



# iPRES 2016

13th International Conference  
on Digital Preservation //



Sponsoring

Bern // October 3 – 6, 2016

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For better readability the masculine gender is used throughout the document and refers to both genders.

# F ACTS & FIGURES

The 13th International Conference on Digital Preservation (iPRES) is taking place in Bern in 2016. The Swiss National Library is the host and principal organiser. The conference is held annually, and its venue rotates between Asia/Oceania, the United States and Europe.

iPRES is the oldest conference anywhere in the world on the theme of digital preservation. This important event brings together participants from all over the world to find out about and discuss the latest trends, innovations, strategies, projects and practices in digital preservation. Its aims are the research and implementation of solutions for the durable preservation of digital cultural assets throughout the world. What is unique about this conference is that researchers, developers and users meet one another and pool their experience.

It is an exceptional opportunity for Switzerland to stage iPRES and to gather the specialists together – from both Switzerland and abroad.

Details of the earlier conferences are to be found here: <http://ipres-conference.org>.

<b>Organisers</b>	Swiss National Library NL
<b>Conference title</b>	<b>13th International Conference on Digital Preservation (iPRES)</b>
<b>Date</b>	<b>Monday, October 3, until Thursday, October 6 2016</b>
<b>Place</b>	BernExpo
<b>Delegates</b>	<ul style="list-style-type: none"> <li>- Theoreticians</li> <li>- Practitioners</li> <li>- Students</li> <li>- Researchers</li> <li>- Scientists</li> </ul>
<b>Number of delegates</b>	300 - 350
<b>Reasons to be a sponsor</b>	<ul style="list-style-type: none"> <li>- The sector's leading event</li> <li>- The local sector's "Who's Who"</li> <li>- First-class opportunity for exchanges with a specialist international audience</li> <li>- Ideal setting for conducting business</li> <li>- Your target group on-the-spot</li> <li>- Target group within reach for a reasonable outlay</li> <li>- Attractive, all-inclusive sponsoring packages</li> <li>- Very good price/performance ratio</li> </ul>
<b>Participation options</b>	<ul style="list-style-type: none"> <li>- Sponsoring packages with exclusive benefits</li> <li>- Numerous, individually bookable services</li> </ul>
<b>Contact details for sponsoring enquiries</b>	<p>Schweizerische Nationalbibliothek NB Hallwylstrasse 15, CH-3003 Bern</p> <p>Contact: Barbara Signori (barbara.signori@nb.admin.ch) T: +41 (0) 58 464 03 07</p>
<b>Contact details for registration</b>	<p>Organizers Schweiz GmbH Obere Egg 2, CH-4312 Magden</p> <p>Contact: Sponsoring Office (sponsoring@organizers.ch) T: +41 (0) 61 836 98 72   F: +41 (0) 61 836 98 77</p>

# SPONSORSHIP PACKAGES

As a sponsor of the 13th International Conference on Digital Preservation (iPRES), you can exchange thoughts with renowned experts, key representatives of the industry and an interested audience from the private, public and academic sectors. In so doing, you have the opportunity to present your products and services to a keenly interested specialist audience. The conference offers not only top-grade keynote speeches and specialist presentations, along with workshops, tutorials, panels and posters, but also a series of possibilities for intensive exchanges.

Thanks to high-impact communication packages, premium and bonus sponsors enjoy a first-class presence and visibility and are thus clearly distinguished from the other sponsors.

With attractive individual sponsoring options, such as lanyards, conference bags, USB sticks, social-event sponsoring, etc., you have innumerable opportunities to ensure that your presence leaves a lasting impression.

The sponsoring proposals below do not constitute an exhaustive list and can be adapted to your needs, if interested. Please do not hesitate to contact us.

