

vala2012

eM-powering
eFutures

sponsorship & exhibition proposal

➤ 16th Biennial Conference and Exhibition
6-9 February 2012
Melbourne Convention & Exhibition Centre Australia
www.vala.org.au/conf2012

vala
LIBRARIES / TECHNOLOGY
AND THE FUTURE / INC.

The logo for VALA 2012, featuring the word 'VALA' in white and '2012' in green, set against a dark blue background with a white swoosh.The logo for eM-powering eFutures, with 'eM-powering' in white and 'eFutures' in green, set against a blue background with a white swoosh.

Dear Colleague

Join us in Melbourne for VALA2012, **eM-powering eFutures**, and participate in one of the premier biennial conferences for anyone with an interest in technology in the libraries, galleries, archives and museum sectors.

The VALA2012 Conference is convened by **VALA – Libraries, Technology and the Future Inc.**, and your investment is instrumental in providing this opportunity to increase the levels of professional education and industry awareness. Your dedication and commitment is the basis of a symbiotic relationship which benefits all involved.

VALA2012 continues at the Melbourne Convention and Exhibition Centre, with expanded exhibition space after record numbers of exhibitors and delegates at VALA2010. Reach, network and develop your contacts with information technology practitioners as they participate in a proven-quality conference and exhibition experience.

We recognise the importance of your organisation and invite you to participate as an exhibitor or to enhance your involvement by taking up one of the sponsorship packages.

On behalf of the VALA2012 Committee, we look forward to your participation at this dynamic event.

Kim Tairi
VALA President



About VALA

VALA – Libraries, Technology and the Future Inc. is an independent Australian based not-for-profit organisation that aims to promote the use and understanding of information technology within libraries and the broader information sector. VALA offers its members access to a dynamic and professional network of information technology practitioners.



About the event

The VALA biennial conference has established itself as the must-attend event for those working in technology in galleries, libraries, archives and museums sectors. The conference is expected to attract around 1,500 participants from across Australia, New Zealand and internationally.

eM-powering eFutures

The VALA2012 16th **Biennial Conference and Exhibition** is the Australian forum where the use of technology in libraries and other cultural institutions is discussed and will feature invited international and Australian keynote speakers, plenary and concurrent sessions and an exhibition featuring the latest products from leading suppliers. The theme for this conference is **eM-powering eFutures**.

www.vala.org.au/conf2012

Topics for 2012

Held over four days, the Conference will comprise the L-Plate Series, Boot Camps, vendor presentations and main conference programme, focusing on the following themes:

- > Apps and Applications
- > Digital divide
- > Digital / electronic publishing / eBooks
- > Discovery layers
- > Internet of things
- > Knowledge management
- > Mobile
- > Partnerships across cultural institutions
- > Recruitment and training for technology and the future
- > Semantic Web
- > Social connections
- > User environment

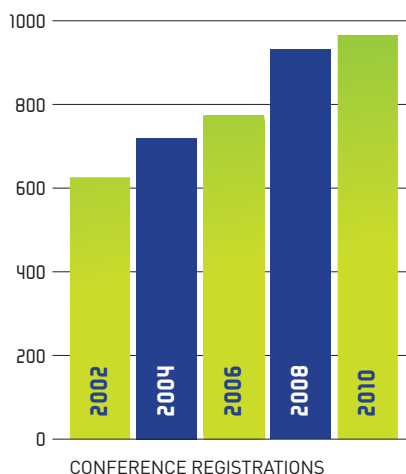


delegate profile

In recent times, VALA has enjoyed strong growth in attendance, attracting an increasing number of delegates from overseas, with 16% of delegates in 2010 coming from outside Australia, along with strong representation from all Australian states and territories. Notwithstanding the global financial crisis, **VALA2010 attracted a record attendance of well over 1,500 participants**, including shared registrations and visitors to the exhibition. The following graph shows the growth in conference registrations from 2002 to 2010.

Conference registrations

Of the VALA2010 delegates, 48% were from the higher education sector, 27% from public, state and national libraries, 18% from special libraries working in the areas of health, law, and business and government services, and 7% from other areas, including galleries, archives and museums.



Venue

VALA2012 will be held at the Melbourne Convention and Exhibition Centre, Australia, from 6-9 February 2012.

