Models and Knowledge Management Systems

The exhibition will also accommodate publishing houses interested in presenting books on topics related to the conference scope.
The exhibition will be organized as a separate and continuous session that will run for two days. Each exhibitor will be provided with a booth giving attendees the opportunity of having individual contacts, extended dialogue, and demos. Each booth includes:

- 10 by 10 foot booth/stand (~3x3 m)
- 1 board
- 1 table
- 2 chairs
- Electricity and web access

The industrial exhibition package includes lunches for two exhibitors and 5 complimentary one-day conference registration tickets to invite customers and prospects. Exhibitors are given the opportunity to link to the conference web site to advertise the exhibition.

The registration cost for the industrial exhibition is 2,000 €, including the booth, lunch tickets for two exhibitors, plus 5 one-day conference registration tickets. Extra one-day conference registration tickets can be purchased for 100 € each.

Registration deadline is 11 June 2012; payment is due in full with the submission of the Exhibitor Application/Contract.

Exhibitors are entitled to reduced rates for accessing conference-related advertising opportunities such as banners, program ads, and registration bags. Please, have a look at our sponsor brochure for details.

Further Information
Please contact the Industrial Exhibition chair:
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