<b>Package services</b>	<b>Bonus Sponsor CHF 5'000.-</b>	<b>Premium Sponsor CHF 8'000.-</b>
<b>Before the event</b>		
Advertising area on the home page of the conference website	-	✓
Logo in the sponsors' zone of the conference website	✓	✓
List of delegates delivered in advance	-	✓
Mention by name in the newsletter	-	✓
<b>During the event</b>		
Free conference entry	1	3
Free dinner entry	1	3
Logo on sponsor pull-up banner	✓	✓
Acknowledgements by name by the presenter in the plenary session	-	✓
Printed advertisement in the conference programme	Half page	Full page
Logo in the conference programme	✓	✓
Short portrait in the conference programme	-	✓
Flyer/brochure distribution for the Public Corner	✓	✓
Print enclosure in the conference bag	✓	✓
<b>After the event</b>		
Personalized emails sent to the participants after the event	-	✓

# INDIVIDUAL SERVICE OPTIONS

Investment information for marketing rights. Production by the sponsor.  
Mention as a sponsor on the conference website

**Printed advertisement in the main programme** - Format A4, Language proposal: English CHF 2'000.-

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**Printed advertisement on the outside of the back cover of the main programme** CHF 2'500.-

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**Printed advertisement on the inside of the back cover of the main programme** CHF 2'200.-

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**Half-page printed advertisement in the main programme** - Format A5 (landscape) CHF 1'250.-

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**Advertising space on the conference website** CHF 2'000.-

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Striking, alternating display of your advertising message on the conference website  
Activated from September 2015 until the conference, Language: English

**Advertising presence during online registration – exclusive sponsoring** CHF 3'500.-

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Striking display of your advertising message at the start of online registration  
Activated from November 2015 until the conference, Language: English

**Printed inserts in the conference bag** CHF 500.-

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Distribution of your advertising message to all participants – guaranteed to attract attention

**Flyer/brochure distribution for the Public Corner** CHF 250.-

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The high-profile option of attracting attention through flyers and/or brochures

**Pull-up banner** CHF 500.-

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Positioning of your company pull-up banner in the public zone

**Best Poster – exclusive sponsoring** CHF 500.-

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Possibility of a speech lasting a maximum of five minutes before the award of the prize and prominent positioning of your logo.

**SOLD**

**SOLD**

**Best Paper- exclusive sponsoring**

CHF 1'000.-

Possibility of a speech lasting a maximum of five minutes before the award of the prize and prominent positioning of your logo.

**Presentation-Slot**

CHF 3'500.-

Your one-hour product presentation, including technical infrastructure (laptop, beamer, projection screen)

**Conference Bag – exclusive sponsoring**

CHF 1'500.-

Multiply your visibility thanks to 300 conference bags with your logo

**Stationery**

CHF 500.-

Multiply your visibility thanks to stationery with your logo printed on it

**SOLD**

**Lanyards – exclusive sponsoring**

CHF 2'500.-

Strongest logo placement: every participant will be carrying it throughout the entire conference!

**Vitamin sponsorship – exclusive sponsoring**

CHF 3'500.-

Supply delegates with important vitamins and present your logo in a innovative way!  
Give-aways 1'000 „logo lasered apples“ – Produced by the conference organizers

**Key rings – exclusive sponsoring**

CHF 1'000.-

A great memento for the 2016 iPRES conference in Bern. The ideal take-home gift for the entire family.

**USB stick – exclusive sponsoring**

CHF 1'000.-

Everyone likes to use it – ideal for spreading your advertising message

**Internet sponsorship – exclusive sponsoring**

CHF 4'500.-

Maximum visibility! Place your company as the start site to the WIFI access.

**Welcome Reception sponsorship – exclusive sponsoring**

CHF 3'500.-

Provide a treat for your target group during drinks on Monday, October 3, 2016, in a stimulating atmosphere. Possibility of placing your logo and other promotional articles (such as serviettes and banners). Possibility of a speech lasting a maximum of five minutes.

**Coffee break sponsorship (per day)**

CHF 4'000.-

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Provide a treat for your target group with a coffee break.  
Possibility of placing your logo and other promotional articles (such as serviettes and banners).

**Lunch sponsorship (per day)**

CHF 5'000.-

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Make sure the conference participants are well fed.  
Possibility of placing your logo and other promotional articles (such as serviettes and banners).

**Standing dinner sponsorship ("apéro riche") – exclusive sponsoring**

CHF 7'500.-

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Give the conference participants a memorable meal on Tuesday, October 4, 2016.  
Possibility of placing your logo and other promotional articles (such as serviettes and banners).  
Possibility of a speech lasting a maximum of five minutes.

