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WORLD LIBRARY AND
INFORMATION CONGRESS:
75TH IFLA GENERAL
CONFERENCE AND ASSEMBLY

MILAN, ITALY 2009



*Libraries create futures:
building on cultural heritage*

INDUSTRY PROSPECTUS

MILAN, ITALY, 23 - 27 AUGUST 2009

www.ifla.org

General Information

Welcome - Letter of Invitation



Mauro Guerrini

It is with great pleasure, as President of the Italian National Committee and for all Italian organizations represented by it that I am inviting you to Milan during August 2009 for joining IFLA 75th World Library and Information Congress.

Milan, as well as the whole of Lombardia and Italy, will welcome you and show you their most beautiful libraries - ancient and modern - as well as valuable pieces of art, music, fashion, design, landscape, food . . .

which let our country be so famous all over the world.

For centuries, artists and poets of any country travelled to Italy to improve their personal and intellectual experience (the *grand tour*), worth to be told through the finest stories. And during this young and new millennium, where distances and cultural differences often seem to fade away, I hope everyone will join us and make the Congress truly memorable.

We look forward to seeing you in Milan at the IFLA 2009!

About IFLA

IFLA (International Federation of Library Associations and Institutions) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession and has approximately 1,700 members, (associations, institutions and individuals) in 150 countries, representing over 100,000 libraries and close to 1,000,000 library professionals worldwide.

The IFLA World Library and Information Congress has been widely known as *IFLA Conference* for more than 75 years.

For more information about IFLA, please visit www.ifla.org

Congress Theme

'Libraries Create Futures: Building on Cultural Heritage'

Thanks to libraries, civilisations have gathered and stored evidence of their manual, scientific, artistic, literary, musical as well as religious activity. Assuredly, libraries preserve the bases and the roots of human knowledge. Knowledge transmission today has radically changed: the scope of bibliography has widened immensely. Libraries therefore had to update their role: preservation and access are still the main points to be achieved, though in a new, critical and professional way, in order to assure the adequate standard of the service. In this way libraries keep pace with the change brought about by history and technology, helping to shape the future through the resources inherited from the past for example cultural heritage. Century long traditions have created a vast and diversified context, in which mediaeval libraries (mostly in monasteries and universities), live together with Renaissance libraries as well as modern libraries, whose efficient standards promote public reading and research effectively.

Libraries keep the balance between past and present and they turn roots into vital elements for the future, paving the way to the development of society, to promote better quality of life and encourage contacts between different civilisations and cultures all over the world.

Today Italy on the Mediterranean coast is like a bridge between Europe, Africa, and the Middle East and plays a leading role for peace and co-operation among the people. This allows libraries, through their rich historic tradition and their technological developments to be considered as a decisive factor to achieve this aim.

Congress Venue

Designed in 2002 by Pierluigi Nicolini, enlarged twice, today the Fiera Milano, is amongst the largest and most equipped convention centres in Italy and one of the most important Trade Fair complexes in the world.

The Milano Convention Centre offers all world facilities: Italian design, an innovative management model designed to meet your needs with all-round services, flexible spaces and state-of-the-art technology.

The Milano Convention Centre is located in the heart of Milan - just a few minutes from the Fashion District and Leonardo's Last Supper - within a 1km radius of the Centre, there are over 2,000 hotel rooms and is efficiently served by public transportation.

