MCPC 2007
The 2007 World Conference on Mass Customization & Personalization (MCP)

October 7-10, 2007 Innovation and Research Conference, MIT Cambridge/Boston
October 11-12, 2007 Business Seminar, HEC Montreal

MCPC 2007: Extreme Customization

October 7-12, 2007 – www.mcpc2007.com

Call for Papers & Speaking Proposals on Page 4

MCPC 2007 Subject Areas and Program Committee on Page 9

Sponsorship & Exhibition Information on Page 12

The biannual World Conference on **Mass Customization & Personalization (MCP)** is the largest and premier event of its kind. Bridging academic research and management practice, the conference provides an interactive and interdisciplinary platform to share ideas about mass customization strategies and to discuss the latest technologies and enablers.

In October 2007, the MCPC will include two parts:

▪ **Part 1, Oct 7-10, 2007: MCP Research & Innovation Conference**, hosted by the **MIT Media Lab, Massachusetts Institute of Technology**, in Cambridge/Boston (USA) with an interdisciplinary focus on the new advancements in the field.

▪ **Part 2, Oct 11-12, 2007: MCP Business Seminar**, hosted by **HEC (Haute Études Commerciales) Business School** in Montreal (Canada), with a focus on applying mass customization & personalization in a retail setting.

The **objective of the MCPC 2007** is to extend the dialogue beyond today's boundaries and to explore the future of MCP. The **theme "Extreme Customization"** asks for leading-edge examples of customization, non-traditional and emerging new concepts of personalization. For the technology community, we attempt to identify critical research issues and technological challenges with a rigorous methodology.

The **MCP Research & Innovation Conference** is designed to engage academics, business leaders and consultants in fundamental debates through a set of plenary presentations, discussion panels, and paper presentations. In addition to the traditional functional conference streams of the MCPC conferences, we especially welcome submissions from managers and consultants reflecting upon the conference theme.

Continuing our established tradition, we invite in form of an open call contributions from a wide range of specialists in the engineering and management community to participate in the larger debate of customization. Mass customization studios, a co-creation challenge, and several focused workshops will elevate the quality of exchange during the conference. Please refer to the **Call for Papers** for a list of topics and questions that we want to discuss during the MCPC 2007.

Previous MCPC conferences were hosted at the Hong Kong University of Science and Technology in 2001 and 2005, and at the Technische Universität München, Munich, Germany, in 2003.

Massachusetts Institute of Technology   MIT Media Lab   MIT Design Lab   HEC MONTRÉAL   My Virtual Model   IIMCP

The audience

The number of participants toped 450 for the Munich event and 350 for the Hong Kong events. For the MCPC 2007, we expect a number of several hundreds participants, given the central and attractive locations of the conference and the steady growing interest in the topics of mass customization and personalization.

During the previous conferences, the audience mix was as follows:

45% Practitioners from mass customization companies

- 15% Consumer goods (packaged goods, consumer electronics, fashion)
- 20% Industrial goods
- 10% Other (e.g., service industries)

10% Consultants, Managers from Technology Providers in the field, etc.

45% Academics

- 20% Engineering and information systems researchers
- 20% Management & marketing researchers
- 5% Other fields (design, architecture, etc.)

Conference layout

MIT Stata Center: Bringing Mass Customization to the Next Level

Oct 7, 2007 (Sun):   Pre-Workshop, Registration, Opening Keynotes, Reception

Oct 8-9:   Main Conference: Plenary, panel, and parallel paper sessions

Oct 10 (Wed):   Morning: User Group Meetings etc., Workshops

Afternoon: travel to Montreal

Conference Features MIT

- Academic plenary keynotes
  - **William Mitchell**
  - **Marvin Minsky**
  - **Eric von Hippel**
- Business plenary keynotes: **B. Joseph Pine II** & guests
- More than 60 parallel paper sessions
- Communities of Practice Sessions ("Common Ground" sessions)
- Panels, workshops and special topical sessions
- Design contest and design workshops at the MIT Media Lab

Montreal HEC: Business Seminar: An Extreme Makeover of Retail

Oct 10   Evening: Informal reception and meeting in Montreal

Oct 11, 2007 (Thu): Business Seminar: Top Executives and Thought Leaders discussing recent trends and developments of MCP in retail & consumer markets

Oct 12:   Company visits, Workshops Montreal

Special Academic Event: Teaching Mass Customization: Seminar on Teaching Case Studies for Mass Customization

Provisional Conference Fees

Registration fees include the congress proceedings, conference receptions, and coffee breaks and lunches on Oct 8, 9, 11. Papers will be included in the proceedings only if the registration fee is received *(Note: All presenters, chairs, and participants have to register)*.

