

WORLD LIBRARY
AND INFORMATION
CONGRESS:
78TH IFLA GENERAL
CONFERENCE
AND ASSEMBLY



11–17 August

www.ifla.org

SPONSORSHIP PROSPECTUS

Libraries now!

inspiring... surprising... empowering



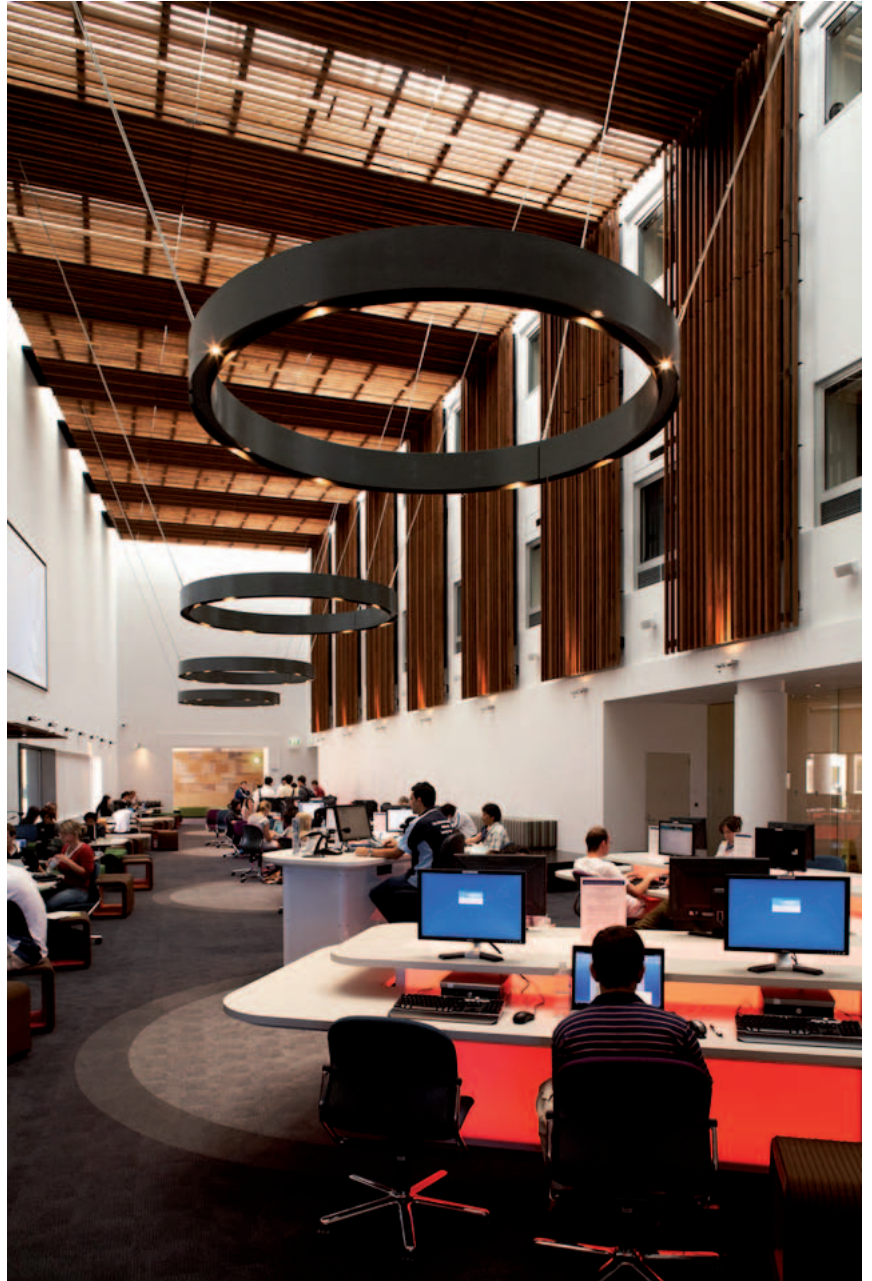


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Greeting from the Mayor of Helsinki

Dear Industry Partners,

The City of Helsinki is honoured to host the World Library and Information Congress. We are looking forward to welcoming information specialists from all over the world in 2012, which is a true jubilee year for Helsinki, celebrating its 200th anniversary as capital of Finland and designation as World Design Capital.

It is impossible to overestimate the significance of the library system in the Nordic welfare model. Libraries reflect many of the most fundamental values of our society, such as openness and equality, and confirm our appreciation for learning and for knowledge. Furthermore, libraries play a critical role in achieving the aims of the information society. Not only do they ensure access to lifelong learning and electronic services for all citizens, but also offer opportunities for gaining new international perspectives and support for developing civic skills and media literacy.

In 2010 the Helsinki City Library celebrated its 150th anniversary. Its continuing vitality is the result of continuous renewal and successful adaptation to the expectations of the surrounding society. I feel that libraries are the hallmark of a highly educated nation with a will to embrace a wide and far-reaching future. Helsinki is currently preparing the foundation of a new Central Library. The concept of a library of the 21st century must go beyond traditional models. We see it as a social hub and a multi-media node for accessing skills, knowledge and stories. Collaboration between academic and public libraries is lively in Finland. A brand new university library will be opened in 2012 in the heart of Helsinki City Campus. The library of the future is a living haven of culture, a hub of knowledge and inspiration that one can visit physically or virtually according to one's needs.

During the month of August, summer and Helsinki will be at their best, offering Congress delegates opportunities for a multitude of social and cultural activities. You will have a chance to discover our unique archipelago, as well as to see and enjoy Finnish art, music, design and architecture.

I warmly welcome the World Library and Information Congress to Helsinki. We will do our utmost to make your stay successful and enjoyable.



A handwritten signature in blue ink, which appears to read 'J. Pajunen'. The signature is fluid and stylized, with a long horizontal stroke at the end.

Jussi Pajunen
Mayor of Helsinki

Official Invitation

Dear Colleagues,

On behalf of the National Committee for IFLA WLIC 2012 Helsinki and the entire Finnish library community, we are honoured and happy to welcome you to IFLA's 78th Congress. We are enthusiastic and proud that Finland is serving as the host country for the annual Congress.

Our goal is to provide a fertile environment for new ideas and enlightened conversation. We aim to create an atmosphere in which the programme organised by different IFLA sections will flourish and have added value. We hope that our theme "Libraries now – inspiring, surprising and empowering" encourages you as much as we feel that libraries inspire their users.

In Finland, libraries are an essential part of society and its public infrastructure. Libraries are heavily used and held in high value. The main challenge for us librarians is to develop innovative services that inspire, surprise and empower new generations of library users. The Congress is strongly supported by all the Finnish library associations, Helsinki City Council, The Ministry of Education and Culture and all libraries in Finland.

During your visits to various libraries, you can evaluate the level of Finnish libraries and how well we have succeeded so far. Together with the congress bureau and the convention centre, our goal is to host the Congress in the spirit of sustainable development, using new technologies in innovative ways. Enthusiastic volunteers will provide the local personal touch and ensure that you find your way around and that your questions receive informative answers.

Helsinki is a pocket-sized metropolis where it is easy to move around even on foot. However, we will make it even easier for you by offering a free pass to use the metropolitan area's public transportation network (buses, metro, trains and trams).

You perhaps know Nokia, Marimekko, Moomins and Sibelius. Nevertheless, Finland is much more. It is also about egalitarian values, love of nature, and a pragmatic attitude. We invite and encourage you to scratch the surface and learn about the surprises and mysteries that Finland and the Finns can offer.

And if your appetite to see more is still strong, then Helsinki offers you the possibility to reach St Petersburg by train and Tallinn by boat - both in under four hours.

You are warmly welcomed to Helsinki – to the city which has been ranked by *The Economist* as one of the best cities in the world to live in!

On behalf of the 2012 WLIC National Committee:



Maija Berndtson

Chair of the 2012 WLIC National Committee



Sinikka Sipilä

Co-Chair of the 2012 WLIC National Committee



Kimmo Tuominen

Co-Chair of the 2012 WLIC National Committee

Key Facts & Contacts

Congress Organiser

IFLA
PO Box 95312
2509 CH The Hague
Netherlands
Tel.: +31 70 31 40884
Fax: +31 70 38 34827
Email: ifla@ifla.org



Congress Venue

Helsinki Exhibition & Convention Centre (HECC)
Messuaukio PO Box 21
Finland- 00521 Helsinki
Tel.: +358 9 150 91
Fax: +358 9 142 358
Email: info@finnexpo.fi

Congress Secretariat

WLIC 2012
c/o K.I.T. Group GmbH –
Association & Conference Management
Kurfürstendamm 71
Germany- 10709 Berlin
Tel.: +49 30 24 60 3-329
Fax: +49 30 24 60 3-200
Email: wlic2012@kit-group.org



Exhibition / Sponsoring
c/o K.I.T. Group GmbH
Tahir Ali
Tel.: +49 30 24 60 3-242
Fax: +49 30 24 60 3-200
Email: wlic2012-sponsorship@kit-group.org

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Tel.: +49 30 24 60 3-380
Fax: +49 30 24 60 3-200
Email: wlic2012-registration@kit-group.org

Accommodation
c/o K.I.T. Group GmbH
Tel.: +49 30 24 60 3-384
Fax: +49 30 24 60 3-200
Email: wlic2012-hotel@kit-group.org

KEY FACTS & CONTACTS

Date	11 - 17 August 2012
City / Country	Helsinki / Finland
Venue	Helsinki Exhibition & Convention Centre (HECC)
Participants	3,000 expected

Congress Introduction



About IFLA

IFLA is the leading international body representing the interests of library and information services and their users. It is the trusted global voice of the library and information community, and drives equitable access to information and knowledge for all.

