

**Seoul, Korea**

**20-24 August, 2006**



**SPONSOR OPPORTUNITIES**

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## GENERAL INFORMATION

The IFLA World Library and Information Congress 2006 will be held at the COEX convention & exhibition centre, Seoul, Korea.

Expected number of participants: 3,000  
Expected exhibition: 1,500 square meters

## PRELIMINARY PROGRAM

|                             |   |
|-----------------------------|---|
| <b>Sunday, 20 August</b>    | Morning: Council I<br>Opening Ceremony<br>Lunch /Plenary session<br>Afternoon: Pre-Opening exhibition<br>Exhibition<br>Conference Sessions<br>Exhibit party |
| <b>Monday, 21 August</b>    | All day: Conference Sessions<br>Exhibition<br>Lunch / Plenary session<br>Evening: Opening party & Ministers' Reception                                      |
| <b>Tuesday, 22 August</b>   | All day: Conference Sessions<br>Exhibition<br>Posters<br>Lunch / Plenary session<br>Evening: Cultural Evening   |
| <b>Wednesday, 23 August</b> | All day: Exhibition (half day)<br>Conference Sessions<br>Posters<br>Library Visits<br>Lunch / Plenary session<br>Evening: Mayor's reception                 |
| <b>Thursday, 24 August</b>  | All day: Conference Sessions<br>Library Visits<br>Afternoon: Closing Session<br>Council II  |

Business meetings for the Governing Board, Coordinating Boards and Standing Committees are held on August 18, 19, 25 and 26 according to normal practice.

## People behind IFLA WLIC 2006 Seoul

### International Federation of Library Associations & Institutions The Hague, The Netherlands

|               |   |
|---------------|---|
| Alex Byrne    | <i>President</i>                              |
| Peter Lor     | <i>Secretary General</i>                      |
| Claudia Lux   | <i>First Vice President / President-elect</i> |
| Gunnar Sahlin | <i>Treasurer</i>                              |

### National Organising Committee

|                |                            |
|----------------|----------------------------|
| Yang-Suk Kwon  | <i>Honorary President:</i> |
| Ki-Nam Shin    | <i>President</i>           |
| Yong-Soo Bae   | <i>Vice President</i>      |
| Young-Hwa Cho  | <i>Vice President</i>      |
| Sang-Wan Han   | <i>Vice President</i>      |
| Dae-Joon Hwang | <i>Vice President</i>      |
| Tae-Geun Kim   | <i>Vice President</i>      |
| Won-Kyou Ryou  | <i>Vice President</i>      |
| Too-Young Lee  | <i>Advisory</i>            |

### Executive Committee

|               |                         |
|---------------|-------------------------|
| Sang-Wan Han  | <i>Chairman</i>         |
| Yong-Nam Lee  | <i>Committee Member</i> |
| Suk-Young Kim | <i>Committee Member</i> |
| Eun-Chul Lee  | <i>Committee Member</i> |
| Tae-Seung Kim | <i>Committee Member</i> |

### Subcommittee Members

|                 |   |
|-----------------|---|
| Dong-Youl Jeong | <i>Coordinating</i>                     |
| Sang-Bok Lee    | <i>Volunteers</i>                       |
| Nam Tae-Woo     | <i>Public Relations</i>                 |
| Hye-Ran Suh     | <i>Academic Program, Poster Session</i> |
| Hee-Youn Youn   | <i>Publication</i>                      |
| Yung-Joon Nam   | <i>Social Events, Library Visits</i>    |
| Hyun-Joo Lee    | <i>Financial</i>                        |
| Sam-Gyun Oh     | <i>Protocol</i>                         |
| Sun-Yeong Cho   | <i>Convention Site Management</i>       |
| Eun-Ju Choi     | <i>Grants/Fellowship</i>                |
| Yun-Sil Kim     | <i>Sponsoring</i>                       |
| Hee-Yoon Choi   | <i>Visa Arrangement</i>                 |

### WLIC 2006 Seoul Secretariat

|                |                          |
|----------------|--------------------------|
| Won-Ho Cho     | <i>Senior Advisory</i>   |
| Hyun-Joo Lee   | <i>Secretary General</i> |
| Do-Mi Kim      | <i>Project Director</i>  |
| Myung-Joon Cho | <i>Project Assistant</i> |

## About the theme

### Libraries: Dynamic Engines for the Knowledge and Information Society

*(Approved by IFLA Professional Committee)*

## About IFLA

Founded in 1927, the International Federation of Library Associations (IFLA) and Institutions is an independent international non-governmental association. The aims of IFLA are to promote international understanding, cooperation, discussion, research and development in all fields of library activity and information science, and to provide a body through which librarianship can be represented in matters of international interest.