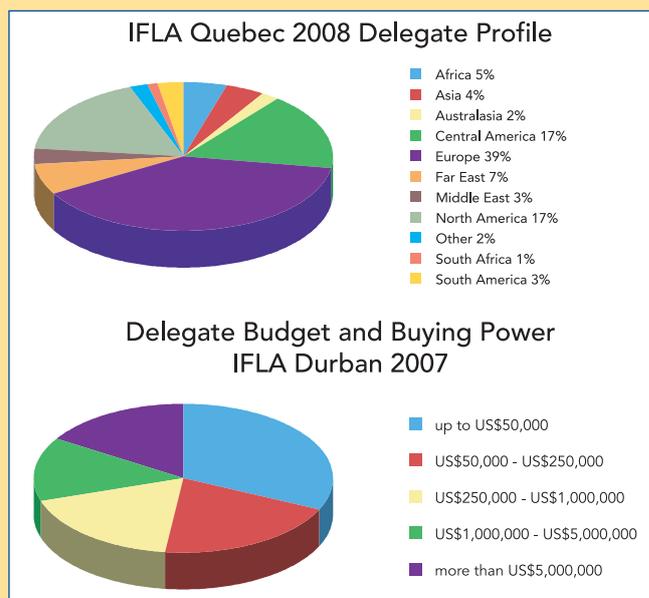
Exhibition

A commercial exhibition will be held in conjunction with the Congress. It will be open from the afternoon of Sunday 23 until lunchtime on Wednesday 26 August 2009. The exhibition will be held in Hall A of the Milano Convention Centre, which will also include catering, posters and the internet cafe. This will be sufficient to ensure high footfall of delegates through the exhibition area.

Profile of Attendance

Over 4,000 delegates are expected to attend the World Library and Information Congress in Milan in 2009. The last two meetings in Quebec (2008) and Durban (2007) each attracted comparative numbers, whilst previous World Library and Information Congress in Europe had in excess of 4,500 delegates. We are very confident of an excellent attendance at the 2009 Congress.

The charts below illustrate firstly the origin of attending delegates at the World Library and Information Congress held in Quebec, Canada and secondly the breakdown of buying power of delegates who attended the Congress in Durban, South Africa. This demonstrates that a significant proportion of delegates attending the exhibition are responsible for budgetary decisions. This reinforces that the World Library and Information Congress exhibition is a valuable event to attend.



Website

The Congress website contains all details relating to the World Library and Information Congress 2009. It is updated on a regular basis, so please visit frequently:

www.ifla.org

Sponsorship

Sponsorship Opportunities

The World Library and Information Congress 2009 will provide sponsors and exhibitors with exposure and access to delegates who have the capacity to influence the selection of products and services within their organisations. The Congress also provides you with the opportunity to demonstrate your support and commitment internationally to the field of libraries and library services. Participating in our sponsorship programme will extend your visibility beyond the exhibition hall to achieve maximum exposure at the Congress.

In order to ensure that your company achieves its objectives by participating in the World Library and Information Congress 2009, a wide range of sponsorship opportunities are available. It is understood, however, that the packages detailed below may not necessarily meet each company's individual requirements, therefore, other sponsorship opportunities to complement specific marketing objectives can be considered. Please contact the Congress organisers directly to discuss tailor-made packages.

Sponsor Advantage Chart

Four different levels of sponsorship are being offered - the benefits of each are summarised below:

Benefits and Acknowledgements

It is the express intention of the Congress organising committee to ensure that participating companies receive the highest recognition in return for their generous support:

General benefits will include the following:

- Company name and logo on sponsored item(s)
- Acknowledgement in promotional materials
- Acknowledgement on the Congress website
- Editorial entry in Final Programme
- Acknowledgement in Final Programme against sponsored item with own branding
- Company name and logo on sponsors' acknowledgement boards, which will be prominently displayed throughout the Congress venue.
- Priority choice of exhibition space
- Priority choice of hotel allocations
- Acknowledgement with company logo in IFLA Express issues 1 & 2
- Acknowledgement in the post-meeting issue of the IFLA Journal, the official journal of IFLA, (quarterly, circulation 2,200)
- Use of the World Library and Information Congress logo on company communications relating to the World Library and Information Congress 2009

Benefit	Platinum Congress €25,000	Gold Congress €21,500	Silver Congress €16,000	Bronze Congress €8,500
Hospitality suite	✓	✓		
From the shopping list, items to the value of	€25,000	€21,500	€16,000	€8,500
Discount on exhibition space	30%	20%	15%	10%
Complimentary full delegate registrations	6	4	2	1
Advance mailing to delegate list	✓	✓	✓	
Company strap line on Congress website	✓			
Logo link on Congress website to own site		✓	✓	
Acknowledgement in Congress literature	✓	✓	✓	✓
Final Programme - editorial with logo	✓	✓	✓	✓
Insert in delegate bag	✓	✓	✓	✓
Company name and logo on sponsor acknowledgement boards around the venue	✓	✓	✓	✓
Full-page advertisement in IFLA Express Issues 1 & 2	✓			
Half page advertisement in IFLA Express Issues 1 & 2		✓		
Acknowledgement in IFLA Express Issues 1 & 2			✓	✓
Acknowledgement in the post-meeting issue of the IFLA Journal	✓	✓	✓	✓
Use of the World Library and Information Congress logo	✓	✓	✓	✓