Melbourne Convention and Exhibition Centre
South Wharf
Melbourne VIC 3000
Australia

T +61 3 9235 8000
F +61 3 9235 8001

www.mcec.com.au



Why you should be at VALA2012

Please review this document in line with your marketing strategies at the earliest opportunity. Act quickly to guarantee your involvement and maximise your marketing investment pre-conference.

OVER 1,500
POTENTIAL
CUSTOMERS

VALA2012 will provide a unique educational environment dedicated to the exchange of best practice, innovation and research. Aligning your organisation with the Conference will provide the opportunity to consolidate relationships and provide exposure to key target markets.

- > Create an increased awareness and positioning of your brand as a leading supplier within the galleries, libraries, archives and museums sectors, both nationally and internationally
- > Present and showcase innovative new products and services

- > Promote your products and services in a face-to-face environment to around 1,500 potential customers at VALA2012, thereby furthering your sales and marketing objectives
- > Create and strengthen new and existing relationships with key decision-makers at a variety of networking opportunities at VALA2012
- > Secure ongoing value associated with building brand awareness
- > Increase your awareness and educate your workforce through first-hand market knowledge of developments in the galleries, libraries, archives and museums sectors

Organisations within the following sectors should consider alignment with the event:

- > Information and database systems
- > E-learning and educational resources
- > Ebook reader suppliers
- > Ebook content management and supply
- > Hardware and software providers
- > Software developers
- > CMS providers
- > Network security systems
- > RFID providers
- > ILMS suppliers
- > Information service providers
- > Booksellers and publishers, including desktop publishing
- > Ticketing and booking systems
- > Document management systems



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sponsorship opportunities

Conference Partner

Only one opportunity available

AUD\$30,000 + GST = \$33,000

We view our Conference Partner as essential in the successful execution of the Conference and will work alongside you to provide exclusive opportunities to promote your organisation before and during VALA2012. This is a unique marketing opportunity and we are confident your participation at this level will provide you with excellent leveraging opportunities.

As the VALA2012 Conference Partner, you will benefit from the highest level of exposure and representation with the following entitlements:

Two complimentary raw space or shell scheme exhibition stands (3m x 3m, with exhibition entitlements) in a premier position

Five complimentary full delegate registrations including social functions

Your company logo on all pages of the VALA2012 website, hotlinked to your company's website

Acknowledgement with logo on the front cover of the Main Announcement and Registration Brochure – due for publication September 2011

One full-page colour advertisement on the back page of the Main Announcement and Registration Brochure

Acknowledgement with logo on all onsite major signage including: entry features, registration desk, plenary room, programme boards and sponsor acknowledgement signage

Acknowledgement with company logo on PowerPoint slides at the beginning and end of all sessions throughout the conference

Acknowledgement with company logo and naming rights to the Speaker Preparation Room

Acknowledgement with company logo on the front cover of the Conference Programme

One full-page colour advertisement in the Conference Programme

NEW
FOR
2012

Opportunity for your CEO or nominated person to make a three-minute address during the opening plenary session

Verbal acknowledgement of support as VALA2012 Conference Partner by the Conference Chair in the opening plenary session

Opportunity to sponsor one keynote session – the choice is yours

Visual acknowledgement of your sponsorship during the sponsored keynote session

Verbal acknowledgement of your sponsorship by the Session Chair during the sponsored keynote session

Opportunity to provide a pull-up banner for the sponsored keynote session[#]

One electronic delegate list in xls spreadsheet format – one month out from the Conference, one week prior to the Conference and post Conference

E-blast one week prior to the conference to registered delegates

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2014

L-Plate Series

Only one opportunity available

AUD\$12,000 + GST = \$13,200



VALA2012 is delighted to present the third L-Plate Series on Monday 6 February 2012. The L-Plate Series provides an introduction to some of the topics that will feature in the main VALA2012 Conference Programme. Registration is complimentary to all registered delegates and will include an introduction to the basic concepts for development in each of the main conference streams, explaining the terminology and trends in each of the topics outlined using live examples where possible to demonstrate the technologies. This is a unique opportunity to engage with first timers to VALA2012 and those returning to the industry. L-Plate attendance for 2010 was 145.

Exclusive branding and naming rights to the L-Plate Series sessions

Verbal acknowledgement by the Session Chair for your support of the L-Plate Series

Opportunity for your CEO or nominated representative to address the delegation at the commencement of the day and at the day's conclusion

Opportunity to brand all course notes provided to L-Plate Series delegates

One complimentary raw space or shell scheme exhibition stand (with exhibition entitlements)

Two complimentary full delegate registrations including social functions

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

One full-page colour advertisement in the Conference Programme

First right of refusal for this sponsorship for VALA2014

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youtube.com/valatv



VALA2012 are willing to work with you to tailor individual sponsorship packages to suit your budget and marketing objectives.