To advance the interest of its members, IFLA:

- furthers accessibility, protection, and preservation of documentary cultural heritage
- supports a library and information profession which anticipates and responds to the needs of communities worldwide
- drives high standards in library and information services and professional practices
- encourages widespread understanding of the value and importance of high quality library and information services in the public, private and voluntary sectors
- promotes libraries as vital institutions that enhance people's lives through equitable access to knowledge and information

IFLA does this by creating strategic alliances, enhancing professional education, developing professional standards, disseminating best practice and advancing relevant scientific and professional knowledge. It is committed to enabling all members of the Federation to engage in, and benefit from, its activities without regard to citizenship, disability, ethnic origin, gender, geographical location, language, political philosophy, race or religion.

IFLA embraces the principles of freedom of access to information, ideas and works of imagination and freedom of expression embodied in Article 19 of the Universal Declaration of Human Rights, and that people, communities and organisations need universal and equitable access to these for their social, educational, cultural, democratic and economic well-being.

The Royal Library, the national library of the Netherlands, in The Hague, generously hosts our headquarters.

For more information on IFLA and its Professional Groups, please refer to the website: www.ifla.org.

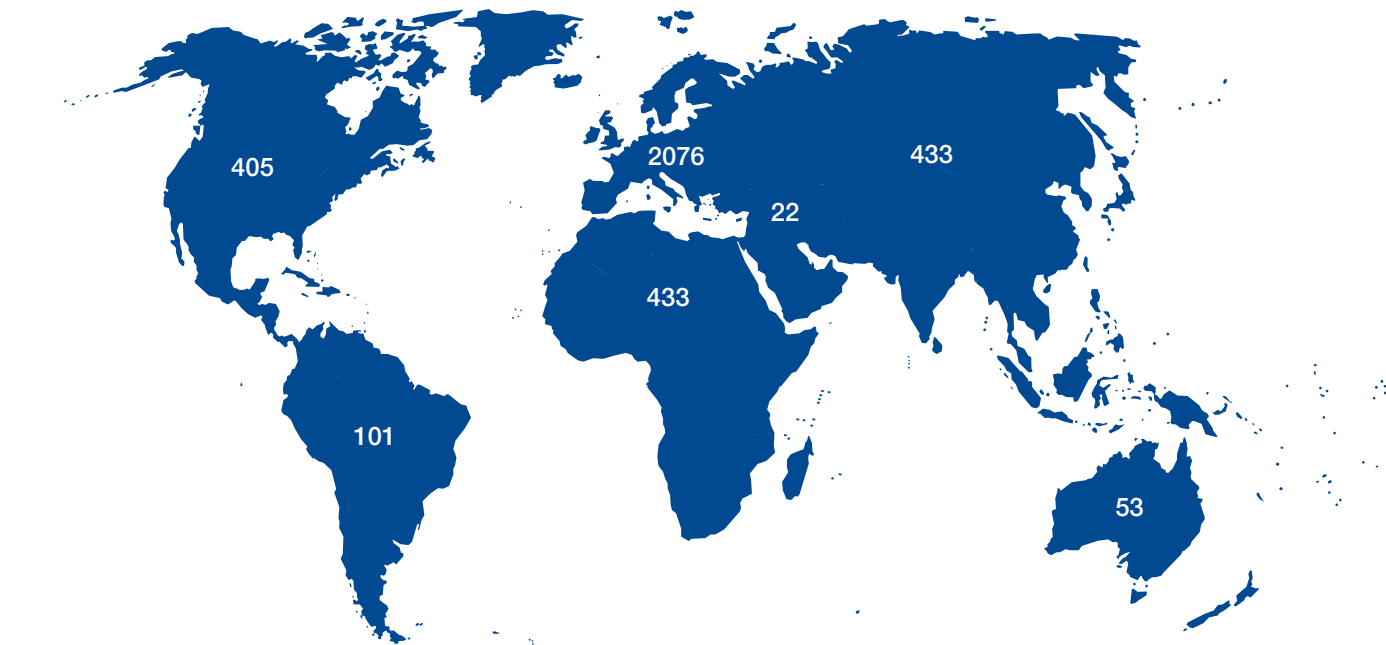
Website

The Congress website contains all details relating to WLIC 2012. It is updated on a regular basis, so please visit it regularly.

<http://conference.ifla.org/IFLA78>

WLIC Previous Congress Facts

Attendees by Continent (2010)



Top Ten Countries Represented

Milan, 2009		Gothenburg, 2010	
Italy	699	Sweden	637
United States	403	United States	342
China	203	United Kingdom	201
United Kingdom	148	Finland	197
Finland	144	Germany	165
France	129	China	151
Germany	129	Denmark	116
Netherlands	109	France	101
Russian Federation	96	Russian Federation	96
Sweden	92	Korea, Republic of	91

Congress Facts

Date	2009	2010
Destination	Milan, Italy	Gothenburg, Sweden
Total Number of Attendees	3,681	3,330
Total Exhibition Space	1.202,5m ²	915m ²
Number of Exhibitors	80	99
Number of Sessions	81	69
Number of Plenary Sessions	3	3
Number of Papers	230	150

Destination

Welcome to Helsinki

Helsinki is the capital of Finland and home to half a million people – a city between west and east.

Helsinki is a modern European city of culture that is famous for its design and high technology. Helsinki is a pocket-sized metropolis that is easy to discover on foot. Helsinki offers excellent connections to the rest of Finland and the world. Helsinki-Vantaa Airport has been ranked among the best airports in Europe for the past decade and serves as an important hub for air traffic and as the European gateway to Asia.

Most of Helsinki's tourist attractions are situated within easy walking distance of the city centre, and if your feet do get tired, you can rely on Helsinki's excellent public transportation – which has been ranked the best in Europe. There are plenty of sightseeing tours, excursions and other activities to fill every day of your holiday. You can also discover the city by hopping aboard the 3T tram or making the most the city's walking, cycling and nature paths. To help you discover Helsinki on your own, the brochure "Helsinki on Foot" can be purchased from Tourist Information. The brochure presents seven well-marked walking routes.

For lovers of architecture, Helsinki is a treasure trove that is easy to discover in its entirety. A half-hour walk from the district of Katajanokka to Töölönlahti Bay will take you from bold Jugend-Art Nouveau designs through Neoclassical monuments to modernist masterpieces designed by Alvar Aalto. Along the way you will also get a taste of Helsinki's Byzantine-Russian heritage, Neo-Renaissance buildings and contemporary glass and steel superstructures!

It is also easy for fans of Nordic design to tour Helsinki's boutiques, workshops and galleries. The Design District combines the top names in design within a stone's throw of each other.

Both Helsinki and its residents have a personality and charm that are easy to get to know. The people are open and uncomplicated, regardless of whether they are serving customers or enjoying their time off. The city is open to new winds and trends, as demonstrated by the trendy and laid-back atmosphere. Studies have shown that visitors truly appreciate Helsinki's unique and multilingual residents.

The Helsinki metropolitan area is very much the information-technology centre of Finland. Finns pioneered cell phone technology and the government was the first in the world to declare broadband Internet access a human right. Of course libraries have been at the forefront of such changes, with free Internet access for many years now. Over 60 percent of Finns have a post-comprehensive school qualification, and one in three has a university degree.

Helsinki has a well founded reputation for design and innovation and it has been nominated World Design Capital for 2012 – the same year as the 200th anniversary of Helsinki as the capital of Finland.

Tourist Information

Pohjoisesplanadi 19, Helsinki

Open May 2nd through to September: Monday - Friday 09.00–20.00, Saturday - Sunday 09.00–18.00

Monday - Friday 09.00–18.00, Saturday - Sunday 10.00–16.00

Tel.: +358 (0)9 310 13300

Fax: +358 (0)9 310 13301

Email: tourist.info@hel.fi

Website: www.visithelsinki.fi

Hotel Reservation



No.	Hotel	Stars	Single Use *	Double Use *	Distance to Congress Venue**
1	Hilton Helsinki Strand	5	159 EUR	194 EUR	4.3km / 20min
2	Crowne Plaza Helsinki	4	160 EUR	185 EUR	4.0km / 16min
3	Holiday Inn Helsinki City Centre	4	160 EUR	185 EUR	4.2km / 14min
4	Holiday Inn Helsinki (Messukeskus)	4	170 EUR	195 EUR	Hotel adjacent to the Congress Venue
5	Hotelli Seurahuone Helsinki	4	145 EUR	165 EUR	4.0km / 16min
6	Scandic Simonkenttää	4	149 EUR	159 EUR	4.3km / 20min
7	Scandic Marski	4	135 EUR	145 EUR	4.3km / 19min
8	Sokos Hotel Vaakuna	4	135 EUR	155 EUR	4.1km / 17min
9	Sokos Hotel Helsinki	4	130 EUR	150 EUR	4.2km / 18min
10	Sokos Hotel Torni	4	145 EUR	165 EUR	4.3km / 21min
11	Cumulus Hakaniemi	3	129 EUR	149 EUR	4.1km / 17min
12	Cumulus Olympia	3	110 EUR	135 EUR	2.9km / 15min
13	Hellsten Espoo	3	123 EUR	133 EUR	9.4km / 29min
14	Scandic Continental	3	125 EUR	135 EUR	3.9km / 18min
15	Sokos Hotel Pasila	3	120 EUR	140 EUR	1.6km / 10min
16	Sokos Hotel Presidentti	3	115 EUR	135 EUR	4.4km / 21min
17	Hotel Finn	2	80 EUR		4.3km / 20min
18	Omena Hotel Eerikinkatu	2	90 EUR		6.6km / 31min
19	Omena Hotel Lönnrotinkatu	2	80 EUR		4.6km / 25min

* All rates are per room and night including VAT and breakfast and are subject to change. Please see final rates when booking online.