Full MCPC 2007 Registration (MIT + Montreal)	US $750 (ca. 540 €)
General Registration MIT Research Conference only	US $450 (ca. 350 €)
General Registration Montreal Business Seminar only	US $450 (ca. 350 €)
Student Registration (ID required)	US $200 (ca. 155 €)

Late registration fee: +$100 on all fees above (after Sept. 1)

Note: Fees **include a two-year membership** in the **International Institute of Mass Customization and Personalization** (iimcp.org) and **a full year (2008) online subscription** of the **International Journal of Mass Customization** (more info at www.inderscience.com/ijmassc) – a $600 value!

Contact Organization & Contacts

Conference Chairs

Conference Chair MIT: William Mitchell
Conference Chair HEC: Jaques Nantel
Program Co-Chairs: Frank Piller & Mitchell Tseng
Honorary Chair: B. Joseph Pine, II

Heads of Organizing Committee

Ryan Chin, MIT Media Lab, rchin@media.mit.edu
Betty-Lou McClanahan, MIT Media Lab, bl@media.mit.edu

Main Contacts:

Betty Lou McClanahan (Organization)
Program Manager
MIT Media Laboratory
20 Ames Street, Room E15-228
Cambridge, MA 02142-1308

Telephone: 617-253-0630, fax: 617-258-6264
E-Mail: bl@media.mit.edu

Frank Piller (Program planning)

Tel (+1) 617 326-3748, piller@iimcp.org
http://www.mass-customization.de

Hosting Society: The International Institute of Mass Customization and Personalization – a society to foster MCP research and practice (www.imcp.org)

Call for Papers & Speaking Proposals

Innovation & Research Conference, MIT Cambridge/Boston

www.mcpc2007.com

The biannual World Conference on Mass Customization & Personalization (MCPC) is the premier event for the Mass Customization community. Bridging academic research and management practice, the conference provides an interactive and interdisciplinary platform to share ideas about mass customization strategies and to discuss the latest technologies and enablers.

The conference strives to engage academics, business leaders and consultants in fundamental debates through a set of plenary presentations, discussion panels, and paper presentations. We invite contributions from a wide range of specialists in the engineering and management community including architecture, industrial design, or visual arts, to participate in the larger debate of customization. **We especially welcome submissions professionals** *doing* **mass customization and personalization** reflecting upon the conference theme.

Questions for discussion on the MCPC 2007.

Extreme Customization is the theme of the 2007 conference. Our manifesto is to shift the mass customization debate from a physical product perspective to a total life cycle experience. Mass customization should be more than just configuring a piece of hardware, but should be seen as the co-design of an entire system, including services, experiences and human satisfaction at the individual as well as at the community level.

We encourage participants and authors to engage in the following questions and to bring forth their experiences from an interdisciplinary and cross-functional perspective.

System thinking and architectures

How can we design system architectures, extending the discussion of product families?

How can we define ecosystems for mass customization which span the entire product life cycle?

How does system thinking in MCP enable firms to search for new and underutilized opportunities?

What new kinds of capabilities do we need to produce, sell, and maintain MCP systems?

Business models for mass customization

How do we have to adapt, modify or expand established models in marketing and operations management to cover the new debate on mass customization? When do we need new models?

What are the different business models for mass customization? What are the contingency factors describing the preference for such a strategy?

Have we fully utilized postponement strategies for MCP?

Product versus service customization

What is mass customization of service? How is this different from product customization?

What are successful examples of service mass customization which go beyond the conventional, e.g., self-service kiosks?

What are the features of configuration toolkits for service customization?

What are efficient production systems for service customization?

Adaptability: feature or substitute

Adaptability, i.e. built-in flexibility embedded in a product, can both substitute customization delivered by flexible manufacturing or supplement the inherent flexibility of a customized product. How can we develop adaptable systems along the entire life cycle of a product-service-system?

How can we make products more adaptable ("hackable") so that users can adapt them?

What are the economies of adaptability? How to balance the trade-off between performance (cost) and adaptable capabilities?

How to design usable interfaces to utilize a product's adaptable features?

Individual versus community

What is the role of communities for mass customization?

Is personalization exclusive or non-exclusive of shared experiences?

How do online and offline communities effect customization (e.g., by setting trends, helping each other with the configuration, etc.)?