Please contact Helen McGowan, Sponsorship and Exhibition Manager, for further information.

Red Carpet

Only one opportunity available

AUD\$12,000 + GST = \$13,200

One of the main meeting points for the Conference, the Red Carpet area is the location for many social programme special events such as the VALA First Timers' morning tea and the bloggers'/tweeters meetup.

Exclusive branding and naming rights to the Red Carpet

Opportunity for your company to rig a banner over the red carpet**

One complimentary raw space or shell scheme exhibition stand (with exhibition entitlements)

Two complimentary full delegate registrations including social functions

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

One full-page colour advertisement in the Conference Programme

First right of refusal for this sponsorship for VALA2014



Boot Camp

Only one opportunity available

AUD\$12,000 + GST = \$13,200

Associate your brand with key and emerging technologies. Introduced at VALA2010 where it attracted key technical decision makers, the highly successful VALAtech Boot Camp is our new series of high-end technical and practical sessions.

Exclusive branding and naming rights to the Boot Camp sessions

Verbal acknowledgement by the Session Chair for your support of the Boot Camp session

One complimentary raw space or shell scheme exhibition stand (with exhibition entitlements)

Two complimentary full delegate registrations including social functions

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

One full-page colour advertisement in the Conference Programme

First right of refusal for this sponsorship for VALA2014



Daily Catering

Three opportunities available

AUD\$5,000 + GST = \$5,500 PER DAY

One discounted opportunity available

AUD\$12,000 + GST = \$13,200 PER DAY FOR ALL THREE DAYS

Most remembered is the catering at all conferences and VALA is no exception. Become a daily catering sponsor for one or all of the days and enjoy knowing your company will be responsible for satisfying the hunger of the delegates.

Opportunity to place a total of six free-standing banners near to major catering stations#

Opportunity to provide branded napkins for delegate use over the duration – at sponsor's additional cost

If all three days are sponsored, additional entitlements include: One complimentary raw space or shell scheme exhibition stand (with exhibition entitlements), two complimentary full delegate registrations (including social functions) and one full-page colour advertisement in the Conference Programme

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2014

VALA2012

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Network Hub

Only one opportunity available

AUD\$9,000 + GST = \$9,900

Your exclusive opportunity to naming rights and branding of the VALA2012 Network Hub – a daily hub and meeting place for delegates, prominently situated in the Exhibition Area.

Incorporating the Internet Area, the Network Hub will provide a central commons, allowing delegates, exhibitors and visitors space within the exhibition to connect, plan and deal. A focal point, "Meet me at the Hub" will become a common phrase for the length of the conference. Make this your hub.

Exclusive branding and naming rights to the Network Hub

Space available in The Hub for banners provided by your company#

Your company screensaver for each computer in the Network Hub

Opportunity to provide company mouse pads, writing pads and pens for all internet terminals

50% discount for one raw space or shell scheme exhibition stand (with exhibition entitlements)

One complimentary full delegate registration including social functions

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2014



Delegate Satchels

Only one opportunity available

AUD\$9,000 + GST = \$9,900

Your company name and/or logo together with conference logo to be over printed on the delegate satchels. The conference will produce approximately 1,000 satchels, the life of which extends long after the Conference. [Committee reserves the right to select the satchel and approve associated artwork]

Your company name and logo together with the Conference logo, to be overprinted on the delegate satchels

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

50% discount for one raw space or shell scheme exhibition stand (with exhibition entitlements)

First right of refusal for this sponsorship for VALA2014

Welcome Reception & Farewell Reception

Only one opportunity available

AUD\$9,000 + GST = \$9,900

Make an impact! First to be noticed and last to be remembered – a chance to welcome delegates with your branding at the Welcome Reception and once again as they depart. Be the first to take up this double opportunity for your company!