IFLA has nearly 1,700 members, including 155 associations, 1,100 institutions and 354 non-voting personal and student affiliates, representing 150 countries and all types of libraries. The World Library and Information Congress is the continuation of the former IFLA General Conference and Council.

For more information about IFLA: [www.ifla.org](http://www.ifla.org)

### IFLA World Library and Information Congress 2006, Seoul, Korea

The World Library and Information Congress, 72<sup>nd</sup> IFLA General Council & Conference is set to attract around *3,000 participants* with an exhibition with over 150 exhibitors.

### Previous Conferences

| Year | Venue                   | Total no. of all attendants | Exhibition square meters (net) | No. of exhibitors |
|------|-------------------------|-----------------------------|--------------------------------|-------------------|
| 2005 | Oslo, Norway            | 3,879                       | 1,373                          | 94                |
| 2004 | Buenos Aires, Argentina | 3,835                       | 1,392                          | 96                |
| 2003 | Berlin, Germany         | 4,582                       | 2,542                          | 159               |
| 2002 | Glasgow, Scotland       | 4,570                       | 2,385                          | 144               |
| 2001 | Boston, USA             | 4,495                       | 9,000 (ft)                     | 192               |
| 2000 | Jerusalem, Israel       | 1,800                       | 854                            | 62                |
| 1999 | Bangkok, Thailand       | 1,980                       | 1,679                          | 110               |
| 1998 | Amsterdam, Netherlands  | 3300                        | 2000                           | 101               |
| 1997 | Copenhagen, Denmark     | 2976                        |                                | 185               |

## LIST OF SPONSORSHIP OPPORTUNITIES

| SPONSOR ITEM   | SPONSORSHIP CONTRIBUTION*              | PAGE |
|--|--|------|
| Conference bags                                      | € 25,000                               | 7    |
| Conference CD-ROM                                    | € 7,500                                | 7    |
| Cultural Evening                                     | Contact Congrex Holland                | 7    |
| Decoration   | € 15,000                               | 7    |
| Delegate name badges                                 | € 10,000 (Reserved)                    | 8    |
| Exhibitors directory                                 | € 15,000                               | 8    |
| Final Conference Programme                           | € 30,000                               | 9    |
| IFLA Express   | € 25,000                               | 9    |
| Industry Update (Exhibitors only)                    | € 25,000                               | 10   |
| Internet Café  | € 15,000 (Reserved)                    | 10   |
| List of participants                                 | € 15,000                               | 10   |
| Newcomers Reception                                  | € 7,500                                | 11   |
| Notepads and pens                                    | € 20,000                               | 11   |
| Officers' Reception                                  | € 20,000 (Reserved)                    | 11   |
| Opening exhibition reception (co-sponsoring)         | € 10,000                               | 12   |
| Paper Printing Centre                                | € 10,000                               | 12   |
| Personal message system <b>NEW!</b>                  | € 30,000 (priority corporate partners) | 13   |
| Pocket planner                                       | € 25,000                               | 13   |
| Product Demonstration (exhibitors only)              | € 1,000                                | 14   |
| Public Transportation tickets                        | Contact Congrex Holland                | 14   |
| Registration area <b>NEW!</b>                        | € 25,000                               | 15   |
| Signage  | € 35,000                               | 15   |
| Simultaneous interpretation (co-sponsoring possible) | € 75,000                               | 16   |
| Technical equipment (co-sponsoring possible)         | € 70,000                               | 16   |
| Transportation library visits                        | € 15,000                               | 17   |
| Transportation social events (per event)             | € 20,000                               | 17   |
| Volunteers T-shirts/vests                            | € 15,000 (Reserved)                    | 17   |
| WLIC 2006 Friend                                     | € 5,000                                | 17   |