How do communities develop new mass customization offerings?

Emotion, experiences and happiness

Can you mass customize for emotions? How can we capture emotions in product-service-systems?

How does research on emotions help to build better products and services?

What is the premium customers are willing to pay for different experiences along the segments of the MCP product life cycle (e.g., willingness to pay for configuration, co-design, status, custom utility, adaptability, etc.)?

Does mass customization provide "happiness" to consumers (and what is happiness anyway)?

Choice, complexity and simplicity

What is meaningful customization? What are the rules for simplicity in MCP?

Do people want choice? How much is too much?

How can we support users to navigate a solution space?

How do we foster and utilize the creativity of users and customers?

Configuration system and rule sets

How can we change configurators from focusing on constraints and rules to fostering creativity and co-creation?

How can we expand user interfaces with more tangible and intuitive features?

How can we develop embedded configurators?

How can we substitute the pain of customization for the sales force by building integrated sales systems for customization, including the knowledge, tools, and attitudes for efficient customization?

Rapid manufacturing and personal fabricators

What is the state of innovative manufacturing concepts allowing flexibility with no cost penalty?

Where is mass customization manufacturing located (distributed versus centralized)?

Is rapid manufacturing here (to stay)? Is rapid prototyping becoming obsolete?

Are there alternative approaches for efficient flexible manufacturing?

Contradictions in mass customization

What is the relationship of simplicity to complexity in MCP?

What is the tipping point between standardization and customization?

What is the range between user innovation and custom configuration? When, and to which extent, do users customize and manufacture in their own domain and with their own means?

What is the relation of constraints in manufacturing (switching costs) to constraints coming from the entire environment (e.g., health and safety, branding, IP …)?

Are all customers suited for mass customization? Is mass customization suited for any business?

Profits, benefits, and value

What is the benefit and value of MCP? How does this benefit translate to value for individual stakeholders (customers, manufacturer, or retailers)? How can we capture this value from the perspective of an entire system?

How do we measure the value of personalization and customization?

Education & capabilities for MCP

How do we educate students in mass customization? How do we integrate mass customization thinking in established curricula (in a meaningful way)? (See also the call for teaching case studies below.)

How do we build the qualifications and capabilities demanded for mass customization in companies?

How can managers (and educators) unlearn conventional thinking when implementing mass customization?

Special Tracks & Features

Mass customization in practice (Practitioner Track)

This track is open for submission of acting managers and entrepreneurs from mass customization and personalization businesses. We ask for presentations which do **not** focus on presenting just your company or business idea, but on sharing your experiences and success factors of executing mass customization.

Presentation proposals for this track should follow the general guidelines for submission (extended proposal introducing your mass customization offering, the focus of your talk, and some of the key results you plan to present). Proposals should be submitted with the online submission system.

Mass Customization Case Studies (Teaching)

The MCPC 2007 will be followed by a special session in Montreal focused on case studies for mass customization. The idea is to develop material to teach mass customization better.

We invite submissions of case studies dealing with mass customization and personalization. Cases must be original work based on real events, people, and organizations. They must be accompanied by a teaching note and not have been previously published or accepted for publication. **The presentation of the cases will be held in Montreal on October 12, 2007**. Authors of the best cases will be invited to submit their work to a special issue of the International Journal of Mass Customization or a special issue of the International Journal of Case Studies in Management. Cases should be submitted with the online submission system and authors must follow the MCPC paper submission process and deadlines.

Special Sessions & Themes

Today, there are examples and applications of MCP in all industries and sectors. The MCPC 2007 does not focus on one particular industry, but wants to provide a platform to exchange ideas beyond disciplines and industry borders. We are however especially interested in applications and examples in the following fields where we recently see a lot of interesting momentum in MCP:

- Mass customization, personalization and user innovation in **architecture, housing and construction**
- **Automotive Customization 3.0**: Bridging pimped rides with option lists
- Mass customization of **services**, e.g., in the financial and hospitality industries
- Mass customization of **health services & products** (pharma-cogenetics)
- **Extreme customizing:** What can we learn from extreme, leading edge examples of customization and personalization?

Paper Submission Process

We invite you to submit your best work on mass customization and related areas, addressing one or more of the questions asked before. All papers have to be written in English language. We prefer papers which are empirically grounded and go beyond pure conceptual contributions. We are open to a diverse set of quantitative and qualitative methods of empirical research. We especially seek papers which follow the idea of "engaged scholarship", i.e. which are relevant to both practice and research.