Sponsorship

Platinum Congress Sponsorship (maximum 1)

Total spend on sponsorship items in excess of **€25,000**

- Use of a private hospitality suite for one full day of the Congress
- 30% discount on exhibition stand fee - priority choice of location
- Company strap line on the Congress website with link to own site
- Acknowledgement as Principal Sponsor in all Congress literature
- Advance mailing to delegate list
- Six free full delegate registrations
- Insert in delegate bag
- Full-page advertisement in IFLA Express issues 1 & 2, (outside back cover)

Gold Congress Sponsorship (maximum 3)

Total spend on sponsorship items in excess of **€21,500**

- Use of a private hospitality suite for one half day of the Congress
- 20% discount on exhibition stand fee - priority choice of location
- Acknowledgement on Congress website with logo link to own site
- Advance mailing to delegate list
- Four free full delegate registrations
- Insert in delegate bag
- Half page advertisement in IFLA Express issues 1 & 2

Silver Congress Sponsorship (maximum 8)

Total spend on sponsorship items in excess of **€16,000**

- 15% discount on exhibition stand fee - priority choice of location
- Acknowledgement on Congress website with logo link to own site
- Two free full delegate registrations
- Insert in delegate bag

Bronze Congress Sponsorship

Total spend on sponsorship items in excess of **€8,500**

- 10% discount on exhibition stand fee - priority choice of location
- Acknowledgement on Congress website
- One free full delegate registration
- Insert in delegate bag

Professional Programme

Parallel Industry Programme **€7,500**

Designated slots will be offered for the duration of 2 hours within the professional programme for integrated industry programmes.

Details of the content of all industry programmes will be placed on the Congress website, circulated to all delegates with joining instructions, and included in the Final Programme. Sponsoring companies will have a prominent poster site at registration on the day of the industry programme, plus a holding slide at the beginning and end of each session. The use of existing audio-visual equipment and the services of a technician and room attendant are included.

Sponsoring companies will be asked for details of suggested titles, presentation topics, and speakers and chairpersons so that the professional committee can ensure that industry programme sessions are fully integrated, and that there is continuity and balance within the overall professional programme.

Product Demonstrations **€2,000**

Product Demonstrations offer exhibitors a 45 minute platform in which to update delegates on their latest products and developments. The allocated room located within the Milano Convention Centre will accommodate 120-150 delegates seated in theatre style.

Use of existing audio-visual equipment and the services of a technician and room attendant are included in the cost, and details of demonstrations will be publicised in the Final Programme and Exhibition Catalogue, on the Congress website, and on posters located within the exhibition and registration areas each day.

The following times are available for Product Demonstrations - please note that IFLA Corporate Partners will receive priority, thereafter slots will be allocated on a "first come, first served" basis.

Monday 24 August	Tuesday 25 August	Wednesday 26 August
10.15 - 11.00	10.15 - 11.00	10.15 - 11.00
11.15 - 12.00	11.15 - 12.00	11.15 - 12.00
12.15 - 13.00	12.15 - 13.00	12.15 - 13.00
13.15 - 14.00	13.15 - 14.00	
14.15 - 15.00	14.15 - 15.00	
15.15 - 16.00	15.15 - 16.00	

Plenary and Keynote Lectures **€2,000**

All plenary and keynote lectures are available for sponsorship pending approval from the Professional Committee and the speaker. While companies have no control over the content of the session, they will be acknowledged as sponsors by having their company logo slide at the beginning and end of the lecture and on poster sites outside the lecture room, plus all the general benefits and acknowledgements afforded to sponsors.

Poster Area **€3,500**

The sponsor's logo and name will be printed on all poster header numbers, alongside the Congress logo (around 90 posters), and on the instructions that are given to poster presenters. The company can also have a pop-up banner, up to 2m x 1m, on display in the poster area. There will be the opportunity to offer a sponsor's "named" best poster prize.