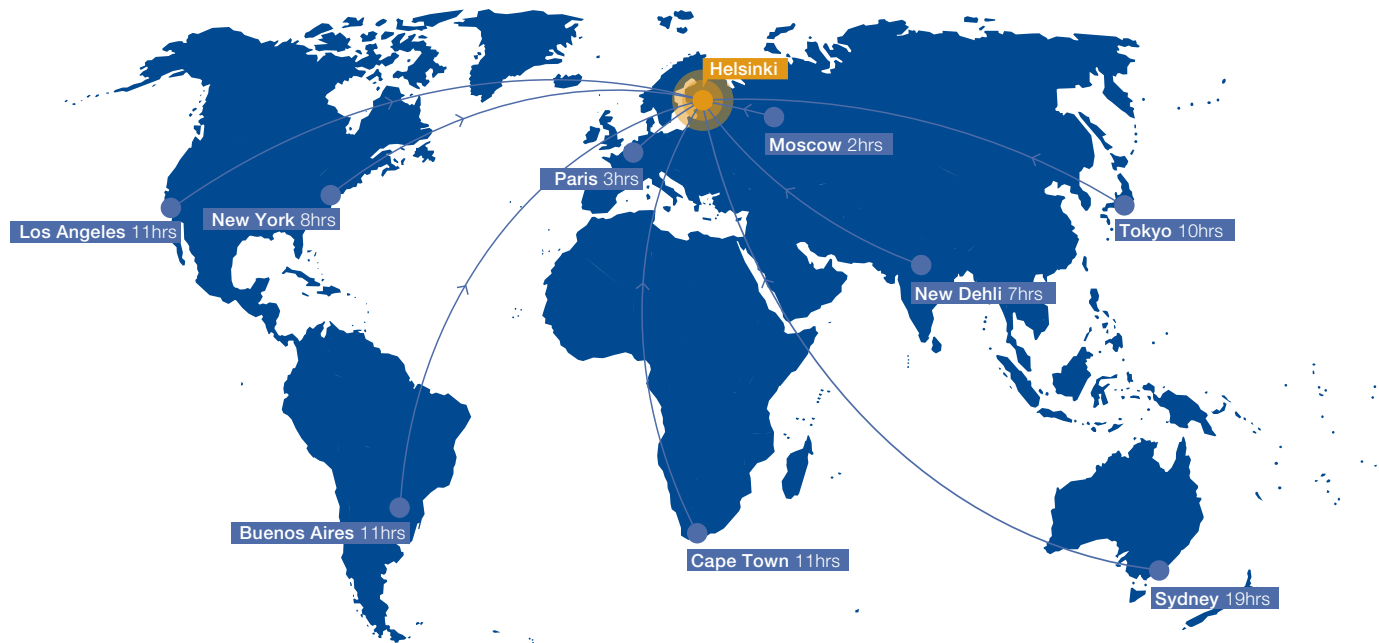
** Distances and times indicate travel via public transportation. Delegates can use the free HSL travel ticket on most public transportation to travel to the Congress venue. Travel times may vary.

Map of Helsinki



Connections to Helsinki

Flight Hours



PUBLIC TRANSPORT – FREE TICKET FOR TRAVEL



Moves us all

One Ticket for all Modes of Transport

Helsinki region has an integrated public transport ticket system. Tickets are valid on public transport services in Helsinki, Espoo, Kauniainen, Vantaa, Kerava and Kirkkonummi. The same ticket can be used for travelling on buses, trams, the metro, commuter trains and the ferry to Suomenlinna. You can also transfer from one vehicle to another with the same ticket.

As a Congress attendee, you will be entitled to a free seven day regional ticket in Helsinki region public transport. The seven day ticket on the single-charge card is valid from August 11th to August 17th 2012. Your ticket is valid in Helsinki, Espoo, Kauniainen and Vantaa. Tickets can be collected at the Registration Desk onsite.

Easy to Use

Show the single-charge card to the card reader when boarding a vehicle or entering the metro. You only need to show the card to the reader without pressing any of the buttons.

Air Traffic

Helsinki-Vantaa airport is situated 19 kilometres (25 minutes) from the city centre. A regular bus connection between the city and the airport operates from the Central Railway Station.

Helsinki-Vantaa Airport/Finavia

Tel.: +358 (0)9 82 771

Website: www.finavia.fi

Preferred Airline

SAVE UP TO
20%
ON TRAVEL

with the Star Alliance™ network

STAR ALLIANCE
THE WAY THE EARTH CONNECTS



The Star Alliance member airlines are pleased to be appointed as the Official Airline Network for the IFLA World Library and Information Congress 2012.

To obtain the Star Alliance Conventions Plus discounts, please quote the event code SK05S12 when calling the reservation office of a participating Star Alliance member airline.

For booking office information please visit: www.staralliance.com/conventionsplus

1. CHOOSE
FOR DELEGATES

2. ENTER THE EVENT CODE
UNDER **DELEGATES LOGIN**

3. CHOOSE ONE OF THE
PARTICIPATING AIRLINES LISTED

4. CALL THE RESPECTIVE RESERVATION
CONTACT LISTED AND QUOTE THE EVENT CODE

Registered participants plus one accompanying person travelling internationally to the event can be granted a discount of up to 20%, depending on the fare and class of travel.

The participating airlines for this event are:

Adria Airways, Aegean Airlines, Air Canada, Air China, ANA, Asiana Airlines, Austrian Airlines, Blue1, bmi, Brussels Airlines, Continental Airlines, Croatia Airlines, EgyptAir, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, South African Airways, Spanair, SWISS International Air Lines, TAM Airlines, TAP Portugal, THAI, Turkish Airlines, United

Discounts are offered on international flights on most published business and economy class fares, excluding website/Internet fares, senior and youth fares, group fares and Round the World fares.

Please note: For travel from Japan and New Zealand, special fares or discounts are offered by the participating airlines on their own network.

Coach Traffic

The Central Coach Station is located in the city centre at Narinkka 3. The coach station also serves Express Buses and other regular services from Helsinki to destinations all over the country.

Matkahuolto Travel Service

Tel.: +358 (0)200 4000

Website: www.matkahuolto.fi, www.expressbus.com

Sea Traffic

The port of Helsinki is situated in the heart of the city. Boat traffic services to Estonia, Sweden, Germany and Poland.

The Port of Helsinki

Tel.: +358 (0)9 310 1621

Website: www.portofhelsinki.fi

Rail Traffic

Helsinki has three daily international train connections: The Russian Tolstoi between Helsinki and Moscow with a night service in both directions. The Russian Repin and the Finnish Sibelius trains operate daily between Helsinki and St. Petersburg. The domestic traffic serves all major towns in the country, and reaches even the far north of Lapland.

VR Ltd, Finnish Railways

Website: www.vr.fi

Congress Venue

VENUE

The Helsinki Exhibition & Convention Centre is one of the leading Congress centres in Northern Europe and the largest in its field in Finland. It is only four kilometres from the centre of Helsinki and has excellent transport connections. The Helsinki–Vantaa airport is within a 20 minute drive. The Convention Centre hosts more than 1,500 meetings every year. All major international Congresses held in Finland have been staged at the centre and the largest Congress so far was attended by up to 10,000 participants. Over one million people visit Helsinki Exhibition & Convention Centre every year. All the premises of the Helsinki Exhibition & Convention Centre are equipped with the latest technology. Wireless Internet is accessible for free for the attendees within the Convention Centre. Multipurpose premises, world-class meeting equipment and experienced meeting professionals are at your service.



**Helsinki Exhibition &
Convention Centre**

Congress Venue

Helsinki Exhibition & Convention Centre (HECC)

