



# SPONSOR OPPORTUNITIES

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Oslo Spektrum and Conference Hotel Radisson Plaza, Oslo, Norway  
14-18 August, 2005

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

### **PRELIMINARY PROGRAM**

<b>Friday, August 12</b>	Afternoon:	Coordinating Board
<b>Saturday, August 13</b>	All day:	Standing Committees
	Evening:	Caucus Meetings Reception for IFLA officers (by invitation only)
<b>Sunday, 14 August</b>	Morning:	Opening Ceremony Council I
	Afternoon:	Conference Sessions Exhibition Opening and Reception at SPEKTRUM
<b>Monday, 15 August</b>	All day:	Conference Sessions
	Evening:	Opening of the National Library
<b>Tuesday, 16 August</b>	All day:	Conference Session
	Evening:	Cultural Evening
<b>Wednesday, 17 August</b>	All day:	Conference Sessions Library Tours
	Evening:	Consulate Receptions Mayor's reception
<b>Thursday, 18 August</b>	All day:	Conference Sessions Library Tours
	Afternoon:	Council II
	Closing:	Closing Session
<b>Friday, 19 August</b>	All day:	Standing Committees
	Evening:	Coordinating Board

Business meetings for the Governing Board, Coordinating Boards and Standing Committees are held on 12, 13, 19 and 20 August according to normal practice.

# People behind World Library and Information Congress (WLIC) Oslo 2005

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

Ms Kay Raseroka (Botswana)	President
Mr Peter Lor	Secretary General
Mr Alex Byrne (Australia)	First Vice President/ President-elect
Ms Ingrid Parent (Canada)	Treasurer

## IFLA Organising Committee, WLIC 2005

### President

Jon Bing  
Professor Dr Juris University of Oslo

Per Morten Bryhn  
Senior Advisor University of Oslo Library

### First Vice President

Frode Bakken  
President Norwegian Library association

Liesbeth Tangen  
Library Director Trondheim Public Library

### Second Vice President

Annette Breder Koch  
President Norwegian Association of Special  
Libraries

Børge Hofset  
Managing Director Biblioteksentralen AL

Trine Kolderup Flaten  
Library Director Bergen Public Library

### Members

Vigdis Moe Skarstein  
National Librarian

Roy Gundersen  
Director BIBSYS

Leikny Haga Indergaard  
Director Norwegian Archive, Library and  
Museum Authority

Helge Salvesen

Library Director and Professor University of  
Tromsø

Liv Sæteren  
Library director Deichmanske Bibliotek

### Observers

Bente Bing Kleiva  
Vice President Norwegian Library Association

Torny Kjekstad  
Library director Bærum Public Library

Tore Kr. Andersen  
Secretary General Norwegian Library Association

Ragnar Audunson  
Professor Faculty of Journalism, Library and  
Information Science, Oslo University College

Sissel Nilsen  
Member of IFLA Governing Board

Hans Martin Fagerli  
Director Learning Resources Oslo University  
College

Berit Ch. Nielsen  
Chair Oslo/Akershus Branch of Norwegian  
Library Association

# About the theme

## Libraries A Voyage of Discovery

Curiosity and imagination push the limits of your knowledge towards the unknown and unexpected.  
Libraries help you get there!

*(Approved by IFLA Professional Board)*

## About IFLA

Founded in 1927, the International Federation of Library Associations (IFLA) and Institutions is an independent international non-governmental association that has formal associate relations with UNESCO.

The aims of IFLA are to promote international understanding, co-operation, 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 1749 members, including 155 associations, 1118 institutions and 425 non-voting personal and student affiliates, representing 154 countries and all types of libraries. Norway plays an active role in IFLA, with 2 associations and 30 institutions participating. Furthermore, almost 40 Norwegians are contributing to IFLA's professional work through one of the 45 Sections of IFLA.

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)

# WLIC 2005, Oslo, Norway

The World Library and Information Congress, 71<sup>st</sup> IFLA General Council & Conference is to attract around 4,000 *participants* will with an exhibition with over 150 exhibitors.

