



SPONSOR
PROSPECTUS





AN INVITATION



On behalf of the organizing committee, we invite you to participate in a joint conference, the ICBO 2023 that will be held with ONTOBRAS 2023 as a Sponsor or Exhibitor. Our co-located conferences, ICBO 2023 and ONTOBRAS 2023, will be held, at the University of Brasilia, Brazil. You can be sponsor for both conferences or just one of them.

The theme of our co-located conference is *"The role of Ontologies in Artificial Intelligence and Machine Learning"*. This is an opportunity for you and your team to engage with those who working in the field, to understand their experiences and the challenges they face within the context of our rapidly changing society.

Registrants of both conferences come from all sectors mainly: biomedical, computer science, information science, philosophy, linguistics, oil industry, government, and academia including researchers, professors, students, engineers, healthcare professionals, and practitioners/professionals from several areas.

By participating in our co-located conference, you will connect with more than 200 specialists from Brazil and the world, and network with professionals who think like you and whose goal is to develop solutions driven by ontology.

An assortment of sponsorship packages are available for supporting the event across a variety of price points. We encourage you to select a package that best suits your budget and goals for engaging with the co-located conference. We are happy to consider ideas and amendments to the packages that maintain the spirit of supporting the conference.

We look forward to your support and seeing you in Brasilia.

Professor Fernanda Farinelli
Local/General Chair

International Conference on Biomedical Ontology

Premier conference on ontologies for Biology, Medicine, Health, Environment, Plants & Agriculture

ICBO Annual Conference Series

- The International Conference on Biomedical Ontology ([ICBO](#)) is a premier annual conference series that brings together **researchers, students and professionals involved in the development and application of ontologies in all areas of biology, medicine, diseases, human health, genome biology, environment, biomes, nutrition, food, plants, agriculture and others.**
- Together, they address issues pertaining to coordinated development of ontological resources, data standards, as well as the optimal use of ontologies in applications.
- Details on: <https://icbo2023.ncor-brasil.org/> or <https://icbo-conference.github.io/>

Previous ICBO Conferences:

- 2022: Ann Arbor, MI, USA
- 2021: Bolzano, Italy
- 2020: Bolzano, Italy
- 2019: Buffalo, NY, USA
- 2018: Corvallis, OR, USA
- 2017: Newcastle, UK
- 2016: Corvallis, OR, USA
- 2015: Lisbon, Portugal
- 2014: Houston, TX, USA
- 2013: Montreal, Canada
- 2012: Graz, Austria
- 2011: Buffalo, NY, USA
- 2009: Buffalo, NY, USA

Seminar on Ontology Research in Brazil

Brazilian conference on ontologies applied for several knowledge domains

ONTOBRAS Annual Conference Series

- [ONTOBRAS](#) is a scientific venue for researchers and practitioners from computer and information science to discuss theories, methodologies, languages, tools and experiences related to the theory and practice of ontologies.
- In addition, Master's and PhD students whose research is focused on Ontologies will, in the *Doctoral and Masters Consortium on Ontologies (WTDO)*, and have the opportunity to present and discuss their proposals with experts in the field—a valuable opportunity to receive feedback on their research and network within the community.
- Likewise, through the Tutorials Track, researchers, students, practitioners, and lecturers will have the opportunity to learn techniques and tools used by the community.
- Details on: <https://www.inf.ufrgs.br/ontobras/>

Support

- The ONTOBRAS series has support from the International Association for Ontology and Applications ([IAOA](#)), a non-profit organization with the purposes of promoting interdisciplinary research and international collaboration at the intersection of philosophical ontology, linguistics, logic, cognitive science, and computer science.
- The IAOA also provides forums for the development of applications of ontological analysis to conceptual modeling, knowledge engineering, knowledge management, information-systems development, library and information science, scientific research, and semantic technologies in general.