Print and Related Items

CD Rom **€7,500**

Each delegate will receive a CD Rom at registration which will contain all congress papers as available as per the cut-off date. This is an important reference tool for delegates to use following the Congress. As sole sponsor your company logo and a link to your website will be displayed when the disk is opened for viewing. Your company logo will also appear on the back cover of the jewel case and on the CD Rom itself.

Final Programme & Exhibition Catalogue **€6,000**

Will be distributed on-site to all delegates, and will include all Congress information, such as the definitive professional programme and details of the social and tour programme and exhibition catalogue. The sponsor's logo will be printed on the back cover, with a full-page advertisement on the inside-cover.

Please note that other advertising will be permitted in the Final Programme and Exhibition Catalogue.

Pocket Programme **€6,000**

The pocket programme will be distributed to all delegates on site and will contain a handy overview of the Congress. The sponsor's logo will appear on the back cover.

Sponsorship

IFLA Express On-site Issues 3 - 7 €7,000

IFLA Express is a daily newspaper in multiple languages issued five times during the Congress. It includes practical information such as programme updates, additional meetings etc. The sponsoring company's name and logo will be included on the front cover of the on-site issues, and a full-page advertisement on the outside back cover.

Please note that IFLA Express is printed in black and white only and other advertising will be permitted.

Joining Instructions €2,500

These will be distributed electronically to delegates six weeks prior to the Congress and will provide them with useful information to help with their journey to, and arrival in Milan. The sponsoring company's logo will appear prominently at the top of the page, together with a link to your own site.

Laminated Bookmark €3,500

This highly visible item will be distributed in the Congress bag. The bookmark will be printed with the Congress logo, venue and dates, and will include the sponsor's company logo on the front and advertisement on the reverse.

Congress Bag Insert, (printed flier) €3,500

The sponsoring company may provide a single insert maximum size A4, which will be inserted into the Congress bag by the organisers. You must be an exhibitor to have a Congress bag insert.

Congress Bag Insert, (gift) €3,500

The sponsoring company can provide objects which may enhance the delegates' Congress experience. It is the sponsor's responsibility to comply with any national legislation. You must be an exhibitor to insert an item into the Congress bag and the item must be pre-approved by the organisers.

Delegate Items

Internet Café €16,500

The Internet Café will be located within the exhibition area, either as part of the sponsoring company's stand or in a nearby location. The sponsor will have their logo and branding on posters within the internet café, and their logo as the screen saver on each workstation. On accessing the internet, the default home page can be the sponsoring company or product page. There will also be the opportunity to supply additional branded items such as pads, pens, or mouse mats.

Wi-fi Connection €16,500

Delegates wishing to access the internet via their own laptop may do so by using the Congress wi-fi. An initial splash screen will bear the sponsor's logo and will ask for a password (which may be a company or product name and access code). The password and/or access code can be changed each day and delegates can collect notification of the code from the sponsor's exhibition stand. On accessing the internet, the default home page can be the sponsor's company or product page.

Congress Bag €20,000

This is a high profile, much sought after item. The sponsor's logo and branding will be printed on the official World Library and Information Congress 2009 Congress bag (also to include the Congress logo).

Volunteer Uniform €15,000

All volunteers will wear special uniforms at the registration desks, during sessions and in the exhibition area and are highly visible throughout the duration of the Congress. This is a unique opportunity for a company to sponsor the uniform which will bear the Congress name and logo.

Delegate Badge Lanyards €11,000

or €5,500 plus supply of goods

Sponsors will have the opportunity to provide lanyards displaying their name and logo which will be distributed to delegates with their delegate badges. This item is popular and provides excellent visibility.

Pads and Pens (supplied by sponsor) €5,000

Distributed in the Congress bag, this is a unique opportunity to highlight your company name and logo on two items which will see continuous use throughout the Congress.

Audio-Visual Equipment €5,000

The sponsoring company's logo will appear on a holding slide in all session halls during breaks. There will also be a banner outside and/or inside the speaker check-in room, and the company logo will appear on the instructions to speakers and chairpersons.

Simultaneous Interpretation €5,000

During the opening and closing ceremonies, as well as other selected sessions throughout the Congress, addresses will be translated simultaneously into Chinese, English, French, German, Russian, Arabic and Spanish. The sponsoring company's logo will appear on the holding slide in these session halls, and in the Final Programme next to details of the simultaneous interpretation.

