The annual ACM SIGMOD conference is a leading international forum for database researchers, practitioners, developers, and users to explore cutting-edge ideas and results, and to exchange techniques, tools, and experiences. We invite the submission of original research contributions and industrial papers, as well as proposals for demonstrations, tutorials, and panels. We encourage submissions relating to all aspects of data management defined broadly, and particularly encourage work on topics of emerging interest in the research and development communities.

TOPICS OF INTEREST
General areas of interests include but are not limited to the following: New programming models and languages to extend the DBMS ecosystem beyond traditional data and query models; Scalable Data Management on Cloud Computing Infrastructures; Data-centric approaches for effective management of large-scale data-centers; Innovative models, architectures, and algorithms for distributed and parallel data analytics; Energy-efficiency and power management issues in large-scale data processing environments; Database Management System and Algorithm Designs for emerging hardware architectures: Multi-core processors, larger on-chip caches, large inexpensive RAM, and flash memory; Data management applications (e.g., Web mashups, social networks, scientific databases, sensor networks); Performance and scalability (e.g., indexing, hardware accelerators); Application of Machine-learning and Data-mining techniques for autonomic database systems; Other aspects of modern information systems such as security, privacy, personalization, user interfaces, etc.

IMPORTANT DATES
October 29, 2009: Abstract submission (research papers only)
November 5, 2009: Manuscript submission (research papers, industrial papers, demonstration proposals)
December 3, 2009: Tutorial and Panel proposals submission
February 15, 2010: Notification of acceptance
March 15, 2010: Final camera-ready papers due

SUBMISSION
All aspects of the submission and notification process will be handled electronically. Detailed submission instructions will be posted on the conference website.

ORGANIZATION
General Chair: Ahmed Elmagarmid (Purdue)
Program Chair: Divyakant Agrawal (UCSB)
Finance Chair: Marianne Winslett (UIUC)
Publicity Chairs: Sourav Bhowmick (NTU Singapore), Kristen LeFevre (Michigan)
Proceedings Chair: Mohammed Mokbel (Minnesota)
Workshops Chair: Christian Jensen (Aalborg University)
Industrial Program Chair: Berthold Reinwald (IBM Almaden)
Tutorials Chair: Bernhard Mitschang (Stuttgart)
Keynotes & Panels Chair: Alon Halevy (Google)
Demonstration Chair: Yufei Tao (Chinese University of Hong Kong)
Exhibits Chair: Luna Dong (AT&T Research)

New Researcher Symposium: Christoph Koch (Cornell), Yanlei Dao (University of Massachusetts)
Local Arrangements: Beth Plale (Indiana University), Barbara Fossum (Purdue University)
Local Workshops Chair: Melanie Wu (Indiana University)
Registration Chair: Hakan Ferhatosmanoglu (Ohio State University)
Undergraduate Research Symposium Chair: Sihem Amer-Yahia (Yahoo, Inc.)
New Initiatives: Amr El Abbadi (UCSB), Jeffrey F. Naughton (University of Wisconsin at Madison), Jennifer Widom (Stanford University)
Demonstrations Local Arrangements Chair: Brandeis H. Marshall (Purdue University)
Web / Information Chair: Wai Gen Yee (Illinois Institute of Technology)