\* Prices are excluding applicable VAT

### DISCLAIMER

*Whilst every care has been taken to ensure that the details given are correct at the time of going to print, the Organisers shall not be liable or responsible to any sponsor or any other person in respect of any inaccuracy or omission in the information contained herein, nor shall they be responsible or in any way concerned with any contract or agreements made by the sponsor with any person, firm or company who is described as 'the official contractor' of services or whose services are recommended in this brochure. The WLIC 2006 Congress, IFLA Headquarters and/or its agent Congrex Holland BV and/or its agents have the right to immediately alter or cancel the congress or any of the arrangements, timetables, plans or other items relating directly or indirectly to the WLIC 2006 congress for reasons beyond their control. The participants/sponsors shall not be entitled to any compensation for damages resulting from such alteration or cancellation.*

## Conference bags

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**Price: €25,000**

### Description

Each delegate will receive a conference bag with all congress materials of WLIC 2006.

### Company identification

The sponsoring company's name and logo will be printed on the cover of the conference bag

### Additional sponsor recognition:

- Listing in Final Program as sponsor- distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Conference CD-ROM

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**Price: € 7,500**

### Description

Each delegate will receive a CD-ROM containing the papers of WLIC 2006.

### Company identification

The sponsoring company's name and logo will be printed on the cover and CD-ROM itself.

### Additional sponsor recognition:

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided

## Cultural Evening

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**Please contact Congrex Holland BV**

## Decoration

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**Price: € 15,000**

### Description

Decoration for the exhibition, session halls, registration area etc.

### Company identification

In the final program will be mentioned that the flowers and decoration is courtesy of the sponsoring company.

### Additional sponsor recognition:

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- Link from WLIC 2006 conference page to company website
- One complimentary delegate registration
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## **Delegate name badges**

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**Price: € 10,000**

### **Description**

All registered participants will receive a name badge that serves as their entry card to all sessions, social events and the exhibition. Participants must wear their name badge at all times throughout the conference and all (official) conference events. The badge bears the conference name and logo.

### **Company identification**

The sponsoring company's name and logo will appear on the name badge and all tickets.

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Link from WLIC 2006 conference page to company website
- One complimentary delegate registration
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## **Exhibitors' directory**

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**Price: € 15,000**

### **Description**

All participants and exhibitors will receive the exhibitors directory upon registration (inserted in conference bag). The cover of the directory will be printed with the conference name and logo.

### **Company identification**

The sponsoring company's logo will be printed on each page of the exhibitors directory.

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 4 (second issue onsite)
- Link from WLIC 2006 conference page to company website
- One complimentary delegate registration
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006



## Final Conference Programme

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**Price: € 30,000**

### Description

All participants and exhibitors will receive the final conference programme upon registration (inserted in conference bag).

### Company identification

The cover of the final programme will be printed with the conference name and logo.

### Additional sponsor recognition:

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- Link from WLIC 2006 conference page to company website
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## IFLA Express

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**Price: € 25,000**

### Description

IFLA Express is a daily newspaper in multiple languages issued five times during the conference. It includes practical information such as changes to the program, special meetings which might be scheduled etc. Two issues of IFLA Express will be sent out before the conference.

### Company identification

The sponsoring company's name and logo will be printed on each page.

### Additional sponsor recognition:

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express numbers 3, 4, 5, 6 and 7 (all issues onsite)
- Link from WLIC 2006 conference page to company website
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Industry Update

*Exhibitors only*

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**Price: € 25,000**

### **Description**

These slots are intended to offer major representative organisations of the library and information industry (vendors, publishers, data base providers, library service suppliers etc.) to inform delegates of the current state of play in their particular segment of the profession. As a part of their general introduction they have an opportunity to inform attendees about the services of their own organisation in particular. The Industry Update sessions form part of the professional programme and are therefore formally subject to approval by the Professional Committee.

### **Company identification**

The industry update will be mentioned in the final programme.