Signposting €5,000

There will be extensive Congress signage around the Convention Centre, and the opportunity exists for a sponsor to support this service and have their company logo on all directional signs.

Paper Printing Centre €5,000

The paper printing centre will be located within the exhibition area, either as part of the sponsoring company's stand or in a nearby location, and will offer delegates the opportunity to print information from the CD-Rom, make copies and send faxes. The sponsor will have their logo and branding on posters within the paper printing centre, and there will also be the opportunity to supply additional branded items such as pads and pens.

Mail and Message Centre €5,000

The mail and message centre is prominently located next to the registration area and will be used daily by all participants. The sponsoring company will have their name and logo on the message board on which delegates' names are displayed and on the message slips.

Registration Area Banners €5,000

All delegates and exhibitors have to register at the registration area, so over 4,000 people will visit this area at least once to register and thereafter to make enquiries thus ensuring maximum exposure for the sponsor. The sponsor can have up to four pop-up banners on display, with a maximum size of 2m x 1m. This is an exclusive item - the price above is for sole sponsorship of the area.

Airport Welcome Desk €2,500

There will be a staffed desk at Milan Malpensa Airport to welcome the Congress delegates as they arrive. The sponsor's logo will appear prominently on the signage for the Welcome Desk, and there will be the opportunity to provide up to two pop-up banners, with a maximum size of 2m x 1m.

Escalator Banner €2,500

Over 4,000 people will use the escalators daily in making their way to and from the session halls. This will ensure maximum exposure for the sponsor. Sponsoring companies can have two pop-up banners on display in the escalator area, with a maximum size of 2m x 1m.

Sponsorship

Transportation Library Visits €8,500

Transportation will be provided for delegates' library visits. The sponsor's logo will be displayed at embarkation point, on the coaches and in the Final Programme within the section detailing the library visits.

Cocktail Reception at Exhibition Stand €2,500

Exhibitors have the opportunity to host a reception at their exhibition stand, which will allow company representatives to deliver a short address to delegates, meet face-to-face and distribute company collateral or giveaways. Receptions can be arranged to take place during exhibition open hours on Monday 24 or Tuesday 25 August 2009, and will have a listing/link on the Congress website.

Social Programme

Exhibition Reception €10,000

All registered delegates and accompanying persons are invited to the Exhibition Reception which will take place on the evening of Sunday 23 August at the Convention Centre and will give delegates the chance to mingle with their colleagues in a relaxed atmosphere. Drinks and canapés will be offered by the Congress and entertainment will be provided. The sponsor's logo will appear on the Congress website next to details of the Exhibition Reception, in the Final Programme, and on tickets for the event. There will also be the opportunity for a representative from the sponsoring company to make a brief address at the reception. You may also provide cups, napkins and other items bearing your company or product logo for use at the event.

Officers' Reception €15,000

Each year IFLA invites the 200 - 250 IFLA Officers to get together as a 'thank you' for their work during the past year. The sponsoring company's name and logo will appear on the invitations for the event and on banners in the hall. There will be the opportunity to provide additional branded items such as napkins, cups, bottled water etc.

Newcomers' Session and Reception €5,000

A special session is organised for those delegates attending the Congress for the first time. There were approximately 1,000 newcomers in Quebec in 2008. After the newcomers' session, there will be an informal reception to allow them to get to know other delegates in an informal setting. Sponsoring companies will have a holding slide at the beginning of the session, and company banners and hand-outs will be permitted outside the session hall. The sponsor's logo will appear on the Congress website next to details of the Newcomer's Reception, in the Final Programme and on the tickets for the event.

You may also provide cups, napkins and other items bearing your company or product logo for use at the event.



Advertising Opportunities

IFLA Express Issues 1 - 2

These two issues of IFLA Express are sent electronically to 7,000 potential delegates in February and May 2009. Advertising in these issues is only available as part of the sponsorship packages.

IFLA Express On-site Issues 3 - 7

There are five issues of IFLA Express which are circulated to delegates (4,000 copies) on each day of the Congress. Please note that IFLA Express is printed in black and white only.

