

International Conference on Digital Libraries (ICDL 2010)

Digital libraries: Shaping the Information Paradigm

New Delhi, 23 – 26 February 2010

Sponsorship Opportunities
(Business houses)



The Energy and Resources Institute
Darbari Seth Block
Habitat Place

Lodhi Road, New Delhi – 110 003

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TERI seeks to build a strong digital library (DL) community through partnerships and networking with organizations intending to collaborate and associate with this endeavor, ICDL. The ICDL organizers invite governments, non-government agencies, academic and research organizations, societies and associations of library and information professionals, IT professionals, and archivists and others to join us in organizing this event through liberal funding. International DL events get proper recognition and value addition with the involvement of information industry market players such as online database providers, publishers, and DL equipments and library software developers.

After conducting two successful conferences, the ICDL conference series has developed strong and qualitative branding in this part of the world. The organizers invite all stakeholders of DLs to fund liberally to make the third event of ICDL series a grand success. A host of new measures have been taken by the organizers to provide maximum mileage and benefits to the collaborators and sponsors. Many new opportunities have been devised for sponsors to choose from.

Key benefits for Collaborators and Sponsors

- Exposure to a dedicated audience
- Tremendous visibility across India as well as outside
- Opportunity to raise the company profile among the target sectors
- Knowledge based product positioning
- Identifying new sales prospects and clients
- Announcing in the market about your strength
- Opportunity to offer multiple personalized services at a single platform
- Option to reach out to hundreds of participants through e-mails, mailers
- Opportunity to enhance publicity at the venue

While the above list is only a broad outline of benefits, a more specific list of benefits is appended below for each category of the sponsors.

Sponsorship tariff

A. Major sponsorships categories

Parameters	Sponsorship types			
	Platinum (2)	Gold* (5)	Silver ** (4)	Bronze (4)
Category (Maximum numbers of sponsorship available)				
Amount (dollars/sponsorship)	Rs 5,00,000/ US\$10,000	Rs 4,00,000/ US\$ 8,000	Rs 3,00,000/ US\$ 6,000	Rs 1,00,000/ US\$ 2,000
Complementary award of product presentation and stand for exhibition	y	x	x	x
Complementary award of product presentation for 15 minutes or 3m×3m of stand for exhibition	x	y	y	x
A special 30 minutes presentation before the conference dinner	y	x	x	x
Guest invitation to participate in the conference and other functions	2	2	1	x
Company name/logo to be displayed on the conference publications	y	y	y	x
Display of logo on the conference backdrop during all sessions	y	y	y	x
Sponsor company profile to be included in the conference guide	One page	½ Page	¼ page	¼ page
Montage on the presentation screen, along with other sponsors	y	y	x	x
Display/announce during lunch/ dinner/receptions	y	y	x	x
Display/announce during tea	x	x	x	y
Prominent display of name on the conference bag	x	x	y	x
Display and distribution of literature at the conference	y	y	y	y

**Only one Gold sponsor (Conference proceedings) will be named in Proceedings, rest will be acknowledged during Conference Lunches*

***One sponsor for Conference kit whose name will also be displayed on the bag; 3 sponsors can hold dedicated workshops for 3.5 hrs*

Sponsorship tariff (contd...)

B. Exhibition & product presentation categories

ICDL 2010 also invites leading corporate, companies, information market players to join as sponsors and use the opportunity to showcase their products and technologies through exhibits and products presentations. ICDL 2010 also plans to host a Lucky Draw for participants in order to enhance visibility of exhibition.

B.1 Exhibitors (Tariff: Rs 60,000 / US\$ 1200)

Benefits include

- Metallic frame stalls (3m × 3m) will be provided to display the products and services and interaction with delegates.
- Special discount for additional registrations
- Names listed in a prominent Exhibitors directory to be displayed at the venue
- Listing of mailing details in the Conference Guide to be handed over to about 600 participants
- Display and distribution of corporate literature and products at the conference venue.

B.2 Business Session (Tariff: Rs 60,000 / US\$ 1200)

ICDL 2010 is pleased to announce 6 business sessions for presenting products/ services at the conference venue.

Benefits include

- Company product presentation of 20 minutes related to the subject in a joint conference session
- Special discount for additional registrations
- Names listed in a prominent Exhibitors directory to be displayed at the venue
- Listing of mailing details in the Conference Guide to be handed over to about 600 participants
- Display and distribution of corporate and product literature

B.3 Exhibitors & Business Session (Tariff: Rs 110,000 / US\$ 2200)

- Metallic frame stalls (3m × 3m) will be provided to display the products and services and interaction with delegates.
- Company product presentation of 20 minutes related to the subject in a joint conference session

Sponsorship tariff (contd...)

- Special discount for additional registrations
- Names listed in a prominent Exhibitors directory to be displayed at the venue
- Listing of mailing details in the Conference Guide to be handed over to about 600 participants
- Display and distribution of corporate and product literature

C. Other sponsorship categories

C.1 Session sponsorship (Tariff: Rs 100,000 / US\$ 2000)

On high demand, ICDL 2010 is pleased to announce session sponsorship opportunity. A selected number of sessions may be sponsored related to increased institutional activity or product positioning in knowledge space. By sponsoring the session, one gets opportunity to interact and event present academic papers or case studies during the session with enhanced mileage for products specifications, organizational visibility and better interaction with existing and prospective clients.

Benefits include

- Announcement of organization's name during the session
- Option for presenting academic papers/ case studies (if accepted by the Paper Review Committee) during the session
- Special discount for additional registrations
- Listing of mailing details in the *Conference Guide* to be handed over to about 600 participants
- Display and distribution of corporate and product literature

C.2 Sponsoring awards (Tariff: Rs 75,000 / US\$ 1500 for each award)

A sponsor may choose to make themselves visible among the participants by sponsoring awards. Committees will scan various profiles, papers, posters to reach to the conclusion. Under this category, ICDL 2010 has plans to announce several awards. A maximum number of three (3) sponsorships are invited under this category.

a) ICDL 2010 Best Papers Award

b) ICDL 2010 Best Posters Award

Sponsorship tariff (contd...)

Benefits include

- Announcement of organization's name during the Award distribution ceremony
- Enhanced visibility to the sponsor among the participants
- Special discount for additional registrations
- Listing of sponsors name in the *Conference Guide* to be handed over to about 600 participants
- Display and distribution of corporate and product literature

C.3 Sponsoring mementoes (Tariff: Rs 40,000 / US\$ 800)

Mementoes are something that carries nostalgic attachment to the event. The ICDL 2010 Organizing Committee has decided to give away mementoes to session chairs and invited speakers during the event. The Organizing Committee has announced one sponsorship under this category to provide visibility to the sponsor.

C.4 Inserts in conference kits (Tariff: Rs 15,000 / US\$ 300)

The ICDL 2010 Organizing Committee is pleased to announce up to 10 increments (one page) from 10 different small players or distantly located publishers, vendors, software companies who are unable to attend the event.

For any queries regarding sponsorship, please contact

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