14th International Conference on Biomedical Ontology



will be held with the

16th Seminar on Ontology Research in Brazil

Theme: *"The role of Ontologies in Artificial Intelligence and Machine Learning".*

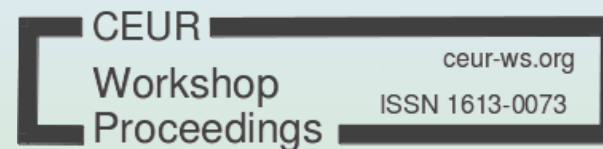
- Contact Information: icbo2023@gmail.com
- ICBO 2023 website: <https://icbo2023.ncor-brasil.org/> or <https://icbo-conference.github.io/icbo2023/>
- ONTOBRAS 2023 website: <https://www.inf.ufrgs.br/ontobras/>



SUPPORTERS



National Center for
Ontological Research Brazil



The
International
Association for
Ontology and
its Applications

CO-ORGANIZERS



- **Local/General Chair**

- Fernanda Farinelli (University of Brasilia, Brazil)
- Dalton Lopes Martins (University of Brasilia, Brazil)

- **Proceedings Chairs**

- Jeanne Louize Emygdio (Pontifical Catholic University of Minas Gerais, Brazil)
- Eduardo Ribeiro Felipe (Federal University of Itajubá, Brazil)

- **Publicity Chairs**

- Amanda Damasceno de Souza (FUMEC University, Brazil)
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- **Website Chair**

- Eduardo Ribeiro Felipe (Federal University of Itajubá, Brazil)
- William Duncan (University of Florida, USA)

- **Program Committee Chairs**

- Jeanne Louize Emygdio (Pontifical Catholic University of Minas Gerais, Brazil)
- Christiano Pessanha (Federal University Fluminense, Brazil)
- Luis M. Machado (Centre for Interdisciplinary Studies, University of Coimbra)

- **Workshops/tutorial Chairs**

- Asiyah Yu Lin (National Institutes of Health (NIH), USA)
- Andrey Soares (University of Colorado Anschutz Medical Campus, USA)

- **Journal of Biomedical Semantics - ICBO Thematic Series Chairs**

- Stefan Schulz (Medizinische Universität Graz, Austria)
- Amanda Damasceno de Souza (FUMEC University, Brazil)

- Local Chair
 - Fernanda Farinelli (University of Brasilia, Brazil)
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 - Luan Garcia (Federal University of Rio Grande do Sul, Brazil)
 - Rita Berardi (Federal University of Technology – Paraná, Brazil)
- Program Committee Chairs
 - João Luiz Rebelo Moreira (University of Twente, The Netherlands)
 - Monalessa Barcellos (Federal University of Espírito Santo, Brazil)
- Doctoral and Masters Consortium on Ontologies (WTDO) Chairs
 - Claudenir M. Fonseca (University of Twente, The Netherlands)
 - Amanda Damaceno de Souza (FUMEC University, Brazil)
- Publicity Chairs
 - Amanda Damaceno de Souza (FUMEC University, Brazil)
 - Jordana S. Salamon (Federal University of Espírito Santo, Brazil)

University of Brasilia

- The University of Brasilia (UnB) offers free public education of excellence for Brazilian and foreign students, with a humanistic, embrasive and plural perspective of citizens' rights. *Our goals and our mission are to be a reference in teaching, research and community projects, contributing to global knowledge in an interconnected world.*



- UnB was created in 1962 following the joint vision of the anthropologist Darcy Ribeiro and the educator Anísio Teixeira.
 - Its conception came from the same revolutionary spirit that gave rise to the federal capital, Brasília: to renew the methods of learning and to teach towards the future.
 - Dedicated to the promotion of free, inclusive, and high-quality education, UnB is among the best universities in Brazil.
 - Its institutional mission is to produce, integrate, and disseminate knowledge, and to educate citizens to commit to ethics, social responsibility, and sustainable development.
 - In 1995, the university was the first in the country to offer a three-stage entrance exam (Serial Evaluation Program – PAS), with tests for candidates at the end of each year of high school.
 - In 2003, UnB was the first Brazilian federal university to approve affirmative action for black and indigenous applicants.

Brasilia

- **Brasilia**, the federal capital city of Brazil, located in the central-west region of Brazil on the central plateau of Brazil, was inaugurated on April 21, 1960.
- Brasilia was the first modern and youngest city to be declared a **World Heritage Site** by UNESCO in 1987.