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 5 (third issue onsite)
- Link from WLIC 2006 conference page to company website
- Two complimentary delegates registration
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006
- Hand-outs allowed at the entrance of – and inside the session room
- Company banners allowed at the entrance of – and inside the session room

## Internet Café

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**Reserved**

## List of Participants

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**Price: € 15,000**

### **Description**

The list of participants will be included in the conference bag and available at all times at the registration desks.

### **Company identification**

The sponsoring company's logo appears on the cover.

The sponsoring company's name will be overprinted on each page of the list of participants.

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 5 (third issue onsite)
- Link from WLIC 2006 conference page to company website
- One complimentary delegate registration
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## **Newcomers Reception**

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**Price: € 7,500**

### **Description**

A special session is organised for those delegates attending the conference for the first time. After the newcomers' session, an informal reception will be organised to get to know other delegates.

### **Company identification**

Hand-outs and company banners are allowed at the entrance of – and inside the session room. On the opening slide of the session the company name and logo will be mentioned.

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided

## **Notepads and pens**

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**Price: € 20,000**

### **Description**

All participants and exhibitors will receive a notepad and pen upon registration (inserted in conference bag).

### **Company identification**

The company name and logo will be printed on the notepad and pen.

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Link from WLIC 2006 conference page to company website
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## **Officers' Reception**

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**Reserved**

## Opening exhibition & reception

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**Price: € 10,000**

*Co-sponsoring is possible. Please contact Congrex Holland.*

### **Description**

All registered participants and accompanying persons are invited to the Opening Exhibition & Reception, which will take place on August 20, 2006. During the opening exhibition & reception food and beverages will be available in the exhibition area of COEX.

### **Company identification**

The sponsoring company's name and logo will appear at the entrance of the Exhibition Hall during the event and on all food and beverage stations. A company representative will have the opportunity to address the delegates present over the public address system. The company name will be printed on the ticket that gives entrance to the exhibition opening & reception as follows: "*This reception has been offered by [name company]*". Moreover the company name will appear in the final program under the header of the event.

### **Additional sponsor recognition (depending on the sponsored amount):**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Link from WLIC 2006 conference page to company website (with logo recognition)
- One complimentary delegate registration
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Paper Printing Centre

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**Price: € 10,000**

### **Description**

A paper printing centre will be set-up offering delegates the opportunity to print the CD-ROM, make copies and send faxes.

### **Company identification**

The sponsoring company's name and logo will appear on the fascia of the paper printing centre. Hand-outs are allowed inside the paper printing centre.

### **Additional sponsor recognition (depending on the sponsored amount):**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Link from WLIC 2006 conference page to company website (with logo recognition)
- One complimentary delegate registration
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Personal message system

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**Price: € 30,000**

*Priority to select this new sponsorship opportunity is given to IFLA's Corporate Partners.*

### **Description**

Delegates and exhibitors can leave messages for each other at the message centre. On several screens in the COEX, the names of delegates who have a message will appear.

### **Company identification**

The sponsoring company's name and logo will appear on each page of the message system. Moreover one company slide will be inserted in the loop.

### **Additional sponsor recognition (depending on the sponsored amount):**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in the final programme (two colours, inside page).
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- Link from WLIC 2006 conference page to company website (with logo recognition)
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Pocket planner

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**Price: € 25,000**

### **Description**

A pocketsize conference program will be handed out to each participant upon registration. It includes a layout of the exhibition, conference programme, useful telephone numbers etc.

### **Company Identification**

The sponsoring company's name and logo on the cover. The company name will appear on every page.

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- Link from WLIC 2006 conference page to company website (with logo recognition)
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Product Demonstration

*Exhibitors only*

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**Price: € 1,000**

### Description

IFLA would like to offer exhibiting companies the opportunity to give a product demonstration in the exhibition area. A session room which is located close to the exhibition will be set up for these presentations. This area can seat approx. 60 persons. The time slot is 45 minutes.