You can submit **two types of papers** (Page limits include references and figures):

- **Full papers**: max. 25 pages (12pt font, double line spacing). Only full papers will be considered for the conference's **Best Paper Award**.

- **Extended abstracts** for work in progress (about 4-8 pages), but including also comments on the research question, the methodology, data and empirical methods used (if applicable), and a discussion of the results.

All papers will be **double-blind reviewed**. The **conference proceedings** will contain short abstracts of all accepted papers. Authors of accepted papers can decide if they submit a (revised) version of their full paper for publication in the full-text proceedings of the conference, or just a summary version which does not compromise publication of the paper in top journals.

A number of highly respected academic journals already expressed their interest in featuring **special issues** with selected conference papers after the conference. The conference chairs and area coordinators will try to facilitate this process for appropriate submissions.

To submit a paper (practitioners: presentation proposal), please use ONLY the **online submission system** for this conference on the conference web site: **mcpc2007.com**. Do not submit papers per e-mail directly to the conference chairs.

When submitting your paper in the system,

- Prepare a version of your paper without any references to the submission's authors – all papers are subject of a blind review process.

- Have contact information of all co-authors ready. This information will be entered separately in the system.

- Have a 200 word abstract of your paper / proposal ready.

- **Select ONE subject area** for the review and session planning process. Your paper will be assigned to the area coordinator for review. **See below for a list of subject areas**.

Please refer to the conference web site for further details on the paper submission process and **guidelines for paper formatting (style guide)**.

Important dates

April 2, 2007	Deadline for submissions
June 1, 2007	Final notification of accepted contributions
Aug. 1, 2007	Author registration deadline
Oct 7-9, 2007	MCP Research & Innovation Conference at MIT
Oct 11-12, 2007	Business Seminar in Montreal, Quebec

Note: **ALL presenters and participants have to register for the conference and pay the full registration fee**. There are no exceptions.

MCPC 2007 Program Chairs – MIT Research Conference

Conference Chair:

William Mitchell, MIT Media Lab, Massachusetts Institute of Technology

Honorary Chair:

B. Joseph Pine II, Strategic Horizons

Conference Coordinators:

Ryan Chin, MIT Media Lab
Betty-Lou McClanahan, MIT Media Lab

Conference Program Co-Chairs:

Frank Piller, RWTH Aachen University & MIT Smart Customization Group

Mitchell Tseng, Advanced Manufacturing Institute, Hong Kong University of Science & Technology

MCPC 2007 Program Chairs – HEC Montreal Business Seminar

Conference Chair:

Jacques Nantel, HEC (Haute Études Commerciales) Business School, Montréal

Conference Coordinators:

Sylvain Sénécal, HEC Business School, Montreal
Jean-Francois Ouellet, HEC Business School, Montreal

MCPC 2007 Program Committee & Subject Areas

The **program committee** advises the conference chairs on the conference matters and provides input for the conference planning and paper submission process. Each **subject area** has one **coordinator (underlined)**. Please select one of these areas when submitting your paper for the review process. Please do not submit papers directly to the coordinators, but use the online submission system only.

1 Management

1.1 **MCP Business Models:** Rebecca Duray, University of Colorado; Klaus Moser, The Boston Consulting Group; Ralf Reichwald, TUM Business School

1.2 **Marketing & Consumer Behavior in MCP:** Nikolas Beutin, Prof. Homburg GmbH & Co. KG; Frédéric F. Brunel, Boston University; Benedict G.C. Dellaert, Erasmus School of Management; Christoph Ihl, TUM Business School; Arvind Rangaswamy, Penn State University; Martin Schreier, Wirtschaftsuniversität Wien

1.3 **User Innovation & Personal Manufacturing:** Karim R. Lakhani, Harvard Business School; Christopher Lettl, Aarhus School of Business; Ian McCarthy, Simon Fraser University; Eric von Hippel, MIT Sloan School of Management

1.4 **MCP Effectiveness:** John Bessant, Imperial College; Ashok Kumar, Grand Valley State University

1.5 **Change Management for MCP** Tobias Fredberg, Chalmers University of Technology; Linnea Peltonen, University of Tampere

1.6 Modeling MCP (OR&MS): <u>Aydin Alptekinoglu</u>, University of Florida; Ali Parlakturk, University of North Carolina, Kenan-Flagler Business School; Paul H. Zipkin, Duke Univeristy, Fuqua School of Business