Includes sponsorship of the Welcome Reception and the Farewell Reception

Verbal acknowledgement of your sponsorship at each function

Opportunity for your CEO or nominated person to make a three minute address at the Welcome Reception

Signage provided by your company displayed during the Welcome Reception and Farewell Reception#

Announcement at each session break prior to the Welcome Reception

50% discount for one raw space or shell scheme exhibition stand (with exhibition entitlements)

One complimentary full delegate registration including social functions

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2014

Conference Programme & Pocket Programme

Only one opportunity available

AUD\$9,000 + GST = \$9,900

All delegates receive a copy of the Conference Programme complete with abstracts plus a pocket-sized mini-programme. The Pocket Programme contains a summary version of the Conference Programme including session details and exhibition information for ready reference each day.

One full-page colour advertisement on the back cover of the Conference Programme

Acknowledgement with logo in the Pocket Programme

50% discount for one raw space or shell scheme exhibition stand (with exhibition entitlements)

One complimentary full delegate registration including social functions

Acknowledgement with logo in the Main Announcement and Registration Brochure

Acknowledgement with logo in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2014

Conference Dinner

Only one opportunity available

AUD\$6,000 + GST = \$6,600

The social highlight of the Conference will guarantee you the opportunity to host the delegates for an unforgettable evening of entertainment and merriment in a relaxed atmosphere. A most valuable networking and branding opportunity.

Daily announcement at the commencement of sessions prior to the Conference Dinner

Verbal acknowledgement of your sponsorship by the VALA President when welcoming the delegates to the dinner

Signage provided by your company to be displayed during the Conference Dinner#

Company logo printed on the dinner menus

Opportunity to provide the lucky table prize for the evening. Prize to be announced during the evening. Delegates must be in the room to receive their prize (company to provide prizes, which are subject to approval from the Conference Committee)

Opportunity to place a small gift for each delegate on dinner tables

Reserved table at the Conference Dinner in premium position

Two additional complimentary tickets to the Conference Dinner

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2014

Podcasting Sponsor

Only one opportunity available

AUD\$6,000 + GST = \$6,600

Be responsible for making all plenary sessions available post conference via the VALA website. Feature sessions, plenary sessions – all sessions (subject to Committee approval and at minimum all plenary sessions) will be podcast and available for reference post conference to all delegates. Podcasts will be promoted at each session over the duration of the Conference.

Exclusive naming rights and branding to the Podcasting page of the Conference website

Verbal acknowledgement at the start of each Podcast

Acknowledgement in the Main Announcement and Registration Brochure

Acknowledgement in the Conference Programme

Acknowledgement with logo on sponsor acknowledgement board

Your company logo on the VALA2012 website hotlinked to your company's website

One piece of promotional literature in each delegate satchel (excluding note pads and pens)*

First right of refusal for this sponsorship for VALA2014

VALA2012

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Name Badges

Only one opportunity available

AUD\$6,000 + GST = \$6,600

Delegates receive a conference name badge to be worn for the duration of the Conference. Have your branding on each name badge – become associated with VALA2012 in a visible way.

Exclusive naming rights and branding of the Conference name badges
Your company logo together with the VALA2012 logo on all delegate name badges
Acknowledgement in the Main Announcement and Registration Brochure
Acknowledgement in the Conference Programme
Acknowledgement with logo on sponsor acknowledgement board
Your company logo on the VALA2012 website hotlinked to your company's website
One piece of promotional literature in each delegate satchel (excluding note pads and pens)*
First right of refusal for this sponsorship for VALA2014

Recharge Zone

Only one opportunity available

AUD\$6,000 + GST = \$6,600

Delegates will be able to leave their personal electronic devices for charging with VALA2012 staff, at a secure electronic cloakroom within the exhibition.

Exclusive naming rights and branding of the Recharge Zone
Your company logo printed on the cloakroom tickets
Signage provided by your company to be displayed at the Recharge Zone
Your company name on the Recharge Zone fascia
Acknowledgement in the Main Announcement and Registration Brochure
Acknowledgement in the Conference Programme
Acknowledgement with logo on sponsor acknowledgement board
Your company logo on the VALA2012 website hotlinked to your company's website
One piece of promotional literature in each delegate satchel (excluding note pads and pens)*
First right of refusal for this sponsorship for VALA2014



Note Pads and Pens

Only one opportunity available

AUD\$3,000 + GST = \$3,300

PLUS SUPPLY OF ALL STOCK FOR USE 1,200 UNITS OF EACH

Have your branded stationery available for all delegates to use during the conference – your pads and pens will be inserted into all delegate satchels and will also be available for delegate use at the registration desk.*

Acknowledgement in the Main Announcement and Registration Brochure
Acknowledgement in the Conference Programme
First right of refusal for this sponsorship for VALA2014

Satchel Insert

AUD\$3,000 + GST = \$3,300

One piece of promotional material in each delegate satchel (excludes note pads and pens)

The satchel insert is subject to approval by the Conference Committee. Sponsors are required to obtain approval of their insert from the Conference Office by Friday 2 December 2011.