**Keynote sponsorship (per keynote speaker)**

CHF 9'000.-

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Have your name and reputation associated with a remarkable lecture.  
Possibility of a presentation or introduction lasting a maximum of five minutes before the lecture, with your logo on the screen.

# REGISTRATION

The undersigned herewith submits a registration as a sponsor to the 13<sup>th</sup> International Conference on Digital Preservation (iPRES). A legally binding contract is thus concluded between the organiser and the undersigned company (sponsor). The company undertakes to recognise the rules and regulations adopted by the organiser and BernExpo.

This contract is deemed to have been concluded subject to acceptance by the organiser and is to be returned filled out in full.

## General company address

Company \_\_\_\_\_  
Street, P.O.Box \_\_\_\_\_  
Country, postcode, city \_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
Website \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
Exhibitor's sector \_\_\_\_\_

## Contact

Mr  Ms

First name, Last name \_\_\_\_\_  
Function \_\_\_\_\_  
Telephone \_\_\_\_\_  
Mobile \_\_\_\_\_  
E-Mail Contact \_\_\_\_\_

## Billing address

same as general company address  
 Please contact us if a different address is to be used for invoices

Name in block capitals \_\_\_\_\_  
Place, Date, company stamp \_\_\_\_\_  
Valid signature \_\_\_\_\_

Please note that each booking includes a one-time **administration fee of CHF 250.-**. The fee covers the overall processing costs (collection, administration, on-site logistical coordination, support) incurred by Organizers Switzerland GmbH. All above-mentioned prices are **exclusive of 8% VAT**.

With the valid signature the company accepts the terms of the administration charges as well as the general terms and conditions as an integral part of this contact.



## We make a binding booking for the following services

### Sponsorship packages

- Premium Sponsor CHF 8'000.-       Bonus Sponsor CHF 5'000.-

Please specific your company's/institution's precise designation here – as it is to be subsequently published in the list of exhibitors (website/conference programme):

### Individual service options

- |                          |   |             |
|--------------------------|---|-------------|
| <input type="checkbox"/> | Printed advertisement in the main programme   | CHF 2'000.- |
| <input type="checkbox"/> | Printed advertisement on the outside of the back cover of the main programme  | CHF 2'500.- |
| <input type="checkbox"/> | Printed advertisement on the inside of the back cover of the main programme   | CHF 2'200.- |
| <input type="checkbox"/> | Half-page printed advertisement in the main programme   | CHF 1'250.- |
| <input type="checkbox"/> | Advertising space on the conference website   | CHF 2'000.- |
| <input type="checkbox"/> | Advertising presence during online registration – exclusive sponsoring  | CHF 3'500.- |
| <input type="checkbox"/> | Printed inserts in the conference bag   | CHF 500.-   |
| <input type="checkbox"/> | Flyer/brochure distribution for the Public Corner   | CHF 250.-   |
| <input type="checkbox"/> | Pull-up banner  | CHF 500.-   |
| <input type="checkbox"/> | Best Poster – exclusive sponsoring  | CHF 500.-   |
| <input type="checkbox"/> | Best Paper – exclusive sponsoring   | CHF 1'000.- |
| <input type="checkbox"/> | Presentations-Slot  | CHF 3'500.- |
| <input type="checkbox"/> | Conference Bag - exclusive sponsoring   | CHF 1'500.- |
| <input type="checkbox"/> | Stationery  | CHF 500.-   |
| <input type="checkbox"/> | Lanyards - exclusive sponsoring   | CHF 2'500.- |
| <input type="checkbox"/> | Vitamin sponsorship - exclusive sponsoring  | CHF 3'500.- |
| <input type="checkbox"/> | Key rings - exclusive sponsoring  | CHF 1'000.- |
| <input type="checkbox"/> | USB stick - exclusive sponsoring  | CHF 1'000.- |
| <input type="checkbox"/> | Internet sponsorship - exclusive sponsoring   | CHF 4'500.- |
| <input type="checkbox"/> | Welcome Reception sponsorship - exclusive sponsoring  | CHF 3'500.- |
| <input type="checkbox"/> | Coffee break sponsorship (per day) <input type="checkbox"/> Mon <input type="checkbox"/> Tue <input type="checkbox"/> Wed <input type="checkbox"/> Thur | CHF 4'000.- |
| <input type="checkbox"/> | Lunch sponsorship (per day) <input type="checkbox"/> Mon <input type="checkbox"/> Tue <input type="checkbox"/> Wed <input type="checkbox"/> Thur        | CHF 5'000.- |
| <input type="checkbox"/> | Standing dinner sponsorship ("apéro riche") - exclusive sponsoring  | CHF 7'500.- |
| <input type="checkbox"/> | Keynote sponsorship (per keynote speaker)   | CHF 9'000.- |