- Conceived by Juscelino Kubitschek, Brasilia is a masterpiece of **modern architecture**. Its conception results from the work and genius of the urbanist Lucio Costa and the architect Oscar Niemeyer. In addition to that, the city is full of artworks by artists such as Athos Bulcão, Burle Marx, Alfredo Ceschiatti, Marianne Peretti and Bruno Giorgi, which turn it into a unique place.





14th International Conference on Biomedical Ontology

Areas of particular interest to ICBO 2023 include, but are not limited to, the following:

- ✓ Big data, data science, data mining, machine learning, artificial intelligence, decision support systems, Digital twins
- ✓ Graph database, knowledge graphs
- ✓ Biocuration
- ✓ Natural Language Processing (NLP), computational linguistics, linguistic ontologies applied to text processing
- ✓ Data integration, interoperability
- ✓ Semantic Web: Modeling and Information retrieval ontology-based, Linked open data (LOD) applications
- ✓ Knowledge organization, Conceptual Modeling
- ✓ Domain ontologies (Health, Smart Cities, Government, Education and others)
- ✓ Genetics, phenotypes, and diseases, COVID-19, Dengue, Yellow fever
- ✓ Social determinants of health (SDOH)
- ✓ Electronic health records
- ✓ Industrial applications and Plant and agricultural applications
- ✓ Climate change
- ✓ Ontology for e-science, life sciences, e-business, multimedia and cultural heritage
- ✓ Ontology Engineering: Methodologies, techniques and practices, composition, modularity, evaluation and validation, patterns and anti-patterns
- ✓ Ontology governance
- ✓ Ontologies and the FAIR data principles
- ✓ Ontology tools: visualization, building, reasoning, evaluation, discovery of knowledge

Areas of particular interest to ONTOBRAS 2023 include, but are not limited to, the following:

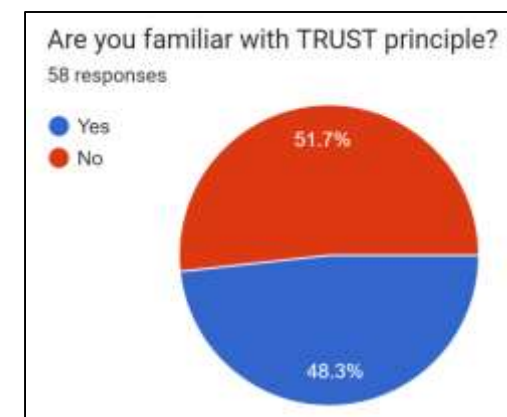
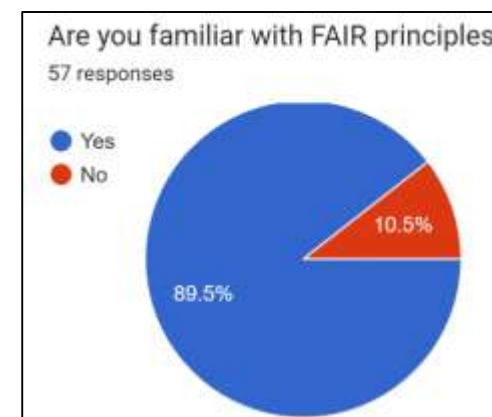
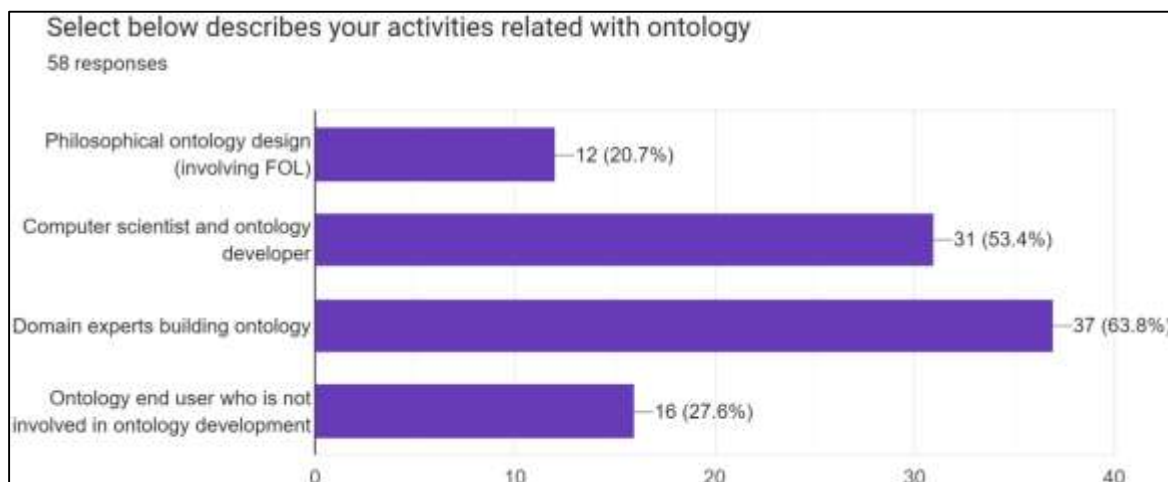
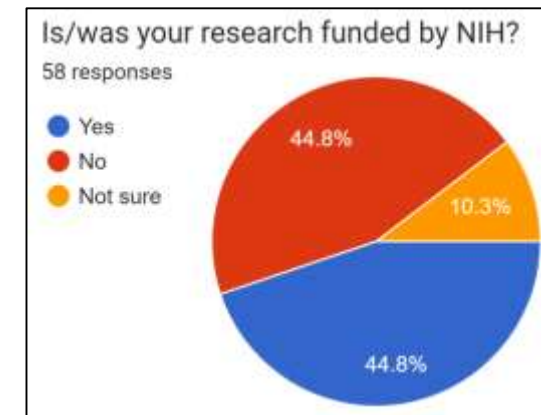
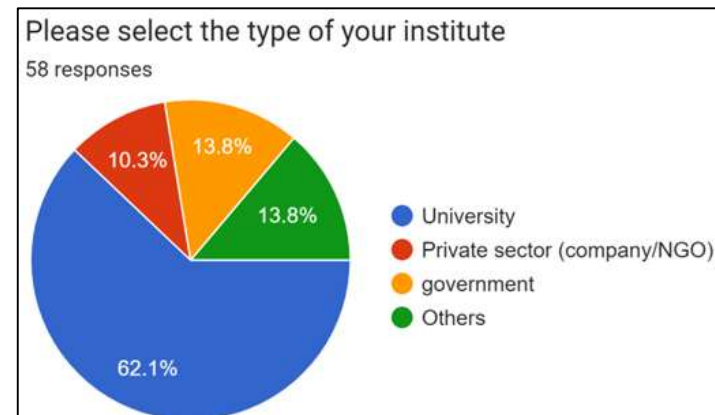
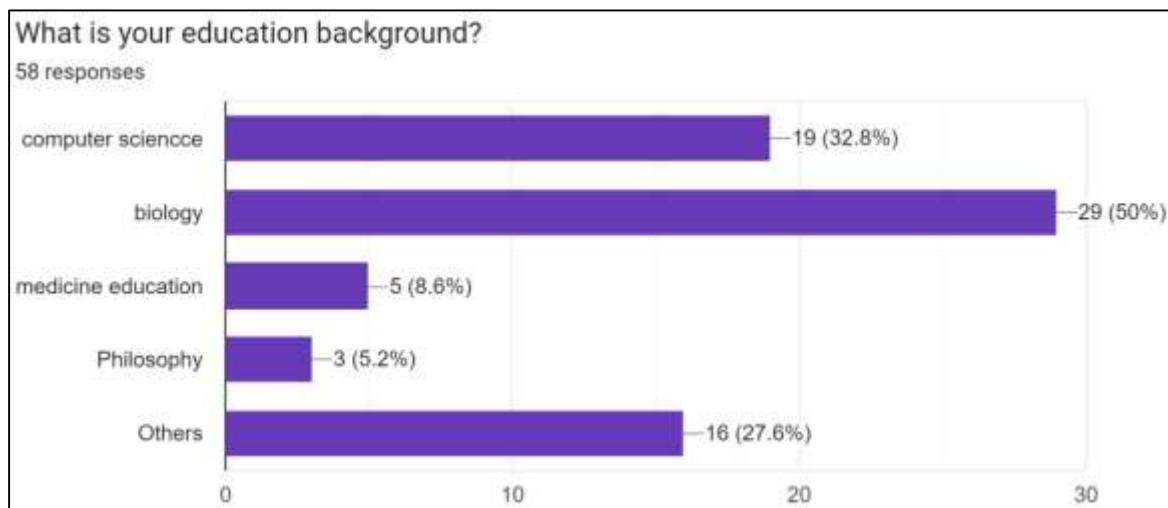
- ✓ Conceptual modeling: conceptual methods and tools for the formal representation of concepts in ontologies.
- ✓ Information Science: construction and use of taxonomies, thesauri, knowledge organization systems, information indexing, and other applications.
- ✓ Logic and Reasoning: formal representation languages and systems applied to representation and reasoning with ontologies.
- ✓ Philosophy: philosophical aspects that underlie ontological modeling, top ontologies, mereology, essence and identity, and others.
- ✓ Software engineering: ontology representation languages, system architecture, methodologies for developing ontology-based systems.
- ✓ Linguistics and natural language processing: concept extraction, meaning determination.