Advertising (full-page)

AUD\$2,000 + GST = \$2,200

One full-page colour advertisement in the Conference Programme (digital artwork to be supplied by the sponsor accompanied with colour laser prints)
Acknowledgement in the Conference Programme

*All promotional literature for inclusion in the delegate satchel is subject to approval by Conference Committee. Sponsors are required to obtain approval of their insert from the Conference Office by Friday 2 December 2011. **Organisation to provide banner of maximum size 5m x 2m. Sponsor is required to obtain approval of their banner from the Conference Office by Friday 2 December 2011. *Organisation to provide pull-up banner. Sponsor is required to obtain approval of their banner from the Conference Office by Friday 2 December 2011.

Acknowledgement in the Main Announcement and Registration Brochure and the Conference Programme is subject to sponsorship confirmation prior to printing deadlines. Where a sponsorship item includes a full-page advertisement, position preference may be specified, but location of the advertisement will be at the discretion of the Conference Committee. All sponsorship and exhibition packages are quoted in Australian dollars (AUD). For full Terms and Conditions, see <http://www.vala.org.au/vala2012/vala2012termsandconditions>

exhibition opportunities

DESIGN YOUR OWN STAND

VALA2012 welcomes custom-design stands and would be happy to discuss your requirements with you.

Raw Space for Custom Design:
3m x 3m of "raw space"

Cost per raw space

AUD\$2,500 + GST = \$2,750

Each exhibitor MUST keep its display within the space allocated for its exhibition stand. Should you prefer to provide your own booth design or prefabricated stand module in your allocated area, you must submit your design plans to the Conference Manager no later than Friday 28 October 2011 for approval by the Conference Committee.

STANDARD PACKAGE

Dimensions: 3m x 3m x 2.4h

Cost per standard stand

AUD\$3,700 + GST = \$4,070

for the structure outlined below.

Included in the cost of exhibiting is one full "Walk In/Walk Out" exhibition stand which will contain the following:

Walls

Modular walls 2.4 metres high, finished in Velcro-compatible fabric

Fascia

Fascia panel 30cm deep finished in Velcro-compatible fabric

Lighting

Two x 150-watt lights per standard stand, mounted on the inside of the front fascia

Power

One x power point (240 volt/10 amp) per standard stand

Signs

One company name in computer cut vinyl standard style letters

Maximum of 30 letters with Pty Ltd, (Aust), etc. deleted.

SHELL SCHEME UPGRADE PACKAGE

Add an extra element to your exhibition stand, with corporate graphic panels and furniture included in the stand price.

Dimensions: 3m x 3m x 2.4h

Cost per shell scheme upgrade package

AUD\$5,200 + GST = \$5,720

for the structure outlined below.

Included in the cost of exhibiting is one full "Walk In/Walk Out" exhibition stand which will contain the following:

Walls

Modular walls 2.4 metres high, finished in white melamine

Flooring

White laminate feature flooring

Lighting

Two x 150-watt lights per stand

Power

Two x power point (240 volt/10 amp) per stand

Fascia

One x curved digital print panel (1532mm wide x 350mm)

Signs

Two x wall digital print panels (1960mm wide x 1145mm high) (Organisation to provide artwork)

Furniture

One lockable corner cupboard

inclusions

Two inclusive full registrations, including tickets to the Conference Dinner.

Additional staff registration passes will be available for a cost of

AUD\$320 + GST = \$352.

Name badge scanner, to enable your organisation to capture full details from delegates' bar-coded name badges.

Access to Exhibition trade passes to attract potential and existing clients to view your stand.

A PDF version of the delegate list, emailed to you on 15 December 2011 and an up to date list the week ending 31 January 2012.

Your company logo on the VALA2012 website hotlinked to your company's website.

vendor presentations

Exhibitors will have the opportunity to make a 12-minute presentation.

Vendor presentation positions are limited and places will be sold on a first-come first-served basis (maximum entitlement is 12 minutes per booth).