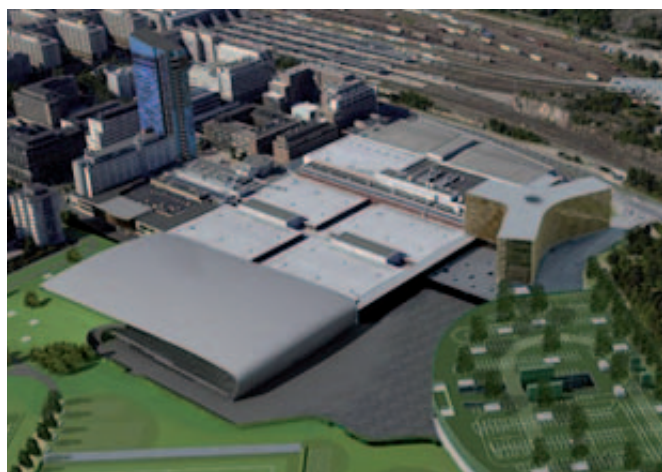
Messuaukio P.O. Box 21

Finland- 00521 Helsinki

Tel.: +358 9 150 91

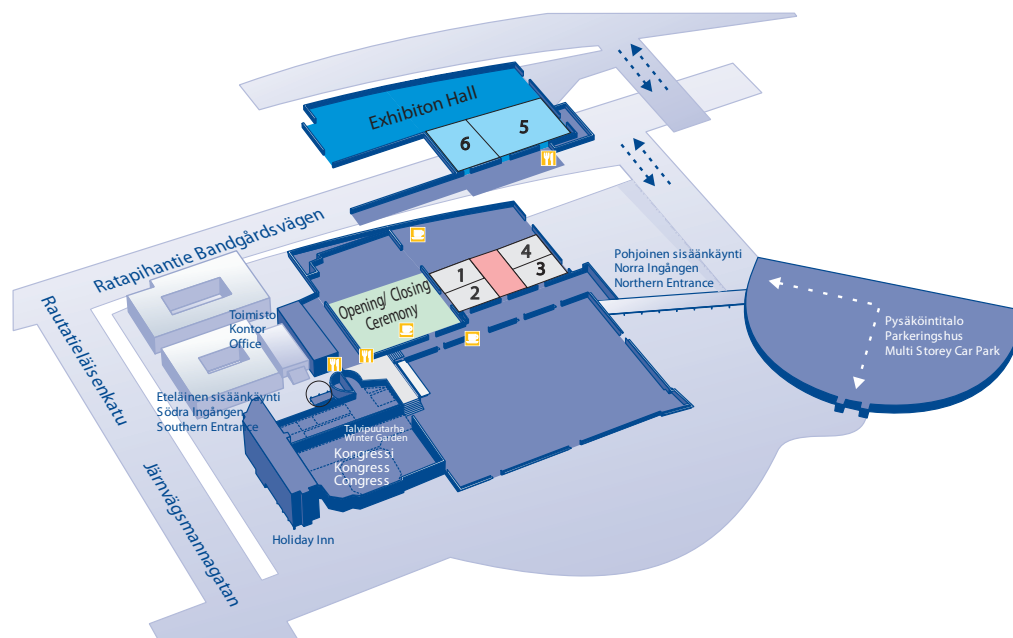
Fax: +358 9 142 358

Email: info@finnexpo.fi



Floor Plan

Helsinki Exhibition & Convention Centre



Exhibition | Hall 4 & 5



Congress Schedule

Saturday, 11 August	Sunday, 12 August	Monday, 13 August
Leadership Brief 08.00-09.00	Leadership Forums 08.30-10.00	Plenary Session 08.30-09.15
SC Meetings 09.15-11.45	Newcomers Session 08.30-10.00	Sessions 09.30-11.30
SC Meetings 12.00-14.30	Opening Ceremony 10.30-12.00	Sessions 11.45-12.45
SC Meetings 14.45-17.15	President's Lunch (invited) 12.15-14.00 IFLA Market 12.15-13.30	Lunch Break & Exhibition Visits 12.45-13.45
Africa Caucus Canada Caucus 17.00-18.00	Sessions 13.45-15.45	Sessions 13.45-15.45
Caucus Meetings 18.00-19.00	Exhibition & Opening Party 16.00-18.00	Sessions 16.00-18.00
Officers Reception (by invitation only)		

Exhibition 09.30-17.30
Poster Session 09.30-17.30

Tuesday, 14 August	Wednesday, 15 August	Thursday, 16 August	Friday, 17 August
Plenary Session 08.30-09.15	Plenary Session 08.30-09.15	Sessions 08.30-10.30	Library Visits Full-day & Half-day
Sessions 09.30-11.30	Sessions 09.30-11.30	Sessions 10.45-12.45	
Sessions 11.45-12.45	Sessions 11.45-12.45		
Lunch Break & Exhibition Visits 12.45-13.45	Lunch Break & Exhibition Visits 12.45-13.45	Lunch Break 12.45-13.45	
Sessions 13.45-15.45	Sessions 13.45-15.45	Sessions 13.45-15.45	
Sessions 16.00-18.00	General Assembly 16.15-18.00	Closing Session 16.15-17.30	
Cultural/Social Event			

Exhibition 09.30-17.30
Poster Sessions 09.30-17.30

Exhibition 09.30-14.30

Participating in the WLIC 2012

Why Should You Sponsor WLIC 2012?

Industry involvement is one of the key elements in the success of the World Library and Information Congress 2012 (WLIC 2012). Your presence and contributions enhance the overall value of the Congress. The International Federation of Library Associations and Institutions (IFLA) offers you the opportunity to become sponsors of the WLIC 2012 annual Congress, enabling you to raise the recognition of your company while promoting endeavours.

Congress Alliance Partnership

IFLA would like to recognise their long standing sponsors by offering either a two or three year alliance partnership where companies can choose a specific sponsorship package. Packages can be tailored on an individual basis. For more information, please contact wlic2012-sponsorship@kit-group.org

Sponsorship Categories

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive.

You will find below a number of ways to enhance visibility and association with the Congress. Sponsorship items have been divided into individual categories: Sessions, Meeting Facilities, Congress Material, Congress Services, Communications, Special Services, Advertisement Opportunities on site and Advertisements in Congress Publications.

There is no minimum amount required to be part of the World Library and Information Congress 2012. Sponsorship options are listed on the following pages where you can build an individual sponsorship package suited to your marketing needs. Your final contribution to the Congress determines your sponsorship level, which in turn provides you with more benefits.

Status will be allocated as follows:

	Minimum Contribution (excl. VAT)	Deadline for Application
Platinum Sponsor	25,000 EUR	30 September 2011
Gold Sponsor	20,000 EUR	14 October 2011
Silver Sponsor	15,000 EUR	28 October 2011
Bronze Sponsor	8,000 EUR	11 November 2011
Associate Sponsor	3,000 EUR	30 November 2011

Participating in the WLIC 2012

Spend on Sponsorship Items	25,000 €	20,000 €	15,000 €	8,000 €	3,000 €
	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	ASSOCIATE SPONSOR
Hospitality suite for duration of the Congress	✓				
Discount on exhibition space	30%	20%	15%	10%	
Complimentary full participant registrations	6	4	2	1	
Product demonstration	✓				
Advertisement in the Congress programme	1 page	1 page	½ page		
One Email Blast (HTML mailing) to registered delegates	✓	✓	✓		
Congress bag insert	✓	✓	✓	✓	
Logo on Congress website with link to your corporate website	✓	✓	✓		
Logo on Congress website (no link)				✓	✓
Use of Congress logo	✓	✓	✓	✓	
Acknowledgement on Facebook upon confirming sponsorship	✓	✓	✓	✓	
Acknowledgement in Congress literature	✓	✓	✓	✓	✓
Congress programme – editorial with logo	✓	✓	✓	✓	✓
Company name and logo on sponsor acknowledgement boards through out the venue	✓	✓	✓	✓	✓

How to Book

Sponsorship items can be booked online via the Exhibition and Sponsorship Ordering System (ESOS®).

For more details, please refer to page 27 of the Exhibition and Sponsorship Prospectus.

Selected Sponsorship Opportunities

1. Sessions

Sponsoring a session is a great opportunity to raise your profile amongst library professionals. Several formats are available:

Parallel Sessions

Price: 8,000 EUR

The sponsor will be acknowledged and the company logo will be displayed during the lecture.

Plenary Lectures and Keynote Lectures

Price: 8,000 EUR

The sponsor will be acknowledged and the company logo will be displayed during the lecture.

Newcomers Session and Breakfast

Date: 12 August

Time: 08.30 – 10.00

Price: 6,000 EUR

The sponsor will be acknowledged and the company logo will be displayed during the lecture.

Replay Theatre

The replay theatre will showcase selected sessions throughout the day during the exhibition opening hours.

Price: On request

- Replay Theatre named after the sponsor.
- Sponsor's logo placed in the Replay Theatre.
- Short slide introduction of the sponsor before each session is replayed.

The Replay Theatre may also be used as a Product Presentation Theatre.

Product Demonstrations

Reserve the Product Presentation Theatre to launch your new product, showcase existing products and reinforce your product awareness to the Congress attendees. The Product Presentation Theatre is available at pre-defined times throughout the day. Please contact the Congress Secretariat for further details.

Price: 1,500 EUR

- Present existing and new products.
- Raise awareness of your company and its role in libraries.
- Sponsors presentation will be listed on Congress schedule.

The Product Presentation Theatre is available in 45 minute slots. There is no limit on the number of slots reserved by a single company.

2. Meeting facilities

Hospitality suites and meeting rooms are available on request.

Hospitality suites

Hospitality Suites can be booked as private rooms for potential clients or business contacts to socialise, view sample products etc.

Hospitality Suites must be booked for at least one day (minimum 6 hours) and can be furnished and decorated individually. Prices and availability are upon request.



Selected Sponsorship Opportunities

3. Congress Materials

Delivery information for items that must be provided by the sponsor will be issued by the Congress Secretariat.

Note Pads & Pens

Note Pads and Pens will be included in every Congress Bag.

Pieces:	3,000
Price:	2,500 EUR

- Sponsor's logo on the pads & pens.

Design must be submitted to the Congress Secretariat for approval.

All material must be provided and delivered directly by the sponsor to the Congress venue. Delivery details will be provided at a later stage.



Congress Bag

The sponsorship of the Congress Bag will ensure the sponsor has high visibility not only during the Congress but long after the event.

Pieces:	3,000
Price:	16,000 EUR

- Sponsor's logo on the Congress Bag.



Congress Bag Insert

Insert a leaflet, invitation to your exhibition booth or information brochure into all Congress Bags.

Pieces:	3,000
Price:	2,500 EUR

Non-exhibitors pay an additional 1,500 EUR

Layout must be submitted to the Congress Secretariat for approval. Material must be provided and delivered directly by the sponsor. Delivery details will be provided at a later stage.

Congress Bag Gift

Insert a gift, invitation to your exhibition booth or information brochure into all Congress Bags.

Pieces:	3,000
Price:	2,500 EUR

Non-exhibitors pay an additional 1,500 EUR

The Gift must be submitted to the Congress Secretariat for approval. Material must be provided and delivered directly by the sponsor. Delivery details will be provided at a later stage.

Pocket Programme

The Pocket Programme is a short version of the Congress Programme noting all important Congress information. It will be inserted in the badge holder for all attendees.

Pieces:	3,000
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Logo Only

Price:	5,000 EUR
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Logo and Advert

Price:	7,500 EUR
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- Sponsor's advert featured in the Pocket Programme.
- Sponsor's logo featured on the Pocket Programme.

The Pocket Programme will be produced by the Congress Secretariat.



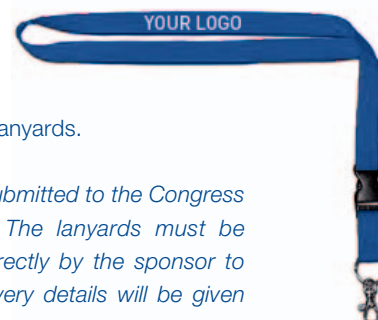
Badge Lanyards

Lanyards will be assigned to every delegate together with their badge.