There is the opportunity to advertise in all 5 issues as follows:

Full page	€5,000
Half page	€3,000
Quarter page	€2,000
Inside front cover	€6,000
Inside back cover	€6,000

Final Programme and Exhibition Catalogue

This is a full colour document which is distributed to each delegate at registration. Whilst it is a sponsored item, exhibitors have the opportunity to advertise in the exhibition catalogue section as follows:

Full page	€2,500
Half page	€1,500
Quarter page	€1,000

VAT of 20%, where applicable, will be added to all prices quoted



Exhibition Information

Venue

The World Library and Information Congress 2009 will take place in the Milano Convention Centre which offers all world facilities: Italian design, an innovative management model designed to meet your needs with all-round services, flexible spaces and state-of-the-art technology.

The Milano Convention Centre is located in the heart of Milan - just a few minutes from the Fashion District and Leonardo's Last Supper - within a 1km radius of the Centre, there are over 2,000 hotel rooms and is efficiently served by public transportation.

A commercial exhibition will be held in conjunction with the Congress. It will be open from the afternoon of Sunday 23 until lunchtime on Wednesday 26 August. The exhibition is open to all companies, governmental bodies and other organisations with products and services related to library and information services such as automation, books, periodicals and documents, audio-visual equipment and materials, furniture, and supplies and services.

The exhibition and professional poster sessions are scheduled to take place within Hall A on the ground floor of the Milano Convention Centre. The exhibition forms the hub of the Congress and provides an excellent opportunity for delegates to interact with industry and to familiarise themselves with the latest advances and innovations. Our delegates increasingly welcome the opportunity to tap into the exhibitors' knowledge and expertise and gain from hands-on product demonstrations. In addition to the commercial exhibits, tea and coffee will be served in the exhibition area and delegate lounges and internet facilities will be provided in order to maximise the amount of time delegates spend within the exhibition.

Provisional Exhibition Opening Hours

Saturday 22 August	0800 - 2000	Exhibition Build
Sunday 23 August	0800 - 1200	Exhibition Build
Sunday 23 August	1245 - 1800	Exhibition Open
Monday 24 August	0800 - 1800	Exhibition Open
Tuesday 25 August	0800 - 1800	Exhibition Open
Wednesday 26 August	0800 - 1430	Exhibition Open
Wednesday 26 August	1430 - 2000	Exhibition Break Down

Networking Opportunities within the Exhibition Hall

- Exhibition Reception
- Tea and coffee breaks
- Exhibition
- Poster Displays
- Feature Areas (Internet Café, Print Centre)

Product Demonstrations

All exhibitors have the opportunity to have a 45 minute platform presentation to delegates to update them on their latest developments and product range. These sessions are charged at €2,000 each - please refer to the sponsorship section for more information.

Technical Manual

A technical manual providing detailed general and technical information, advice, and full details about the exhibition, venue, organisers, and ancillary services will be circulated to exhibitors in April 2009.

Stands

Shell scheme is provided for all stands unless a space only site is requested. The charge per square metre for stand rental is exclusive of electrics, furniture, and floral is as follows:

- **Tier 1 - up to and including 27 February 2009 €440 plus VAT per sq m**
- **Tier 2 - from 28 February 2009 onwards €490 plus VAT per sq m**
- Shell scheme, if required
- Company name badges for two persons
- Free editorial entry (50 words) in the Final Programme/Exhibition Catalogue
- One full complimentary delegate registration per stand
- 24 hour security
- Ambient heating and lighting
- Daily cleaning of the aisles and common areas
- Attendance at the Exhibition Reception
- A preferential rate of €1,200 plus VAT for a table top stand is available for Non-governmental Organisations and Charities. Application must be made in writing to the Congress organisers and is subject to approval from the organising committee.

Please note that while our sponsors will be given a priority choice of stand location, early commitment will ensure that your company secures a prominent site.

Application for Stand Space

Any company wishing to participate in the exhibition should complete the enclosed stand application form indicating first, second and third choice of stand or multiples of stands. On confirmation of your stand allocation you will be issued with an exhibition contract and invoice for 60% deposit.