2 Engineering & Design

2.1 Product Design, Modularity, and Product Platforms for MCP: Olivier L. de Weck, Massachusetts Institute of Technology; Qi Guoning, Zhejiang University; <u>Timothy W. Simpson</u>, Penn State University

2.2 Industrial Design & Customization: Ryan Chin, MIT Media Lab; <u>Dominik Walcher</u>, University of Applied Sciences Salzburg

2.3 Comfort & Usability by and for MCP: Vincent Duffy, Purdue University, School of Industrial Engineering; <u>Martin Helander</u>, Nanyang Technological University; Halimahtun M. Khalid, Damai Sciences Sdn Bhd; Richard H.Y. So, Hong Kong University of Science and Technology

3 MCP Information Systems & Configuration

3.1 Configuration Systems & Toolkits for Co-Design: Thorsten Blecker, Hamburg University of Technology; Nikolaus Franke & Reinhard Prügl, Vienna University of Economics and BA; Louise Guay, My Virtual Model Inc.; <u>Lars Hvam</u>, Technical University of Denmark

3.2 IT Systems & Integration for MCP: Marko Mäkipää, University of Tampere; Peter Mertens, Friedrich Alexander Universität Erlangen-Nürnberg; Kathrin M. Moeslein, Friedrich Alexander Universität Erlangen-Nürnberg; Mikko Ruohonen, University of Tampere; <u>Detlef Schoder</u>, Universität zu Köln

4 Manufacturing & SCM

4.1 MCP Production Planning & Scheduling: <u>Roger Jianxin Jiao</u>, Nanyang Technological University; Roberto F. Lu, The Boeing Company; Kathryn E. Stecke, University of Texas at Dallas; Rajan Suri, University of Wisconsin-Madison; Amy J.C. Trappey, National Tsing Hua University

4.2 MC Manufacturing Systems <u>Fazleena Badurdeen</u>, University of Kentucky Center of Manufascturing; Claudio R. Boër, ICIMSI-SUPSI Institute of Computer Integrated Manufacturing of Southern Switzerland; Fumihiko Kimura, The University of Tokyo; Bart L MacCarthy, Nottingham University Business School

4.3 Supply Chain Management for MCP: Cipriano Forza, University of Padova; Johnny Rungtusanatham, University of Minnesota, School of Management; <u>Fabrizio Salvador</u>, Instituto de Empresa; Jayashankar M. Swaminathan, University of North Carolina, The Kenan-Flagler Business School

4.4 Rapid Manufacturing (Digital Manufacturing): Phill Dickens, Loughborough University, Wolfson School of Mechanical and Manufacturing Engineering; <u>Richard Hague</u>, Loughborough University; Christopher Tuck, Loughbourough University

5 Special Areas & Case Studies

5.1 Architecture & Construction Industries: Martin Bechthold, Harvard Graduate School of Design; Kent Larson, MIT Media Lab; Jarmo I. Suominen, University of Art and Design; Mikkel A. Thomassen, Foundation Realdania

5.2 Apparel & Footwear: Sergio Dulio, Dulio Consutants; Suzanne Loker, Cornell University, Department of Textiles and Apparel (TXA); Nadia Magnenat-Thalmann, University of Geneva, MIRALab; Chang Kyu Park, Konkuk University, Department of Textile Engineering

5.3 Automotive Customization: Betty Lou McClanahan, MIT Media Laboratory

5.4 Customization of Services: Gregory R. Heim, Boston College, Carroll School of Management; Melanie Mueller, TUM Business School

5.5 MCP in Food, Health, and Pharmaceuticals: Jose C. Lacal, Motorola, Inc., iDEN Mobile Devices Group; Frank T. Piller, RWTH Aachen

5.6 Sustainability and MCP: Martin Charter, The Centre for Sustainable Design; Klaus Fichter, Universitaet Oldenburg; Arnold Tukker, TNO-STB

5.7 Extreme Customization: Marvin Minsky, MIT Computer Science and Artificial Intelligence Laboratory; William J. Mitchell, MIT Media Laboratory; Frank Piller, RWTH Aachen

5.8 MCP Teaching Case Studies: Jean-François Ouellet, HEC Montréal, Dept. of Marketing; Sylvain Sénécal, HEC Montréal, Dept. of Marketing