## Previous Conferences

Year	Venue	Total no. of all attendants	Exhibition square meters (net)	No. of exhibitors
2004	Buenos Aires	3835	1392	96
2003	Berlin, Germany	4582	2542	159
2002	Glasgow, Scotland	4570	2385	144
2001	Boston, USA	4495	9000 (ft)	192
2000	Jerusalem, Israel	1800	854	62
1999	Bangkok, Thailand	1980	1679	110
1998	Amsterdam, The Netherlands	3300	2000	101
1997	Copenhagen, Denmark	2976		185

## LIST OF SPONSORSHIP OPPORTUNITIES

SPONSOR ITEM	SPONSORSHIP CONTRIBUTION	PAGE
Conference bags	SOLD	8
Cultural evening	Contact National Organising Committee	9
Decoration	€ 15,000	17
Delegate name badges	€ 20,000	8
Exhibitors directory	€ 30,000	15
General Sponsorship	€ 5,000	17
IFLA Express	€ 35,000	13
Internet Café	SOLD	8
Invited speaker	€ 25,000	16
List of participants	€ 15,000	14
Lunch for delegates	€ 75,000	10
Notepads and pens	SOLD	8
Opening exhibition reception	Contact Congress Secretariat	9
Pocket planner	€ 32,500	14
Transportation	€ 50,000	8
Reception for IFLA officers	SOLD	9
Registration Area	€ 25,000	12
Signing	€ 45,000	15
Simultaneous interpretation	€ 50,000	11
Speaker Rehearsal Room	€ 15,000	12
Technical equipment	€ 50,000	11
Volunteers T-shirts	€ 25,000	16
WLIC 2005 Friend	€ 1,000	17

### 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 2005 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 2005 congress for reasons beyond their control. The participants/sponsors shall not be entitled to any compensation for damages that results from such alteration or cancellation.

# Sponsorship Project Packages

## DELEGATE SUPPORT

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Conference bags **SOLD**

Notepads and pens **SOLD**

Internet Café **SOLD**

**Delegate name badges** **Price: € 20,000**

### 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
- Half page advertisement in Final Program or the 5 on-site IFLA Express issues
- Link from WLIC 2005 conference page to company website
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

**Transportation** **Price: € 50,000**

### Description

Transportation will be arranged to some social events and to library visits 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
- Full page advertisement in Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference



## SOCIAL PROGRAM SUPPORT

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### Reception for IFLA Officers

**SOLD**

### Exhibition Opening & Reception

*Co-sponsoring is possible*

**Price: To be discussed**

*Please contact the Congress Secretariat*

#### Description

All registered participants and accompanying persons are invited to the Exhibition Opening & Reception, which will take place on August 14. During the Exhibition Opening & Reception food and beverages will be available in the exhibition area of Spektrum.

#### 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 Sponsor's 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]*** and will appear in the Final program.

#### 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 Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

### Cultural Evening

*Co-sponsoring is possible*

**Price: to be discussed**

*Please contact National Organising Committee*

#### Description

All registered participants and accompanying persons are invited to the Cultural Evening, which will take place on August 16. The Cultural Evening will be held at the Norwegian Folk Museum. Food and beverages will be available.

#### Company identification

The sponsoring company's name and logo will appear at the entrance of the Museum during the event and on all food and beverage stations. The Sponsor's name will be printed on the ticket that gives entrance to the Opening Party with Cultural Performances as follows: ***This Opening Party has been offered by [name company]*** and will appear in the Final program.

#### Additional sponsor recognition on following page

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

- 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 Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

**Lunch for all delegates on Exhibition Floor**

**Price: € 75,000  
Per day**

**Description**

If money is available lunch will be offered to all registered participants and accompanying persons on the exhibition.

**Company identification**

The sponsoring company's name and logo will appear at the entrance of the Exhibition Hall during the lunch and on all food and beverage stations. The Sponsor's name will be printed on the ticket that allows the delegate one free lunch: ***This lunch has been offered by [name company]*** and will appear in the Final programme.