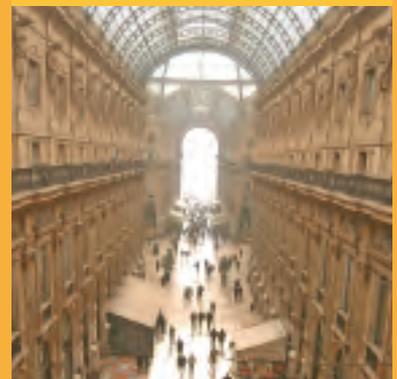
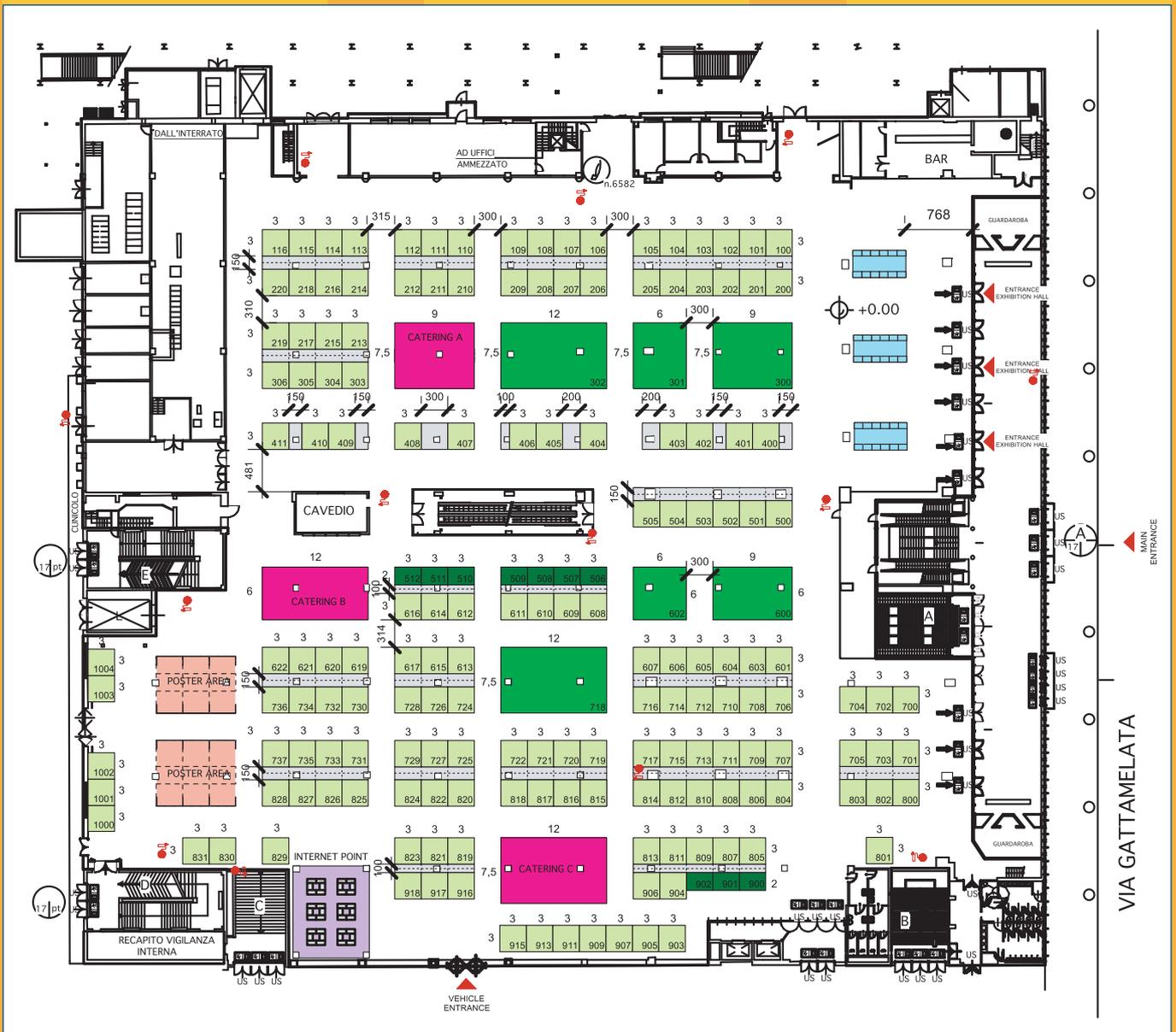
Further Information

For further details and assistance, please contact:

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Floor Plan



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