Each 12-minute vendor presentation will cost **AUD\$75 + GST = \$82.50.**

Details of presentations will be included in the Conference Programme and Pocket Programme provided to all delegates

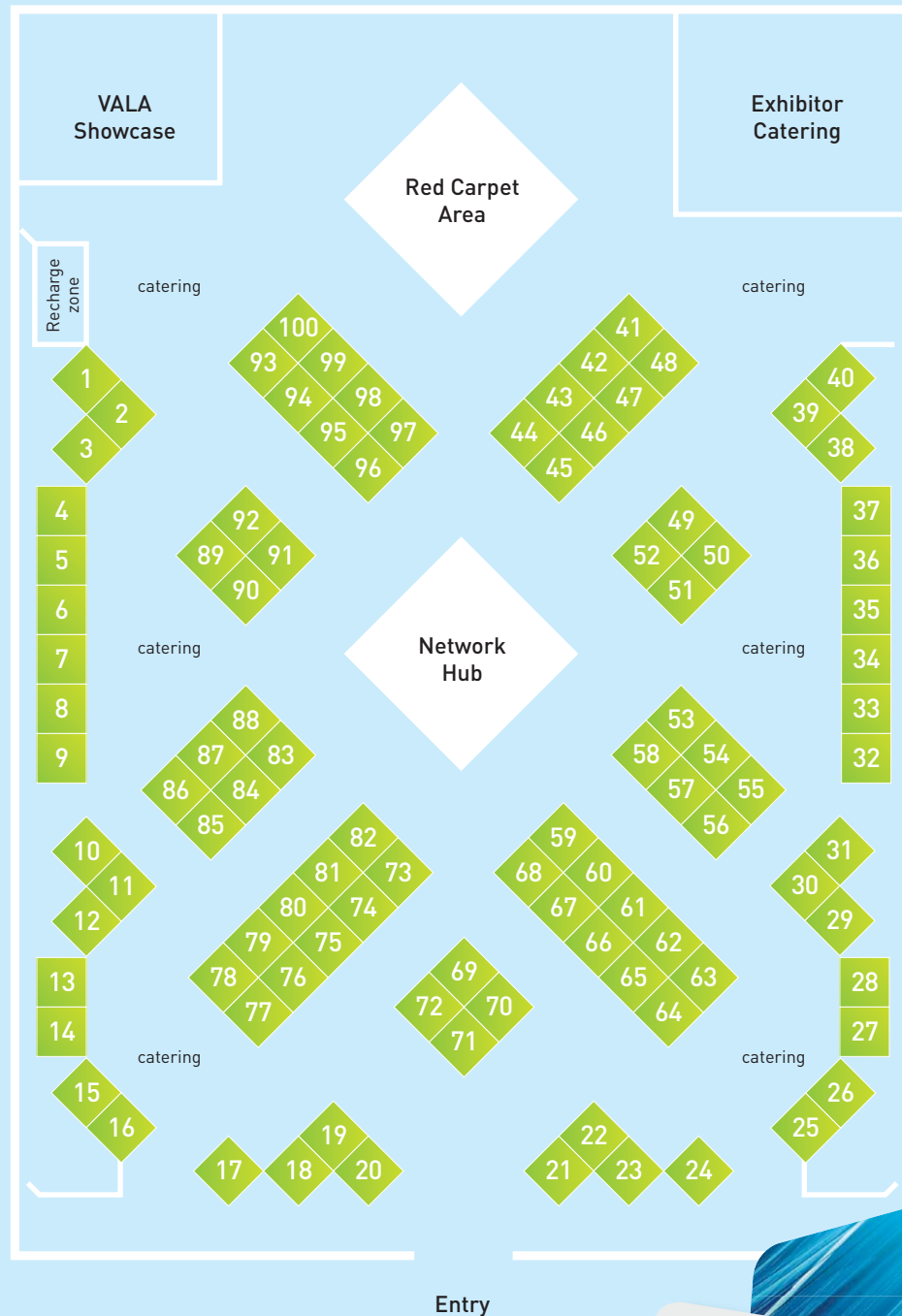
**SHELL
SCHEME
UPGRADE
PACKAGE**



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floor plan

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FURTHER INFORMATION

For further sponsorship opportunities and more information, please visit the VALA2012 website at www.vala.org.au/conf2012.htm or contact Helen McGowan, Sponsorship and Exhibition Manager, on +61 3 9645 6311 or helen@wsm.com.au

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