- **INTERACT** → Throughout the ICBO/ONTOBRAS conferences, sponsors have multiple opportunities and ways to network with attendees from around the world and across business, industry and academia.
- **EMPOWER** → Being both an in-person and online event, sponsors generate brand awareness and provide information to attendees far beyond Brasilia.
- **INFLUENCE** → Improve your return of investment (ROI) by positioning your brand front-and-center, influencing attendees and showcasing your solutions to a worldwide audience.
- **ENHANCE** → Promote your organization's visibility throughout the ICBO and ONTOBRAS community including its growing social media following.

- WHO ATTENDS?
- Meet our attendees:
 - Professors and researchers.
 - Phd students and post-graduates
 - Undergraduates
 - Practitioners
 - Librarians, information analysts, information scientists
 - Medical doctors and others healthcare professionals
 - Data scientists, data analysts and system analysts, AI analysts
 - Computer scientists, software engineers

ICBO 2022 NUMBERS

- Total 213 unique registrations for the conference, both in-person and virtual registrations.



CONFERENCE PROGRAM OVERVIEW*

A week of learning, inspiration, and networking

Schedule		August 28 th	August 29 th	August 30 th	August 31 th		September 1 st	
Morning	8:00-8:15 am	Registration and Network	Registration and Network	Registration and Network	Registration and Network		Registration and Network	
	8:15-10:15 am	Workshops and Tutorials	Workshops and Tutorials	Welcome Session	ICBO Technical Session	Ontobras Technical Session	ICBO Technical Session	Ontobras Technical Session
				Painel Sirio-Libanes				
	10:15-10:30 am	Coffee Breaks	Coffee Breaks	Coffee Breaks	Coffee Breaks		Coffee Breaks	
10:30-12:30 am	Workshops and Tutorials	Workshops and Tutorials	Keynote talk-1	Keynote talk-2		Keynote talk-3		
	12:30am -1:30pm	Lunch	Lunch	Lunch	Lunch		Lunch	
Afternoon	2-00-3:30 pm	Workshops and Tutorials	Workshops and Tutorials	Journal Technical Session	ICBO Technical Session	Ontobras Technical Session	ICBO Technical Session	Ontobras Technical Session
	3:30-3:45 pm	Coffee Breaks	Coffee Breaks	Flash talks for posters	Coffee Breaks		Coffee Breaks	
	3:45-5:45 pm	Workshops and Tutorials	Workshops and Tutorials	Poster Session and Welcome Reception	ICBO Technical Session	Ontobras Technical Session	Painel (Theme TBD)	
	5:45-6:00pm						Closing Session	
Night	TBD				Conference Dinner (Place and hour to be define)			