**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 Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## TECHNICAL SUPPORT

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### Simultaneous interpretation

**Price:** € 50,000

#### 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

Mention 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 Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

### Technical equipment

**Price:** € 50,000

#### Description

Throughout the conference, pc's, copiers and other technical equipment for speakers will be used.

#### Company identification

The sponsoring company's name and logo in the program book, 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 Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## Registration Area

Price: € 25,000

### Description

All delegates have to pick up their congress material. This will be done in the registration area.

### Company identification

Mention in the final program that registration area is sponsored by courtesy of sponsoring company. Logo 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 IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Two complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## Speaker Rehearsal Room

Price: € 15,000

### Description

A room will be available in the congress centre for speakers to rehearse their presentation.

### Company identification

Mention in the final program that speaker rehearsal room is sponsored by courtesy of sponsoring company. Logo 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 IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## PRINTED MATTER SUPPORT

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### Daily IFLA Express

**Price:** € 35,000

#### Description

IFLA Express is a daily newspaper in multiple languages issued five or six 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
- Full page advertisement in all issues of IFLA Express on site
- Two complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## Pocket planner

Price: € 32,500

### Description

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

### Company Identification

The sponsoring company's name and logo on the cover and name 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 IFLA Express number 3 (first issue onsite)
- Two complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## List of participants

Price: € 15,000

### Description

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

### Company identification

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

#### 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 IFLA Express number 3 (first issue onsite)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## Exhibitors directory

**Price: € 30,000**

### Description

All participants and exhibitors will receive the exhibitor's 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 exhibitor's 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 IFLA Express number 3 (first issue onsite)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## Signing

**Price: € 45,000**

### 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 Final Programme
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- Three complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

## OTHER SUPPORT

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### Invited speakers

**Sponsor:** € 25,000 per speaker

#### Description

The conference organisation invites notable experts from all over the world to address the conference during keynote and technical sessions.

#### Company identification

The sponsoring company's name and logo in the final program and the mention that the speaker's presence is by 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 IFLA Express number 3 (first issue onsite)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

### Volunteers T-shirts

**Price:** € 25,000

#### Description

All volunteers will wear special sweatshirts at the registration desks, during technical sessions and in the exhibition area. The shirts will bear the conference name and logo.

#### Company identification

The sponsoring company's name and logo will be printed on the sweatshirts.

#### 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 IFLA Express number 3 (first issue onsite)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference



## Decoration

Price: € 15,000

### Description

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

### Company identification

The sponsoring company's name and logo in the final program and the mention that the flowers and decoration is by 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

## General Sponsorship

Sponsor: as of € 5,000

### Description

In case you cannot find a suitable sponsor item above then you can choose the general sponsorship. Please contact the Congress Secretariat so that we can discuss the sponsor recognition together with you or find a suitable item.

## WLIC 2005 Friend

Sponsor: as of € 1,000

### Description

In case you would like to sponsor the congress but cannot afford the above amounts you can become a WLIC 2005 Friend. Your company name will be listed in the final programme and IFLA Express and on the website.

# Important addresses



World Library and  
Information Congress  
71<sup>st</sup> IFLA General Conference and Council

## FOR INFORMATION ON SPONSORSHIP OPPORTUNITIES:

### WLIC '05 SECRETARIAT

CONGREX HOLLAND BV

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1000 AH Amsterdam

The Netherlands

Phone: +31 20 5040 200

Fax: +31 20 5040 225

E-mail: [wlic2005@congrex.nl](mailto:wlic2005@congrex.nl)

Website: <http://www.ifla.org/IV/ifla71/index.htm>

Attn: Ms Marije Wiegerinck, Conference Manager

### NATIONAL ORGANISING COMMITTEE SECRETARIAT

IFLA 2005 Oslo

Malerhaugveien 20

N-0661 Oslo

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