6 Practitioner Track: MCP Cases & Experiences

D. Helferich, Masterfoods USA; Lin Mingwei, Industrial Technology Research Institute; B. Joseph Pine II, Strategic Horizons LLP; Patricia B. Seybold, The Patricia Seybold Group; Mitchell Tseng, Hong Kong University of Science and Technology
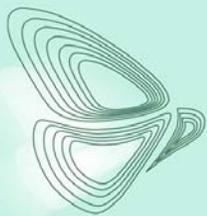
MCPC 2007

The 2007 World Conference on Mass Customization & Personalization (MCP)

October 7-10, 2007   Innovation and Research Conference, MIT Cambridge/Boston
October 11-12, 2007   Business Seminar, HEC Montreal

Sponsorship Opportunities for MCPC 2007@MIT

Companies in all branches of industry are being forced to react to the growing demands for individualization as well as to increasingly competitive cost pressures. **Mass Customization** and **Personalization** (MCP) is widely appreciated as a viable and promising strategy which aims to provide goods and services that best serve individual customers' personal needs with near mass production efficiency.

In October 2007, the MCPC will take place for the first time in North America. The first part of the conference will be hosted by the **Media Lab at the Massachusetts Institute of Technology**. These days will follow the pattern of the previous MCPC conferences (broad call for papers, parallel sessions, single keynote sessions), extended by innovative formats (workshops, debates, project challenges). The second part of the conference will focus on a business seminar on bringing mass customization and personalization to retail, hosted by the **HEC Business School** in Montreal.

We have already received great feedback on our plan to bring the MCPC 2007 to MIT. The MCPC 2007 will gather academics and practitioners with different backgrounds and will provide a great platform for interaction, discussion, and exchange.

MCPC 2007 conference sponsorship provides opportunity for positive, tangible results to the sponsoring organization. The MCPC 2007 at MIT offers excellent opportunities to showcase your company to key decision makers and leading experts. Sponsorships and exhibitions at this conference create a unique platform to network with industry colleagues and to meet scholars from leading universities and research organizations within a wide variety of fields while enhancing corporate identification and goodwill to highly targeted, decision making and multiplying audiences.

> **Sponsorship packages are also available for the MCPC 2007 Business Seminar** at HEC Montreal, targeting a High profile executive audience. Contact us for more information.

Sponsors of the MCPC 2007 will enjoy a wide range of benefits:

- Be present at the only focused event of the world that covers the entire space of mass customization and personalization.
- Increase awareness through your company's visible commitment to the international mass customization community.
- Meet with key decision makers and consolidate commercial relationships.
- Showcase your company's products and services to a valuable target market, and gain feedback from the world leading thinkers and researchers.

A range of tailored sponsorship packages is available. In addition, all sponsor's logos will be featured prominently throughout the conference arena, on the MCPC 2007 web site and, if available in time, on the congress invitation flyers to be mailed to over 10,000 individuals worldwide.

All MCPC 2007 Sponsorship Packages include the following benefits:

➢ Company logo placement throughout on conference materials
➢ **<u>Standard exhibition space</u>**
➢ Possibility to place company / product flyer in **delegate pack**
➢ Full participation at the conference

➢ Company logo on Congress invitation flyer (10,000 edition worldwide distributed to targeted interest groups in summer 2007 – <u>deadline for sponsorship contract to have your logo on this flyer is MAY 30, 2007</u>).

➢ Company logo and hyperlinks on the Congress web site
➢ Company logo and/or advertising page in Congress proceedings
➢ Company logo on opening / break slides throughout the Congress
➢ Acknowledgement at Opening and Closing Ceremonies

Exhibition: Morning and afternoon breaks during the conference days are designed to ensure maximum networking opportunities, and all exhibits are strategically positioned to ensure traffic. We are committed to providing the proper balance between delegates and exhibitors. We ensure an intimate setting for networking that has proven to yield many contacts.

Throughout the MCPC 2007, there are several events that offer additional sponsoring opportunities: the welcome reception, pre- and post-conference workshops as well as the official dinner in the famous MIT Media Lab. Ask us for any customized arrangements.

To discuss Sponsorship Opportunities and **to get a list of available sponsorship packages**, please contact the following conference organizer:

Betty Lou McClanahan

Program Manager,
MIT Media Laboratory
20 Ames Street, Room E15-228
Cambridge, MA 02142-1308, USA

Telephone: (+1) 617 253-0630. Fax: 617 258-6264. Email: bl@media.mit.edu

For more information regarding the general program and content of the MCPC 2007, please contact:

Frank Piller, Program Co-Chair, Tel. (+1) 617 326-3748; piller@iimcp.org