ICBO (auditorium - main room)	ONTOBRAS (plenary room)	Parallel workshops/tutorials to ICBO and ONTOBRAS (auditorium and plenary room)	ICBO and ONTOBRAS (auditorium - main room)
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Barry Smith

Title*: Use of AI in Medical Research, and the Role of Ontology

- Barry, the Founder of the ICBO conference series, is one of the most widely cited contemporary philosophers. His pioneering work on the science of ontology led to the establishment of Basic Formal Ontology (BFO), which is the most commonly adopted top-level ontology development framework. In 2021, BFO was approved as an ISO standard top-level ontology (in ISO/IEC:21838-2). This makes it the first example of a piece of philosophy that has been elevated to the level of an international standard. His work led also to the formation of the OBO (Open Biomedical Ontologies) Foundry, a suite of interoperable ontology modules designed to support information-driven research in biology and biomedicine. The methodology underlying BFO and the OBO Foundry is today being applied in a range of different domains, including military intelligence, industrial engineering and quantum physics.



Maurício Barcellos

Title: A BFO-based Framework for healthcare corporations

- Maurício is PhD in Information Science with Post-doctorate at the State University of New York (US), researcher at the Ontology Research Group (US), CNPq Level 2 Productivity Scholar. He is leader of the Brazilian research group *Representation of Knowledge, Ontologies and Language* (ReCOL) and founder of NCOR-BR (*Brazilian National Center for Ontological Research*) and member of ABNT (CE-021:002.032 - Data Management and Exchange). He is currently a professor at the Federal University of Minas Gerais (UFMG) where he conducts research on Knowledge Representation and Applied Ontology. He is the author of more than 200 national and international publications on the subject. Author of the book series *Ontology in Information Science*, which already has 4 volumes.

KEYNOTES CONFIRMADOS

Uma semana de aprendizado, inspiração e networking



Renata Guizzardi

Palestra: Ethical requirements for AI systems

- Professor Renata is Assistant Professor at the Behavioral, Management and Social Sciences Faculty, (IEBIS group) of the University of Twente, in the Netherlands. She is a founding member of the Research Group on Ontology and Conceptual Modeling (NEMO) and of the Laboratory of Supporting Technologies for Collaborative Networks (LabTAR), at UFES, Brazil, where she held an Associate Professor position from 2009-2016. In 2006, she received her PhD degree in Computer Science from the University of Twente, the Netherlands, with a thesis entitled Agent-Oriented Constructivist Knowledge Management. She was a visiting researcher at the Bruno Kessler Foundation (FBK) in 2006 and 2018, and at the University of Trento in 2013-2014, Italy. In 2018, she was a Senior Research Associate at the University of Bristol, UK, and in 2019, she was a lecturer at the University of Trento, Italy.

ESTIMATED COSTS

TO 150 ATTENDEES

Item	Estimated cost
Equipment	US\$ 600
Human resources	US\$ 700
Food (9 Coffees breaks, 5 lunches, 1 Dinner, 1 Poster Reception)	US\$ 32,000
Banners and Ribbon, bag	US\$ 1,500
Audio video services (record just keynotes)	US\$ 1,500
Management services	US\$ 4,000
Transportation services	US\$ 2,000
Keynote travel costs (3 shared keynotes)	US\$ 4,700
Simultaneous translation service	US 2,500
Total	US\$ 49,500

NOTE: Estimated costs may suffer slight variations depending on the dollar exchange rate used against the real and variable food values according to inflation variations. These variations will not be passed on to sponsors. **Updated in 08/05/2023**

SPONSORSHIP PACKAGES

INVESTIMENT

	Platinum Sponsor (Exclusive)	US\$ 5,000
	Gold Sponsor (2 Opportunities)	US\$ 3,500
	Silver Sponsor (3 Opportunities)	US\$ 2,000
	Bronze Sponsor (5 Opportunities)	US\$ 1,000