Pieces:	3,000
Price:	8,000 EUR

- Sponsor's logo on Lanyards.

Lanyard design must be submitted to the Congress Secretariat for approval. The lanyards must be provided and delivered directly by the sponsor to the Congress venue. Delivery details will be given at a later stage.



Selected Sponsorship Opportunities

Delegate Name Badges

Name badges will be assigned to every attendee.

Pieces: 3,000

Price: 6,000 EUR

- Sponsor's logo printed on badges.

Attendee name badges will be produced by the Congress Secretariat. The name badge will include the attendee's name and country of residence.

Sticky Notes

Sticky notes will be inserted into each Congress Bag.

Pieces: 3,000

Price: 5,000 EUR

- Sponsor's advert featured on the sticky notes cover.
- Sponsor's logo printed on the sticky notes.

Sticky notes will be produced by the Congress Secretariat.



WLIC 2012 CD-ROM

Information about WLIC 2012, IFLA's activities and papers will be available through this CD.

Price: 10,000 EUR

WLIC CD-Rom Only

- Sponsor's logo on the CD with "generously sponsored by..."
- Advertisement space on the back cover.
- Sponsor branded CD-ROM will be inserted in the Congress Bags.
- Acknowledgement of the sponsorship in the General Information in the Congress Programme.

CD-ROM layout and advertisement must be submitted to the Congress Secretariat for approval. WLIC 2012 CD-ROMS will be produced by the Congress Secretariat.

Poster CD-ROM / USB STICK

All posters submitted to the Congress will be available through this CD, which acts as a key function to an Internet site that is uploaded with all posters before, during and after the Congress. Delegates may pick up the CD at your exhibition booth, giving you extra visitor flow.

Price: 10,000 EUR

Poster CD-ROM & Voucher

- Sponsor's logo on the CD with "generously sponsored by..."
- Advertisement space on the back cover.
- Sponsor branded Poster CD Voucher which will be inserted in the Congress Bags.
- Acknowledgement of the sponsorship in the General Information in the Congress Programme.

Voucher layout and advertisement must be submitted to the Congress Secretariat for approval. Poster CD-ROMS will be produced by the Congress Secretariat.

4. Congress Services

All Congress services will be setup by the Congress Secretariat.

Registration & Certificate of Attendance Terminals

Upon arrival at the Congress, attendees will have the opportunity to print their own registration badges and Certificates of Attendance at several printing stations (up to 10 terminals). These terminals will be placed in the registration area for the duration of the WLIC 2012 Congress giving the sponsor maximum exposure.

Price: 11,600 EUR

- Terminals will be used for the duration on the WLIC 2012 Congress.
- Terminals branded with Sponsor's logo / design on the entire terminal front side.
- Sponsor's logo / design can be used as a screensaver and desktop design.

Layout and advertisement must be submitted to the Congress Secretariat for approval.



Selected Sponsorship Opportunities

Library Visits

Sponsor visits to local libraries and networking events in Helsinki.

Price: 5,000 EUR

- Sponsors acknowledgement in Congress Programme.

Literature Rack in Exhibition

Place a literature rack in the exhibition to inform attendees of your presence at the WLIC 2012 Congress.

Price: 1,000 EUR

- Sponsors can place a literature rack in a predetermined place within the exhibition.

Simultaneous Interpretation

Sponsor the translation of sessions during the Congress.

Price: 5,000 EUR

- Acknowledgement of the sponsorship in the General Information in the Congress Programme.

Webcast

Reach your target audience with synchronised HD audio, video and integration of PowerPoint slides. The webcast can be placed on both the Congress website and your own corporate website.

Price: 20,000 EUR

- Promote your product to an audience who may have missed the WLIC 2012 Congress.
- On-demand viewing of the Webcast.
- iPad compatible.
- Mpeg 4 podcast / download (for iTunes integration)

Congress Website

The Congress website is the first point of contact for most attendees, providing comprehensive information on all Congress matters.

Price: 8,000 EUR

- Sponsor's logo will be placed on the pages relevant to the Congress, with text confirming that the website is sponsored by the company.

Speaker's Preview Room

All speakers must report to the Speaker's Preview Room to hand in their presentations. They can also edit and update their presentations here.

Price: 4,000 EUR

- Sponsor's logo will be placed on the Speaker's Preview Room banners and signage.
- Sponsor's logo may be used for screen saver and desktop design.
- Sponsors may lay out mouse pads for the speakers.
- Acknowledgement of the sponsorship in the General Information in the Congress Programme.

Mouse pads must be provided and delivered directly by the sponsor. Delivery details will be provided at a later stage.

Internet Café and Print Centre

An Internet Café for the use of the attendees including PC's and printer will be placed in the Exhibition Area.

Price: On request

- Sponsor's logo will appear on Internet Café banners and signage.
- Sponsor's logo may be used for a screen saver and desktop design.
- Sponsors may provide mouse pads.

Sponsors are encouraged to provide mouse pads for the Internet Café. Mouse pads must be provided and delivered by the sponsor. Delivery details will be provided at a later stage.

ePoster Area

An ePoster Area for the use of attendees to view posters will be placed in the exhibition area.

Price: On request

- Sponsor branded ePoster area.
- Sponsor's logo used as a screen saver and desktop design.
- Sponsors may provide mouse pads.
- Sponsor acknowledgement in the Congress Programme.

Sponsors are encouraged to provide mouse pads for the ePoster Area. Mouse pads must be provided and delivered by the sponsor. Delivery details will be provided at a later stage

Selected Sponsorship Opportunities

Wireless Internet Connection

Wireless access to the Internet for all attendees will be available at the Congress.

Price: 8,000 EUR

- Sponsor's website will be the default home page.
- Sponsor can provide attendees with password to Wi-Fi access (at your exhibition booth for example).

Wireless Internet access provided by the Congress Secretariat

Audio Visual Equipment

Price: 5,000 EUR

Sponsors have the opportunity to maximise company and product awareness by sponsoring the audio visual equipment.

- Sponsor's logo as a screen saver on the projected screen.
- Sponsor acknowledgement in the Congress Programme.

Information Desk

Sponsors can provide an essential Congress service by sponsoring the information desk. The information desk will be a point of reference for attendees during the Congress.

Price: 5,000 EUR

- Sponsor's logo on the information desk banner.

REACT Mobile

REACT Mobile is a fast and efficient way for attendees to print their Congress badges via the Registration and Certificate of Attendance Terminals as well as an interactive version of the Congress Programme giving the attendees' related Congress information at the tip of their fingers.

Price: On request

- Sponsor's banner.
- Product promotion.
- Opportunity for the attendees to arrange meetings directly with you.



Interactive Floor Plan

The Interactive floor plan helps the attendees to find their way to your booth amongst your competitors.

Price: On request

- Sponsor's logo.
- Link to Sponsor's website
- Product promotion

5. Communication

Email Blast

Send out your individual announcement for your session, exhibition booth or other information to all registered attendees.

Price: 2,000 EUR

- Sponsor's personal message to all attendees.

Email will be sent out by the Congress Secretariat. Sponsor must provide email design, texts, pictures, etc., in HTML format with links to all graphics two weeks prior to the date the Email Blast is due to be sent out.

Social Media

Sponsor's logo will be placed on the IFLA's social media sites.

Price: 15,000 EUR

- Sponsor's logo with link on IFLA's social media sites.

The social media sites are maintained by IFLA

Hotel Room Leaflet Drop

Hotel Room Door Signs will be placed on doors of attendees staying in the top 5 Congress hotels booked through K.I.T. Group.

Price: 4,000 EUR

- Place an invitation to your session / exhibition booth or information brochure on the Hotel Room Door of the WLIC 2012 Attendees.

Additional delivery charges from the hotel may apply.

Layout must be submitted to the Congress Secretariat for approval. Hotel Room Door Signs will be produced and delivered by the Congress Secretariat.

Selected Sponsorship Opportunities

6. Special Services

All special services will be arranged and setup by the Congress Secretariat.

Water stations

The water stations will be placed throughout the Congress venue.

Price: On request

- Sponsor's logo on each water bottle for high visibility.

Water bottles

Place your company logo and message on participant's water bottles. The water bottles can be refilled at the Water Stations throughout the venue.

Price: On request

- Sponsor's logo and message to be placed on the water bottle.

Directional Signage

Have your company's logo featured on all directional signage throughout the Congress venue.

Price: 6,000 EUR

- Sponsor's logo placed on all directional signage throughout the venue.

Joining Instructions

Instructions on how to become an IFLA member and further information about the Congress and its activities.

Price: 5,000 EUR

- Sponsor's logo to be printed on the Joining Instructions

7. Advertisement Opportunities Onsite

Raise your visibility onsite at the Congress centre with signage and banners. A range of custom-tailored opportunities are available on request.

Banners in the Congress Centre and Exhibition Hall

Price: 4,000 EUR

Place banners in the Congress Centre and exhibition hall to increase awareness of your presence and products during the WLIC 2012 Congress.

- High visibility of sponsor's logo and product during the Congress.

Foot Prints - logo

Mark out the path to your booth using floor tiles leading attendees directly to you.

Price: 2,500 EUR

- Sponsor's logo to be placed in a floor tile directing the attendees to your booth.

Volunteer Uniform

All volunteers will wear your logo as they carry out their duties for the duration of the Congress.

Price: 16,000 EUR

- Sponsor's logo placed on the volunteer's uniform.

Selected Sponsorship Opportunities

8. Advertisements in Congress Publications

The Congress Programme will be the most essential publication for all attendees guiding them through the Congress. It includes information on presentations, satellite symposia, exhibitions and other activities. The Congress Programme will be inserted in all attendees' Congress Bags.