The following equipment is included in the room:

- A room with a 60 persons theatre set-up
- 1 microphone
- Data projector
- 1 room attendant

### Timeslots

The following timeslots are available for product demonstrations:

| Sunday, August 20: | Monday, August 21: | Tuesday, August 22: | Wednesday, August 23: |
|--------------------|--------------------|---------------------|-----------------------|
| 14.15 - 15.00      | 10.15 – 11.00      | 12.15 - 13.00       | 10.15 – 11.00         |
|                    | 12.15 - 13.00      | 13.15 – 14.00       | 12.15 - 13.00         |
|                    | 13.15 – 14.00      | 14.15 – 15.00       |                       |
|                    | 14.15 – 15.00      | 15.15 – 16.00       |                       |
|                    | 15.15 – 16.00      |                     |                       |

Each company can indicate their preferred timeslot. Assignment is done on a first-come-first-serve basis and IFLA Corporate Partners receive priority.

### Company identification

The product demonstrations will be announced in the Final Programme and in the Exhibitors' Catalogue.

### Additional sponsor recognition:

- Hand-outs allowed at the entrance of – and inside the session room.
- Company banners allowed at the entrance of – and inside the session room.

## Public transportation tickets

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**Please contact Congrex Holland BV**

## Registration Area

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**Price: € 25,000**

### Description

All delegates have to pick up their congress material in the registration area.

### Company identification

It will be mentioned in the final program that registration area is sponsored by courtesy of sponsoring company. The company banners allowed in the registration area.

### Additional sponsor recognition:

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 4 (second issue onsite)
- Link from WLIC 2006 conference page to company website (with logo recognition)
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Signage

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**Price: € 35,000**

### Description

During the conference signposts will direct participants to the lecturing rooms. The signposts will be overprinted with the conference name and logo.

### Company identification

The sponsoring company's name and logo will be printed on all conference sign posting within the building.

### Additional sponsor recognition:

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 4(second 2 issues onsite)
- Link from WLIC 2006 conference page to company website (with logo recognition)
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Simultaneous interpretation

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**Price: € 75,000**

*Co-sponsoring is possible. Please contact Congrex Holland.*

### **Description**

During the opening ceremonies and closing sessions, as well as other selected sessions throughout the conference, addresses will be translated simultaneously in English, French, German, Russian and Spanish.

### **Company identification**

It will be mentioned in the final program that interpretation is provided by courtesy of sponsoring company. Logo in the session room where simultaneous interpretation is available

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 3,4, 5, 6 and 7 (all issues onsite)
- Link from WLIC 2006 conference page to company website (with logo recognition)
- Three complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Technical equipment

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**Price: € 70,000**

*Co-sponsoring is possible. Please contact Congrex Holland.*

### **Description**

Throughout the conference, computers, data projection and other technical equipment for speakers will be used.

### **Company identification**

The sponsoring company's name and logo in the final programme, on signs next to the equipment, and mention of the service by courtesy of sponsoring company.

### **Additional sponsor recognition:**

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 3,4, 5, 6 and 7 (all issues onsite)
- Link from WLIC 2006 conference page to company website (with logo recognition)
- Three complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006



## Transportation Library visits

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**Price: € 15,000**

### Description

Transportation will be arranged to library visits.

### Company identification

The sponsoring company's name and logo to be displayed in the bus

### Additional sponsor recognition:

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 5 (third issue onsite)
- Link from WLIC 2006 conference page to company website (with logo recognition)
- One complimentary delegate registration
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Transportation Social Events

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**Price: € 20,000 (per social event)**

### Description

Transportation will be arranged to some social events during the week of the conference.

### Company identification

The sponsoring company's name and logo to be displayed in the bus

### Additional sponsor recognition:

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in the final programme (two colours, inside page)
- Half page advertisement in IFLA Express number 5 (third issue onsite)
- Link from WLIC 2006 conference page to company website (with logo recognition)
- Two complimentary delegate registrations
- Free use of WLIC 2006 logo on company communications related to the WLIC 2006

## Volunteers T-shirts

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**Reserved**

## WLIC 2005 Friend

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**Price: as of € 5,000**

### Description

In case you would like to sponsor the congress but cannot afford the above amounts you can become a WLIC 2006 Friend. Your company name will be listed in the final programme and IFLA Express and on the website.

