

Sponsorship Information

IATUL Seminar 2018 Munich

Technical University of Munich
University Library
December 2 – December 5, 2018

IATUL and the University Library of the Technical University of Munich are pleased to invite sponsors to take part in the annual IATUL Seminar 2018 in Munich.

The 2018 IATUL Seminar will be a continuation of a series of successful meetings that have been held over the last 62 years. The event is expected to attract around 70 delegates from all over the world. This year's seminar offers great opportunities to both commercial and non-commercial organisations, allowing them to showcase their services and products in a professional way.

The conference will be held under the heading "Research Skills and Information Literacy in the Workplace". This topic covers a relatively new and increasingly important area of research in library sciences. The workshop will further bring together librarians and representatives/practitioners from the business sector.

Why you should sponsor the IATUL Seminar 2018, Munich

- The seminar covers a current topic in libraries – promoting your organisation or company as a leading supporter of library and information services and strengthening your brand profile
- The international character of the seminar – we are expecting around 70 delegates from over 20 countries – ensures global visibility
- You will meet library executives, decision-makers and multipliers – improving your image, prestige and credibility by supporting events considered attractive by your target market
- The event programme offers you and the delegates enough time and space to engage in intensive dialogues and networking – and to develop existing relationships

Sponsorship Levels

Platinum Sponsor (€ 3,000)

At the IATUL Seminar 2018 in Munich, Germany:

- Company roll-up display at a designated spot in the main auditorium
- Company logo placed on event welcome and programme presentation slides
- One-page advertisement in the final programme
- Option of adding information material, to the conference bag
- Option of adding a company gift or giveaway in all conference bags
- A complimentary registration for a company representative
- Inclusion of company logo on the conference website
- Inclusion of the company logo on the IATUL website for one year
- Conference programme will note your company as a Platinum Sponsor (the company logo will be depicted)

Gold Sponsor (€ 2,000)

At the IATUL Seminar 2018 in Munich, Germany:

- Company roll-up at a designated spot in the main auditorium
- Company logo placed on event welcome and programme presentation slides
- One half page advertisement in the final programme
- Option of adding information material, for example to the conference bag
- Option of adding a company gift or giveaway in all conference bags
- A complimentary registration for a company representative
- Inclusion of company logo on the conference website
- Conference programme will note your company as a Gold Sponsor (the company logo will be depicted)

Silver Sponsor (€ 1,000)

At the IATUL Seminar 2018 in Munich, Germany:

- One half page monochrome advertisement in the final programme
- Option of adding information material, for example to the conference bag
- Option of adding a company gift or giveaway in all conference bags
- A complimentary registration for a company representative
- Inclusion of company logo on the conference website
- Conference programme will note your company as a Silver Sponsor (the company logo will be depicted)

Event Sponsorship

Social events offer special opportunities – for the delegates to exchange knowledge, network and enjoy themselves – and for you to present your organisation or your network in a very special surrounding. You will be part of the community, making a lasting impression on the conference attendees. You are invited to sponsor any of the following events, either partially or in full.

We will be happy to negotiate custom arrangements to suit both parties.

- Welcome reception Sunday **€ 1000**
- Dinner Monday **€ 1000**
- Dinner Tuesday **€ 1000**
- Study Tour Wednesday **€ 1000**

Your benefits (depending on the event and whether the event is sponsored partially or in full):

- Naming of your company in the conference programme
- Inclusion of company logo on the conference website
- Placing of your corporate roll-up display at event venues
- The sponsor will be acknowledged
- The delegates may be addressed with a few opening remarks by sponsor
- Your company logo on menu cards or on the buffet tables

Catering Sponsorship

The lunches and refreshments served during the conference breaks will be offered at the conference venue – with a direct link to session and workshop rooms:

Monday, December 3 **€ 750**

- Morning Break (9.15 – 10.45)
- Lunch (12.15 – 13.15)
- Afternoon Break (15.00 – 15.30)

Thursday, December 4 **€ 750**

- Morning Break (10.00 – 10.30)
- Lunch (12.00 – 13.00)
- Afternoon Break (14.30 – 15.00)

Your benefits

- The sponsor will be acknowledged
- Company logo will be displayed on the buffet tables
- Inclusion of company logo on the conference website
- Naming of your company in the conference programme

Other Forms of Sponsorship

- Sponsorship of conference bags – high visibility during and after the conference **€ 750**
- The option of adding your information material to the conference bags **€ 250**
- Pen and notepads with your company branding included in every conference bag **€ 250**
- Your company gift or give-away in all delegate bags **€ 250**
- Your company lanyards (for delegate name badges) **€ 500**
- One half page advertisement in the final programme **€ 500**