



A unique opportunity to promote your business among key players in sound and audiovisual archiving, preservation and restoration at a truly international forum

## SPONSORSHIP OPPORTUNITIES at IASA 2014

<http://2014.iasa-web.org/>

**International Association of Sound and Audiovisual Archives (IASA)  
45th Annual Conference  
Center for the Book, Cape Town, South Africa, 5th - 9th Oct 2014**

*IASA conferences give your business unprecedented access to the world's major sound and audiovisual institutions.*

This year IASA will bring together an impressive range of world class expertise, knowledge and experience and so continue its aim to promote, encourage and support the development of best professional sound and audiovisual standards and practice in all countries.

IASA is an accepted international leader in the field of sound and audiovisual archiving and the premiere organization in setting operating standards and work practices. It has also had a long commitment to the support of archives and collections in developing and emerging countries.

Established in 1969 as a platform for international co-operation between archives that preserve recorded sound and audiovisual documents, IASA now has members from more than 70 countries, representing most major collections and archives, including national libraries, archives and broadcasters holding musical recordings, historic, literary, folkloric and ethnological sound documents, theatre productions and oral history interviews, bioacoustics, environmental and medical sounds, linguistic and dialect recordings, as well as recordings for forensic purposes.

The IASA conference is an agenda setter for the ongoing debates in sound and audiovisual archiving. Our most recent conferences include the informative 2011 conference in Frankfurt, Germany, the extraordinarily rewarding 2012 conference in New Delhi, India, and our thought-provoking and celebratory 2013 joint conference with the BAAC (Baltic Audiovisual Archival Council) in Vilnius, Lithuania.

The 2014 Conference, our 45th Annual Conference, is being held at the Center for the Book, in Cape Town, South Africa, from Sunday 5th - Thursday 9th October 2014 with the theme "Connecting Cultures: Content, Context, and Collaboration".

This 2014 conference is an opportunity to show how new technologies, new systems, and joined efforts provide innovative services that link our audiovisual heritage with a wider audience, make possible new and diverse use cases, and affect more robust and resilient preservation efforts.

Sponsors of IASA achieve high visibility amongst the attendees of the conference and the members of this forward-thinking organization. But this is not the only benefit: support for IASA not only gains an opportunity for your company, it also helps us with our initiatives in the world of sound and audiovisual archiving, contributes to the maintenance our education, training and other standards and guidance activities, and ensures that it remains affordable to participate in IASA--cost being an all too critical issue in today's global economy.

## **Sponsorship categories (all prices in Euros)**

### **Gold Sponsor 5,000 € or more**

- Your company name announced as a Gold Sponsor at the opening and all subsequent plenary sessions for all conference delegates, and in any formal speeches at social events
- Your company logo featured prominently on the inner front page of the programme
- Your company logo displayed in front of all delegates on the holding slide projected between formal conference sessions
- Your company logo featured on the home page and the sponsors page of the conference website
- A complimentary full page black & white advertisement in the conference programme
- A priority table in the conference area
- Your company name listed as a Gold Sponsor in the conference programme
- You may include leaflets and promotional material in delegates' bags
- Three complimentary conference registrations

### **Silver Sponsor 3,000 €**

- Your company name announced as a Silver Sponsor at the opening plenary session for all conference delegates
- Your company logo, slightly smaller than the Gold, included on the inner front page of the programme as a Silver sponsor and displayed in front of all delegates on the holding slide between formal conference sessions
- Your company logo on the sponsors page of the conference website
- A complimentary half page black & white advertisement in the conference programme
- Access to a table in the conference area
- Your company name listed as a Silver Sponsor in the conference programme
- You may include leaflets and promotional material in delegates' bags
- Two complimentary conference registrations

### **Bronze Sponsor 2,000 €**

- Your company name announced as a Bronze Sponsor at the opening plenary session for all conference delegates
- Your company logo, slightly smaller than the Silver, included on the inner front page of the programme as a Bronze sponsor and displayed in front of all delegates on the holding slide between formal conference sessions
- Your company logo on the sponsors page of the conference website
- Access to a table in the conference area

- Your company name listed as a Bronze Sponsor in the conference programme
- You may include a leaflet in delegate's bags
- One complimentary conference registration

### **Other sponsorship suggestions**

We understand that some organisations may wish to tailor their own package to sponsor IASA at the 2014 Conference. We are willing to discuss further options, or extension of the sponsorship packages. Please contact Bruce Gordon or Kevin Bradley who are part of the organising team, President Jacqueline Von Arb, or notify any member of the IASA Executive Board to discuss this further.

### **Advertising opportunities**

- Lanyards provided to attendees (advertiser to supply) 2,000 €
- Inclusion of merchandise in bag (advertiser to supply) 750 €
- Table in the conference area 500 €
- A single page insert or similar in programme bag 175 €

### **Conference Website**

<http://2014.iasa-web.org/>

### **For further information please email:**

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