## Overview of benefits per sponsor item

| Sponsor item                  | Euro, excl. VAT | F.P. Listing | IFLA Express listing | Advanced delegates' list | Ad F.P. 2 colours, inside page | Ad IFLA Express | Web link | Free conf. reg. | Free WLIC06 logo use |
|-------------------------------|-----------------|--------------|----------------------|--------------------------|--------------------------------|-----------------|----------|-----------------|----------------------|
| Conference bags               | 25,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 2               | Yes                  |
| Conference CD-ROM             | 7,500           | Yes          | Yes                  | Yes                      | No                             | No              | No       | 0               | No                   |
| Cultural Evening              | Congrex Holland | Pending      | Pending              | Pending                  | Pending                        | Pending         | Pending  | Pending         | Pending              |
| Decoration                    | 15,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 1               | Yes                  |
| Delegate name badges          | 10,000          | Yes          | Yes                  | Yes                      | No                             | No              | Yes      | 1               | Yes                  |
| Exhibitors directory          | 15,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 1               | Yes                  |
| Final Conference Programme    | 30,000          | Yes          | Yes                  | Yes                      | Full                           | 1               | Yes      | 2               | Yes                  |
| IFLA Express                  | 25,000          | Yes          | Yes                  | Yes                      | Half                           | 3               | Yes      | 2               | Yes                  |
| Industry Update               | 25,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 2               | Yes                  |
| Internet Café                 | Reserved        | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 2               | Yes                  |
| List of Participants          | 15,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 1               | Yes                  |
| Newcomers Reception           | 7,500           | Yes          | Yes                  | Yes                      | No                             | No              | No       | 0               | No                   |
| Notepads and pens             | 20,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 2               | Yes                  |
| Officers' Reception           | Reserved        | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 2               | Yes                  |
| Opening exhibition reception  | 10,000          | Yes          | Yes                  | Yes                      | No                             | No              | Yes      | 1               | Yes                  |
| Paper Printing Centre         | 10,000          | Yes          | Yes                  | Yes                      | No                             | No              | Yes      | 1               | Yes                  |
| Personal message system       | 30,000 priority | Yes          | Yes                  | Yes                      | Full                           | 1               | Yes      | 2               | Yes                  |
| Pocket planner                | 25,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 2               | Yes                  |
| Product Demonstrations        | 1,000           | No           | No                   | No                       | No                             | No              | No       | 0               | No                   |
| Public Transportation tickets | Congrex Holland | Pending      | Pending              | Pending                  | Pending                        | Pending         | Pending  | Pending         | Pending              |
| Registration area             | 25,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 2               | Yes                  |
| Signage                       | 35,000          | Yes          | Yes                  | Yes                      | Full                           | 2               | Yes      | 2               | Yes                  |
| Simultaneous interpretation   | 75,000          | Yes          | Yes                  | Yes                      | Full                           | 3               | Yes      | 3               | Yes                  |
| Technical equipment           | 70,000          | Yes          | Yes                  | Yes                      | Full                           | 3               | Yes      | 3               | Yes                  |

## Overview of benefits per sponsor item

| Sponsor item                      | Euro, excl. VAT | F.P. Listing | IFLA Express listing | Advanced delegates' list | Ad F.P. 2 colours, inside page | Ad IFLA Express | Web link | Free conf. reg. | Free WLIC06 logo use |
|-----------------------------------|-----------------|--------------|----------------------|--------------------------|--------------------------------|-----------------|----------|-----------------|----------------------|
| Transportation library visits     | 15,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 1               | Yes                  |
| Transportation (per) social event | 20,000          | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 2               | Yes                  |
| Volunteers T-shirts/vests         | Reserved        | Yes          | Yes                  | Yes                      | Half                           | 1               | Yes      | 1               | Yes                  |
| WLIC 2006 Friend                  | 5,000           | Yes          | Yes                  | No                       | No                             | No              | No       | 0               | No                   |

*For additional benefits, please refer to the description per sponsorship opportunity.*

### Abbreviations

F.P.: Final Conference Programme

## **Important address**

**For more information, please contact:**

**WLIC 2006 SECRETARIAT**

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