Congress Programme	
Outside back cover	8,000 EUR
Inside front cover	8,000 EUR
Inside back cover	5,000 EUR
Full page inside	2,000 EUR
Half page inside	1,000 EUR
Laminated bookmark in the Congress Programme	2,500 EUR

Non-exhibitors pay an additional 1,500 EUR.



IFLA e-xpress

Banner advertisement on the official Congress website for the IFLA e-xpress website. The IFLA e-xpress is a website listing on-site news during the Congress. Please contact the Congress Secretariat for further details.

Price: On request

9. Social and Networking Events

Social events include meals and breaks that form a core part for the networking opportunities provided by WLIC 2012. Each event attracts a large number of attendees and sponsors can use this unique opportunity to network with attendees outside of their booth.

Opening Ceremony / Exhibition Reception

Price: 7,000 EUR

Officers' Reception

15,000 EUR

Accompanying Persons Tour

8,000 EUR

Cultural Evening

20,000 EUR

Exhibition

Exhibition Space

This exhibition will provide a unique opportunity to promote your products, undertake research and promote services to researchers from all over the world.

The exhibition is scheduled to take place in halls 4 and 5 of the Helsinki Exhibition and Convention Centre. The exhibition forms the hub of the Congress and provides an excellent opportunity for attendees to interact with exhibitors and familiarise themselves with the latest advances and innovations. In addition to the commercial exhibits, the professional poster area, Internet and print centre and product demonstrations area, dedicated catering points will be provided to ensure maximum participant footfall through the exhibition.

Exhibitor Benefits

- Shell scheme with standard furniture and electricity.
- Two exhibitor name badges per 9 sqm.
- One full complimentary Congress registration per stand.
- HSL free transportation ticket

EXHIBITION COSTS PER SQUARE METER (NET)

Minimum stand area	6 sqm
Early booth space booking (Until 31 Jan 2012)	425 EUR per sqm
Standard booth space booking (From 1 February 2012)	485 EUR per sqm

The shell scheme is provided for all exhibition stands unless a space only block is requested. The charge for stand rental is included in the price per square metre.

The shell scheme package includes:

- Modular standard booth
- Sign board
- Lighting
- One electricity mains 16A
- 1 table (0.70 x 1.40 m)
- 2 chairs
- Carpet

Exhibitors may add additional items to the shell scheme package but can not choose single items from the shell scheme package.

All other configurations need to be discussed with the organisers and materials booked through The Exhibition and Sponsorship Ordering System (ESOS®).

All exhibitors will be published with the company name in the conference publications and on the conference website.

Exhibition

Booth Assignment

Exhibition space will be assigned on a 'first-come, first-served' basis within the respective sponsorship levels, according to the date of the exhibition space booking and the date of the receipt of the payment.

How to Book

Exhibition space can be booked via the Exhibition and Sponsorship Ordering System (ESOS®). For more details, please check page 27 of the Exhibition & Sponsorship Prospectus.

Exhibitor Registration

Free exhibitor badges are provided to exhibitors based on the amount of square metres purchased.

Purchased Square Meters	Free Exhibitor Badges*
To 6 sqm	1
From 7 to 9 sqm	2
From 10 to 18 sqm	4
From 19 to 27 sqm	6
From 28 to 37 sqm	8
Above 37 sqm	10

* The Exhibitor Badge entitles.

- Full access to the exhibition area but not the general programme.
- Access to the Opening Ceremony and Exhibition Reception.

Detailed information will be given with the Exhibition Manual and on ESOS®.

For information on general Congress registration please refer to the Congress website. www.ifla.org

Provisional Exhibition Opening Hours		
Saturday 11 August	08.00 – 20.00	Exhibition Set-up
Sunday 12 August	08.00 – 12.00	Exhibition Set-up
Sunday 12 August	16.00 – 18.00	Exhibition Open
Monday 13 August	09.30 – 17.30	Exhibition Open
Tuesday 14 August	09.30 – 17.30	Exhibition Open
Wednesday 15 August	09.30 – 14.30	Exhibition Open
Wednesday 15 August	14.30 – 20.00	Exhibition Dismantle

Exhibition and Sponsorship Ordering System (ESOS®)

The Exhibition and Sponsorship Ordering System (ESOS®) is an online system whereby companies can book exhibition space and sponsorship items. From January 2011, it will also be possible to purchase services and items for exhibition space, satellite symposium or hospitality suite/meeting room, including furniture, technical equipment, decorations, installations, hostesses and cleaning.

The Exhibition and Sponsorship Prospectus, with all details on exhibition space and sponsorship opportunities and the Terms & Conditions, is available as a PDF under "Downloads" in your ESOS® account.

How to Use ESOS®

Please find below instructions on how to book exhibition space and sponsorship items through ESOS®.

Access to ESOS® and sign up

- Upon request, the web link to ESOS® will be sent via email from the conference Secretariat.
- Use this web link to begin an account to access ESOS®.
- Here you must fill out company data, invoice data and assign yourself a username and password.
- Please make sure that the invoice address is correct, as this will appear on all invoices and cannot be changed after an invoice has been issued.

How to Book Exhibition Space

- Login to your ESOS® account.
- Click on "Exhibition Space" on the menu bar.
- Click on "new Exhibition Space Request" and fill out the fields required. Click "next". Please note that the Terms and Conditions stated in the Exhibition & Sponsorship Prospectus must be accepted before confirming your booking.
- The next page will lead you to a Request Overview. Please check all details before clicking "Request Space". Note that your space request is binding.

How to Book Sponsorship items

- Login to your ESOS® account.
- Click on "Sponsorship items" on the menu bar.
- Select the sponsorship level that you intend to be or select "no sponsorship level yet" to access the sponsorship items list.

- Click "continue".
- Select the category from which you would like to book items.
- Click on the item you wish to book and add it to your Sponsorship items list.
- If you wish to select more sponsorship items, please click "Request further items" which leads you back to the main categories.
- All selected items will appear on the right side overview "Selected Sponsorship items". There you will see a summary of your Selected Sponsorship items and Exhibition Space (if requested) and the subtotal of all items. The listed sponsorship levels show you which category you have reached.
- Click "Edit Selected Sponsorship items" to make any changes to your items

or

- click on "Proceed to confirm order".
- Please note that the Terms and conditions stated in the Exhibition & Sponsorship Prospectus must be accepted before confirming your booking.
- Please check the details of your order and click on "Order Selected Sponsorship items".
- The summary page "Ordered items" will show you the status of the sponsorship items ordered. This page can be printed for your records.

Confirmation and Invoicing

- The organisers will confirm the booking and issue an invoice after your order has been placed.
- The invoice can be downloaded as PDF in ESOS® under "invoices" on the menu bar.
- You will be informed via email when the invoice is available. Please note that the invoice will not be automatically sent to you.

ESOS® Support

For questions and support, please contact:
Exhibition & Sponsorship management / ESOS®
Email: wlic2012@kit-group.org
Tel.: +49 30 24 60 3-242
Fax: +49 30 24 60 3-200

Dates to Remember

Platinum Sponsor Application Deadline	30 September, 2011
Gold Sponsor Application Deadline	14 October, 2011
Silver Sponsor Application Deadline	28 October, 2011
Start of Online Registration	4 October, 2011
Start of Accommodation Booking	4 October, 2011
Early Exhibition Space booking Deadline	31 January, 2012
Standard fee for exhibition space booking applies after this date.	
Circulation of the Exhibition Manual	February 2012
Early Registration Fees Deadline	15 May, 2012
Standard Registration Fees Deadline	9 August, 2012
Onsite Registration	from 10 August, 2012
Congress Dates	11 – 17 August 2012

Terms & Conditions

§ 1

Validity of the terms and Conditions

All services provided by the organisers will solely be carried out in discretion of these Terms and conditions. The Terms and conditions therefore also apply to future bookings within the conference; even though they have not explicitly been named again. At the latest, the contractor confirms and accepts these Terms and conditions upon the rendering of services by the organisers. Contractor's acknowledgements referring to his/her own terms and conditions are hereby rejected and will not be recognised.

Definitions

a. In these Terms and Conditions the term 'contractor' shall mean any company, partnership, firm, organisation or individual to whom sponsorship options have been allocated for the purpose of any of the following; exhibiting, advertising and/or sponsorship, and shall include their employees, suppliers and agents.

b. An 'exhibitor' is a contractor that opts for the purchase of exhibition floor space only.

c. A 'sponsor' is considered a contractor that opts for at least one additional sponsorship option besides the purchase of exhibition floor space, although the purchase of exhibition floor space is not a condition to become a sponsor.

d. The term 'conference' or 'congress' shall mean any conference, exhibition or event run by K.I.T. Group GmbH

Association & Conference Management, hereafter referred to as K.I.T. Group, and in particular shall mean the event detailed in the sponsorship manual or the Exhibition and Sponsorship Ordering System (ESOS®), hereafter referred to as ESOS®.

e. The term 'organisers' shall mean K.I.T. Group and its employees.

f. The term 'conference venue' shall refer to any exhibition hall, conference facility, hotel or other such building, and in particular shall mean the conference venue listed in the sponsorship manual and anywhere within the precincts of such location under the control of the organisers for the purposes and duration of the conference.

g. Exhibition and Sponsorship Ordering System (ESOS®) is an online ordering system that brings together exhibitors, sponsors, vendors and conference organisers to one platform.

h. The term 'exhibition & sponsorship manual' or 'sponsorship manual' or 'sponsorship prospectus' shall mean the document announcing all sponsorship opportunities offered within the frame of the conference.

i. The term 'exhibition manual' shall mean the document which includes all detailed information pertaining to the realisation of the exhibition (e.g., dates, onsite regulations, material order forms, etc.)