SPONSORSHIP BENEFITIS PACKAGES



	Platinum US\$ 5,000	Gold US\$ 3,500	Silver US\$ 2,000	Bronze US\$ 1,000
Verbal thanks in the opening (welcome) and closing sessions of the event (co-located conference)	X	X	X	X
Acknowledgment with slide showing the company logo in the opening and closing sessions of the event (logo size proportional to the category)	X	X	X	X
Inclusion of the logo on the both conference pages (ICBO and ONTOBRAS) with a link to the sponsoring company's website (logo size proportional to the category)	X	X	X	X
Acknowledgment on the official ONTOBRAS and NCOR-BR social media, including the logo with a link to the sponsoring company's website (eve of the co-located conference).	X	X	X	X
Acknowledged as sponsor in printed program including company logo	X	X		
Inclusion of the logo in the electronic proceedings of each conference (ICBO and ONTOBRAS) that are published separately on the CEUR-WS platform	X			
Inclusion of the logo in the registration page	X			
Inclusion of the logo in the conference banners (2 banners)	X	X		
Prominent acknowledgment in conference signage at the registration desk (i.e.printed display desktop)	X			
Company brochure available for download ¹ in both conference website (ICBO and ONTOBRAS websites)	X (up to 4 pages)	X (up to 2 pages)		
A color advertisement ² in print program (in conference bag)	Full-page	Half-page		

1 The sponsor will be responsible for producing its brochure, which must be delivered in digital media to the organization of the event.
2 The sponsor will be responsible for producing and print its advertisement, which must be delivered in printed to the organization of the event, until August 24.

SPONSORSHIP BENEFITS PACKAGES



	Platinum US\$ 5,000	Gold US\$ 3,500	Silver US\$ 2,000	Bronze US\$ 1,000
Promotional video ³ dissemination in intervals of online sessions (except in sponsored sessions)	1 Min (2 times a day)	1 Min (2 times a day)	30 Sec (2 times a day)	
Promotional video ³ dissemination to publish on conference website at pre-event (specific page)	X (5 min)	X (3 min)		
Promotional video ³ dissemination in both ICBO and ONTOBRAS website	1,5 Min	1 Min	30 Sec	30 Sec
Complimentary attendee registrations to the co-located conference. Attendees can choose to attend ICBO or ONTOBRAS sessions.	4	3	2	1
Inclusion of the logo in follow up email messaging to 2023 attendees (post conference)	X	X		
Inclusion of the logo in certificates of both ICBO and ONTOBRAS (post conference)	X			
Once a day Discord announcing your company as co-located sponsor during conference.	X	X	X	X
Pre-conference e-mail acknowledgment to registered participants with a link to the company's website (one week before).	X	X		
Notepad, Pen and Badge Sponsor with logo/name printed	Notepad and Badge	Pen Sponsor		

³ The sponsor will be responsible for producing of their videos, which must be delivered in digital media to the organization of the event.

TUTORIAL OR WORKSHOP SPONSORSHIP



- Present your 2 hours tutorial/workshop on **Monday morning**.
- Showcase your products/services to the event attendees.
- At the beginning of the lecture, it is informed that the session is sponsored by the company and a promotional video⁴ (up to 30 seconds) can be shown.
- As a sponsor, your company will be recognized by
 - Logo on the home page of the conference website with a link to your company's website.
 - Company logo to appear in 'Thanks to Sponsors' slides (opening and closing sessions)
 - Plus, you'll receive 1 complimentary registration to the conference.
- Investment value: **US\$ 3,000**.



⁴ The sponsor will be responsible for producing of their videos, which must be delivered in digital media to the organization of the event.

SOCIAL SPONSORSHIP PACKAGES

- We also have the following social sponsorship opportunities:
 - Poster session reception (just one opportunity)
 - Coffee break sponsorship
 - Lunch sponsorship
 - Social dinner sponsorship



POSTER SESSION RECEPTION



- The Welcome Reception to 150 attendees will be held during our Poster Session on the afternoon of Wednesday 31 August 2023, from 4pm to 6 pm, and will provide an excellent opportunity for attendees to meet again after a long time apart.
- This is the official kick-off of the conference.
- As a poster session reception sponsor, your company will be recognized by
 - Company logo on the home page of the conference website with a link to your company's website.
 - Company logo to appear in 'Poster' PowerPoint template
 - A 30 second video, broadcast during fast talks opening poster sessions.
 - The sponsor will be responsible for producing of their videos, which must be delivered in digital media to the organization of the event.
 - A space (a table) to expose your company or business during poster session.
 - Plus, you'll receive 1 complimentary registrations to the conference.
- Investment value: **US\$ 2,000.**
- **Note:** Sponsor responsible for costs associated with customizing/branding the evening experience in consultation with Staff (napkins, cups, etc).