# GENERAL TERMS AND CONDITIONS

## A) Acceptance of the registration

Participation requests should be submitted on the official registration form. With their legally valid signature, the sponsor undertakes, in particular:

- to abide by the present Regulations and by decisions taken by the organiser on the basis of these regulations. No appeal is possible against these decisions.
- The organiser decides on the definitive acceptance of the registration. The registration becomes a contract once the organiser confirms it in writing. The registration can be rejected without giving reasons. The exhibition management is not liable for claims made by sponsors or third parties on account of the admission or non-admission of companies and/or products.

## B) Withdrawal from registration

If the sponsor withdraws from the contract after it has been concluded, it is agreed that the sponsor will pay the organiser compensation as follows:

- for withdrawal up to 16 weeks prior to the start of the event: 1/3 of the services booked
- for withdrawal between 16 and 6 weeks prior to the start of the event: 2/3 of the services booked
- for withdrawal less than 6 weeks prior to the start of the event: 3/3 of the services booked

In the case of a partnership running for more than one year, the following conditions apply **after the end of the first event**:

- for withdrawal up to 16 weeks prior to the second event 3/4 of the total investment for two/several events (minus investments already paid).
- in the case of later withdrawal, the total investment for two/several events is owed (minus investments already paid).

The cooperation between the sponsor and the organiser ends with the post-event evaluation in each case. Further compensation payments are reserved, such as for orders already completed (stand construction, advertisements, etc.).

## C) Contractual partner

The registered sponsor/exhibitor is the contractual partner of the organiser. Invoicing and collection is performed by Organizers Schweiz GmbH on behalf of the organiser. VAT No. (Organizers Schweiz GmbH): CHE-105.501.824 MWST

## D) Conditions

The sum total of the investment is charged after the booking has been made, or in the case of events spanning

several years, annually, in Swiss francs. The payment period is 30 days on principle.

An administrative fee of CHF 250.- plus VAT is charged for overall processing (collection, administration, logistical coordination and support during the event) by Organizers Schweiz GmbH.

The invoiced amount in Swiss francs is to be paid in full without any deductions. A reminder fee may be invoiced in the event of delayed payment.

Any additional services used will be invoiced after the event.

The investment sum must have been paid prior to the start of the event. The organiser will otherwise be entitled to exclude the sponsor from participating.

All the prices specified are additionally subject to statutory VAT. The organiser does not assume any risks in respect of currency fluctuations. The date on which the order confirmation is received by the Sponsoring Office is the relevant date for invoicing.

## E) Insurances/Exclusion of liability

Liability insurance, and also insurance against fire, explosion and damage by the elements is compulsory for all exhibitors and must be concluded by the exhibitors themselves. The organiser expressly does not conclude insurance for the exhibitor.

## F) Complaints

Any complaints relating to occurrences during the event must be submitted to the organisers while the event is still running.

## G) Decision not to stage the event

Insofar as unforeseen political or economic occurrences or force majeure make it impossible or difficult to hold the event, this shall not entitle exhibitors to claim any compensation.

## H) Place of jurisdiction

The place of jurisdiction shall be the location of the organiser's head office.

If the wording of the Exhibitor Regulations translated into other languages gives rise to differences of opinion regarding their interpretation, the German-language version shall be the authoritative version.

All verbal agreements and special agreements require written confirmation.

These Exhibitor Regulations constitute an integral part of contracts that are concluded (subject to modifications). All subsequent circulars and written notifications are deemed to form part of these Regulations.