§ 2

Booking application

1. Application Process (online) Applications for exhibition space and/or sponsorship items should be ordered through ESOS®. Please use the sponsor and exhibitor application through ESOS® to place your request. The application is binding upon the contractor's signature or upon confirming through ESOS®.

2. Confirmation of Booking

a. The organisers are to reconfirm the booking and issue an invoice/confirmation within six (6) weeks after the application has been received. The organisers will endeavour to match the contractor's request wherever possible, however, cannot guarantee that the contractor's selected options will be met.

b. Should the confirmation differ from the contractor's request, the contractor will be notified by the organisers with any needed changes. At that point the contractor has ten (10) working days to object, except for the exhibition space location (see §4.4). If no such objection is registered within the allotted time, the booking is considered confirmed with the changes.

c. The organisers are empowered with the right to accept or reject any application.

§ 3

General principles

a. The organisers may from time to time add to or vary the foregoing rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the conference, provided that such amendments or additions do not operate to diminish the rights reserved to the contractor under this booking and shall not operate to increase the liabilities of the organisers.

b. In the event of disagreement regarding behaviour, construction, procedures, contents etc. the organisers have the sole right to decide how matters shall be handled.

c. The organisers retain the right to change the conference venue without prior notification including if they deem it to be in the interest of the conference, or for reasons beyond their control.

d. The contractor should refer to the organisers to ensure they are in compliance with all local laws and regulations enforced by the city of the event, the conference venue, and suppliers.

e. In all cases, contractors are solely responsible for ensuring that their promotion during the conference is legally and ethically acceptable in the country of performance.

Terms & Conditions

f. The organisers reserve the sole right to decide who will be admitted and to which areas and at what times. The organisers have the full authority to deny admittance to or expel any person from the conference venue.

g. The organisers reserve the right to alter or change the assigned room(s), spaces, and time slots.

h. As far as scientific issues and contents are concerned, the contractor is bound to the decisions of the organisers when alterations, omissions or cancellations of lectures, presentations, etc. may be necessary.

i. Sponsors who choose to finance a speaker's travel/accommodation costs or an official conference session have no influence regarding the organisation and/or content of the session or the presentation.

j. The contractor acknowledges that the organisers have the irrevocable right to use recordings of any kind which have been produced within the framework of the conference, for their own advertising purposes.

k. The contractor understands and acknowledges that any expenses incurred by the contractor in connection with the conference are the sole responsibility of the contractor, even in the event of cancellation by either party.

l. If the contractor fails to comply in any substantial respect with the Terms and conditions, the organisers shall have the right to exclude the contractor and to sell its exhibition space/sponsorship options. The contractor however will be liable for any loss suffered by the organisers thereby, and all monies paid by the contractor shall be absolutely forfeited to the organisers.

m. The use of the organisers' name (in full or as abbreviation) as well as its logos is strictly forbidden in publicity, advertising, sign, product, printed matter, film, video, other media, etc. without the explicit permission, in writing, of the organisers. The

only exception is that contractors may refer to the meeting as with its official complete name as it is published in the official conference publications. The contractor may use a text Internet link to the conference website from their own company website, or submit to K.I.T. Group for permission to use the conference logo.

n. It is prohibited to use the official conference logo for any signage/publications/websites, in which layout is similar in kind to the ones from the official publications of the conference. For all other publications that the contractor uses the official conference logo for or when in doubt, the organisers' approval must be obtained.

o. Additionally, the organisers must be named as the official organisers of the conference; however, the contractor is the organiser of their own satellite symposium.

p. Smoking is not permitted in the conference venue or any other area under control of the organisers.

q. Children and animals are not permitted at the conference without specific acceptance by the organisers in writing.

r. The contractor undertakes not to disclose to any third party, other than to its professional advisers or as required by law or as agreed by the organisers, any confidential information relating to the business or affairs of the organisers.

s. Both the contractor and the organisers shall ensure the general protection of personal data which is defined by the data protection rules and regulations of the country in which the conference venue is located. In particular, the contractor undertakes that any data provided by the organisers or generated in connection with the conference will only be used for the specific purposes outlined and that it will obtain similar undertakings in regard to any such data passed to sub-contractors.

t. The taking of pictures, other than by the official organisers' photographer, is expressly prohibited during construction, dismantling, and non-exhibition hours; cameras will not be allowed on the exhibition floor during these times. Only the contractor may grant permission to have their stand photographed or an audio presentation taped and this must only take place during exhibition hours. Each contractor may prevent those considered as competitors from gaining access to or photographing their stands. No contractor shall deny any reasonable request for permission to photograph their booth from outside the boundaries of the booth.

u. Contractors organising an event, for 25 or more participants, before, during or after the WLIC Congress, must first seek approval from the organisers. The contractor may request to hold an event; however, the event must not occur parallel to the official conference programme or other social / cultural events.

v. The organisers and the IFLA CAC/EC retain the right to refuse contractors to exhibit displays or information providers that contradict with the host country's legislation or IFLA's general brand and values.

w. IFLA may review, exclude, modify, remove or require contractors to modify or remove any exhibits. IFLA has the right not to approve a booth space, contractor personnel (e.g., employees, agents, invitees, etc.) or contractor materials or activities (e.g., costumes, décor, music, paraphernalia, fliers, method of operation, conduct, etc.) that, in its sole discretion and in accordance with its policies, is unsuitable, dangerous, or objectionable for the Exhibition.

In the event of such exclusion, modification, or removal, the contractor agrees to pay or reimburse IFLA for any expenses incurred by IFLA or its agents in connection therewith at the then-prevailing rates. Further, IFLA shall not be required to refund any fees paid to IFLA by the contractor, or be responsible for contractor's expenses or any liabilities resulting therefore.

Terms & Conditions

§ 4

Services

1. Sponsorship

a. Priority is given in the following order to level sponsors: Platinum, Gold, and Silver. Priority amongst sponsors within the same level will depend on the order of receipt of application and appropriate payment. Priority for level sponsors is applicable for the following: satellite symposium slots, exhibition booth allocation, block hotel booking, advertisements, and exclusive sponsorship options.

b. The organisers will project all sponsors' logos in the plenary room during official breaks. Sponsors' logos will be published in all conference publications and on the official conference website, after the down payment has been received.

c. Through the sponsorship participation the contractor is partially supporting the financing of the conference. In return, the contractor will receive the opportunity to present their endeavours, products and findings within the scope of the conference.

d. Additional benefits will be allocated to level sponsors as listed in the table for additional benefits in the sponsorship manual or on ESOS®.

2. Satellite Symposia

a. Satellite symposia slots will be allocated in regards to the sponsorship levels as noted above. Satellite symposia are organised by the contractor in consultation with the organisers. In principle all satellite symposia are concurrent, except if specified as exclusive in the sponsorship manual.

b. The contractor will be financially responsible for the invitation and travel arrangements of invited speakers and chairpersons that have specifically been invited to participate in contractors Satellite symposium – even though they might also be invited by the organisers.

c. The technical equipment as noted in the sponsorship manual or on ESOS® will be provided by the organisers for the satellite symposia.

d. The contractor may publish its own satellite symposium programme, abstracts, and proceedings.

e. The contractor agrees to provide the organisers with the proposed programme of the satellite symposium, including proposed speakers, topics, and titles, no later than noted in the sponsorship manual or on ESOS®. The goal is to ensure that the programme is based on accurate content and that an overlap of topics among all satellite symposia is prevented. Once the programme for the satellite symposium is approved, it cannot be modified, except upon written agreement between the contractor and the organisers.

f. The organisers are to publish the satellite symposium programme in the conference final programme and on the conference website.

g. Accessibility for set-up and clearance of satellite symposia will be defined in the sponsorship manual. Decorations or other advertising items, which have been brought in by the contractor or its acting agents must also be removed by this time. If the contractor fails to vacate the room in due time after the close of the symposium, the organisers are entitled to remove and store or dispose of the items at the contractor's expense.

h. Food and beverages are not permitted in the satellite symposium rooms unless permission of the organiser is granted. Catering must take place outside of the room and the sponsor will be responsible for ensuring that food and beverage are not taken into the satellite symposium room. Any catering event, including time and location, must be approved by the organisers prior to the conference. Catering events cannot be held during official conference sessions.

i. The contractor assumes full responsibility for promoting their satellite symposium in an appropriate manner.

j. The contractor may display a certain number of posters (see additional benefits table in the sponsorship manual) in the conference venue on the day of the satellite symposium only. Exceptions are stated in the sponsorship manual.

Poster format and design must be submitted to the organisers for approval before production.

The contractor is responsible for delivering the satellite symposium poster(s) to the organisers on the day the poster(s) shall be displayed. Placement in the conference venue in suitable locations allowing full visibility must be agreed upon between the contractor and the organisers. The poster(s) cannot be attached to any wall, door or similar in the conference venue. It is the contractor's responsibility to order easels or such to set-up their posters.

k. Flyers as well as satellite symposia invitations may only be distributed at the exhibition booth and in front of the satellite symposium room shortly before the start of the contractor's satellite symposium.

l. The display of posters in the official conference hotels except in the hotel where the contractor has allocated their own participants through K.I.T. Group is prohibited.

3. Advertisements in Official Conference Publications

For advertisements in announcements, final programme, and/or abstract book, a high resolution file (at least 300 dpi, or .eps format) containing the advertisement for printing in the respective publication must be submitted to the organisers no later than noted in the sponsorship manual or on ESOS®. The advertisement is subject to the organisers' approval before printing. At least two weeks are allocated for the approval process.