COFFEE BREAK SPONSORSHIP



- **Nine Available**
- Give attendees the fuel they need to power through the long conference day. During the 20-minute break, attendees will enjoy coffee and a snack and spend time networking with peers — and with you.
- As a sponsor, your company will be recognized by
 - Logo on the home page of the conference website with a link to your company's website.
 - A 30 second video, broadcast at the end of the previous session, during the coffee break announced/invitation.
 - The sponsor will be responsible for producing of their videos, which must be delivered in digital media to the organization of the event.
 - Company logo to appear in 'Thanks to Sponsors' slides (opening and closing sessions).
 - A space (a table) to expose your company or business during the coffee break sponsored.
 - In case you want sponsor three or more, you'll receive 1 complimentary registrations to the conference.
- **Investment value: US\$ 800** each coffee break to 150 attendees.
 - Choose the day/time from Monday to Friday (morning or afternoon coffee break).
- **Note:** Sponsor responsible for costs associated with customizing/branding the evening experience in consultation with Staff (napkins, cups, etc).



LUNCH SPONSORSHIP



- **Five Available**
- Make an impression as the official Lunch Sponsor and give attendees a lunch though the conference. During the 60-minute break, attendees will enjoy a lunch spend time networking with peers.
- As a sponsor, your company will be recognized by
 - Logo on the home page of the conference website with a link to your company's website.
 - A 30 second video, broadcast at the end of the previous session, during the lunch announced/invitation.
 - The sponsor will be responsible for producing of their videos, which must be delivered in digital media to the organization of the event.
 - Company logo to appear in 'Thanks to Sponsors' slides (opening and closing sessions)
 - A space (a table) to expose your company or business during the coffee break sponsored.
 - In case you want sponsor two or more, you'll receive 2 complimentary registrations to the conference.
- **Investment value: US\$ 2,000** each lunch to 150 attendees.
 - Choose from Monday to Friday.
- **Note:** Sponsor responsible for costs associated with customizing/branding the evening experience in consultation with Staff (napkins, cups, etc).



SOCIAL DINNER SPONSORSHIP



- **One Available**
- With the goal of improving exchange and networking, we always promote a Social Dinner with drinks included (water, juice and soda).
- Attendees will network, enjoy a very good meal in a nice place. Show support and help celebrate our community by sponsoring the social dinner. Our social dinner will be on Thursday (August 31st).
- As a sponsor, your company will be recognized by
 - Logo on the home page of the conference website with a link to your company's website.
 - A 30 second video, broadcast at the end of the Thursday session, during the lunch announced/invitation.
 - The sponsor will be responsible for producing of their videos, which must be delivered in digital media to the organization of the event.
 - Company logo to appear in 'Thanks to Sponsors' slides (opening and closing sessions)
 - Plus, you'll receive 2 complimentary registrations to the conference.
- **Investment value: US\$ 5,000** one dinner to 150 attendees.
- **Note:** Sponsor responsible for costs associated with customizing/branding the evening experience in consultation with Staff (napkins, cups, etc).



SPONSORSHIP PACKAGES CONCLUSION



- Available on a first-come, first-served basis.
- All sponsorship payments must be paid using PayPal platform or we can try to fit for a better sponsor choice.
- Full payment is due at time of reservation.
- We can customize a sponsorship package to meet your needs and your budget.
 - **If you are interested in sponsoring the event but haven't found an option that matches your needs, please contact us.**
- Please direct all further questions to icbo2023@gmail.com
 - To Fernanda Farinelli
- More conference details at websites:
 - ICBO 2023: <https://icbo2023.ncor-brasil.org/> or <https://icbo-conference.github.io/icbo2023/>
 - ONTOBRAS 2023: <https://www.inf.ufrgs.br/ontobras/>