Terms & Conditions

4. Exhibition Space

a. Exhibition space will be confirmed in writing after the receipt of payment.

b. Exhibition space will be assigned by the organisers on a 'first-come, first-served' basis within the respective sponsorship levels, according to the date of the exhibition space booking and the date of the receipt of the payment. Special wishes regarding placement of the exhibition space will be given all possible consideration but placement demands as a condition of participation on the part of the exhibitor cannot be recognised.

c. Any changes in the duration and/or location of the exhibition do not entitle the exhibitor to cancel the agreement or request a refund of rates or to put forward a claim to damages incurred thereby.

d. Exhibitors desiring to share their contracted exhibition space with another company will face a surcharge and such an agreement is subject to approval by the organiser.

e. The exhibitors will be informed of the location of their exhibition space when the exhibition floor plan is sent out as noted in the sponsorship manual or on ESOS®. The exhibition floor plan includes the most detailed information in regards to the exhibitor's exhibition floor space. It is the exhibitor's responsibility to verify such information before set-up.

f. While every effort is made to preserve the published floor plan of the exhibition, the organisers shall be entitled to vary the general layout at any time to ensure a harmonious construction of the exhibition. The organisers are obliged to consult the exhibitor prior to implementing a change and make every effort to reach a satisfactory solution for both parties, whereby the exhibitor is not entitled to any refunds or claims against the organisers regarding any changes in the general layout. The organisers determine the external design of the exhibition as well as of the exhibition space. Therefore,

applications can be refused if the booth layout fails to fit in with the exhibition as a whole.

g. If due to any unforeseen circumstances it is found necessary to close the exhibition or the whole event on any day(s) or to vary the opening hours of the exhibition, the organisers reserve the right to do so, at their sole discretion without any liability to the organisers.

h. Exhibitors' names will be listed in all conference publications as well as on the official conference website.

i. Flyers may be distributed at the exhibition booth only.

5. Booth Set-up

a. There are three different types of booth possibilities: in-line, peninsula and island. More information is made available about the specific types and applicable conditions for your type of booth in the sponsorship manual.

b. Regulations for the set-up of booths, meeting rooms, hospitality suites and satellite symposia will be communicated in the Exhibition Manual and are binding. The Exhibition Manual will be published between three (3) and six (6) months prior to the beginning of the conference. Publication dates will be stated in the sponsorship manual.

c. It is the contractor's responsibility to be familiar with all regulations in regards to their booth location.

d. All special booth set-ups must be approved by the organisers. The organisers must be informed within the time frame outlined in the Exhibition Manual should special requirements be necessary. A booth can only be set up if it is approved by the organisers. Therefore the contractor or its agent must send detailed reference documentation, including blueprints or layout images of the booth design and dimensioned drawings. Any changes or

additions must be submitted before the deadline given in the official exhibition manual and are subject to approval by the organisers. At any time the contractor may be required to show appropriate supporting documents / certificates during the set-up and the exhibition period at the booth. In the interest of the harmonious overall design of the exhibition, applications can be refused if the exhibit fails to fit in with the exhibition as a whole.

e. All borders to adjacent booths or to free spaces which are not official aisle ways must be separated by a shell scheme wall or panel to inhibit passage and/or view. The walls/panels must be at least two metre fifty (2.5m) high.

Pop-up booth, fair displays or canvas/tent materials are not considered proper booth separation. Please refer to ESOS® or to the Exhibition Manual to order shell scheme walls/panels for acceptable booth separation.

f. Walls that adjoin neighbouring booths must not include any logos or graphics (on the neighbouring side) and should be white.

g. For insurance and security reasons and to adhere to regulations stipulated by the conference venue, the organisers will appoint official contractors for all installations (such as electricity, communications, hanging points, mains and fittings), and all ancillary services. Due to the necessity of co-ordinating all activities during set-up and dismantling periods and for security purposes, no other contractors will be permitted to undertake any of this work without the prior consent of the organisers.

h. The contractor will not damage any walls, floors, or ceiling area of the conference venue – by nails, screws, oil, and paint or by any other cause whatsoever. The exhibitor guarantees to pay for the repair of any damage caused by either accidental or intentional means.

i. When planning booth activities, the overall character of the conference must

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be respected. Therefore, the projection of films and slides, the amplification of spoken words with the aid of loudspeakers, the production of music and/or sounds, as well as the use of video monitors is permitted as long as hindrance to other exhibitors or participants is not caused. The sound should always be held at a low level. The organisers reserve the right to determine at what point sound constitutes interference with others and if the sound needs to be reduced or to be discontinued. If the organisers judge that a disturbance is being caused, the exhibitor is to halt the activity immediately.

j. Only quizzes having approval by the organiser can be held at the booth. Participation can be “rewarded” with a prize or giveaway. The distribution of giveaways should be low-profile and in no way should overshadow the main activity of the booth. However, the prize should be the same for everybody and should not exceed 10.00 EUR value. “Drawing winners” is not permitted. Notwithstanding the legal responsibilities of each exhibitor at its booth; giveaways with a value not exceeding 10.00 EUR are acceptable at the exhibition; e.g., badges, T-shirts, pens. If the exhibitor does not comply, the organisers reserve the right to make the necessary arrangements to end the activities at the expense of the exhibitor.

k. Set-up must take place and be finished during the times as noted in the Exhibition Manual or on ESOS®. Should the contractor fail to do so, the organisers reserve the rights to reallocate the exhibitor’s space to another exhibitor without refund.

l. The exhibitor is responsible for the safety of products such as prizes and giveaways, and general display of the booth.

m. The exhibitor is responsible to the organisers for ensuring that its booth is maintained in a clean and orderly state. Storage space is not guaranteed to be available in the exhibition hall and the exhibitor must ensure that all packing materials and empty cartons are removed from

the premises before the opening of the exhibition. The organisers reserve the right to order cleaning of an exhibitor’s space at the exhibitor’s cost.

n. Removal of exhibits and dismantling is not allowed until after the official closing time which will be listed in the Exhibition Manual. The exhibitor must dismantle the stand within the allocated time. The exhibitor must leave the stand area clear and the floor clean. The organisers can demand that the exhibitor restore the exhibition area to the original condition at the exhibitor’s expense. During the dismantling period, no material should be left unattended at anytime. Stored materials, empty containers and packing material must be disposed of properly.

6. Technical Guidelines

a. By accepting the Terms and conditions the contractor accepts the general conditions and regulations of the organisers, the conference venue, and the suppliers as well as the technical guidelines and local safety regulations. Detailed technical guidelines will be provided in the Exhibition Manual. The contractor should refer to the organisers to ensure that they meet all regulations enforced by the conference venue and the suppliers.

b. The contractor must conform to the regulations and conditions concerning explosive and dangerous materials, combustible or otherwise, as laid down by the local authorities and other statutory bodies. Any materials/exhibits not approved by the authorities or the organisers must be removed from the conference venue.

c. All inflammable materials shall effectively comply with any statutory or local regulations or requirements to which the exhibition may be subject. Drapes and curtains must be at least 150 mm above the floor. No packing material or empty cartons shall be stored at the booth. Fire points must be kept clear at all times. The contractor must comply with any reasonable instructions given by the local authorities,

the fire officer and/or the organisers to avoid the risk of fire.

d. Security will be provided at the absolute discretion of the organisers although they can not accept liability for any loss or damage that may occur. Conference name badges must be worn at all times by the contractor and his/her staff whilst in the conference venue and in all other areas within the full control of the organisers for the duration of the conference.

§ 5

Payment Policy/ Method of Payment

All rates listed in the sponsorship and/or exhibition manual and on ESOS® exclude statutory VAT and refer to the duration of the conference (except if stated in the above mentioned manuals or on ESOS®).

a. Payments must be completed in due time. All orders will be confirmed upon receipt of the full payment of 100%. If payment is not received in due time, the contractor’s participation will be cancelled. It is the contractor’s responsibility to advise the organisers of the problems with any orders and to check the invoices issued for accuracy prior to the close of the conference.

b. If more exhibition space and/or sponsorship items than were originally applied for are requested and allocated during the event, the additional amount due shall be paid immediately.

c. Payments must be made by bank transfer and in EUR only. Bank charges must be prepaid by the transmitter and are the responsibility of the payer. Please use the bank account as noted in the sponsorship and/or Exhibition Manual, ESOS® and/or invoice.

d. Please indicate the “conference”, your company, and the invoice ID number on all money transfers.

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e. For each reminder sent after the payment deadline, a fee of 2.50 EUR will be charged. However, the organisers reserve the right of asserting further claims in regards to the damage caused by the delay. The contractor reserves the right to prove that lower financial damage has been caused by the delay.

f. Should the contractor's payments be delayed, the organisers are authorised to demand interest for delay. The interest rate for delay may be increased should the organisers be able to prove a higher burden.

§ 6

Cancellation or Reduction of the Booking

a. All booking cancellations must be sent in writing to the organisers. Any notice of termination of the booking shall be deemed to have been properly given when delivered by registered mail.

b. Should the contractor cancel for reasons other than that of failure, neglect or contravention, the contractor shall assume responsibility for all costs payable for all items that are part of the booking. The organisers shall be reimbursed for all expenses in connection with the planning of the conference incurred up to the date of termination and any foreseeable unavoidable costs that might result from the contractor's cancellation or from the contractor's sponsorship commitment.

c. The following cancellation charges apply:

- 20 % of the total amount will not be refunded to the contractor for cancellations received earlier than nine (9) months prior to the conference.
- 60% of the total amount must be paid by the contractor for cancellations received between nine (9) and six (6) months prior to the conference.
- 100% of the total amount must be paid by the contractor for cancellations received

six (6) months prior to the conference.

d. Shall the contractor fail to appear at the conference without a valid reason and the requested services will not be required, the contractor will still be obliged to pay the amounts as referred to in the cancellation policies.

e. If platinum, gold, or silver sponsors would like to cancel single items of their package, the minimum payment of the specific sponsorship category must be maintained. Cancellations within a certain sponsorship category are also subject to the cancellation policies as noted above.

f. Should the contractor desire to resell its space and/or sponsorship items to another organisation, this can only be accomplished after approval of the new contractor by the organisers. After approval of the new contractor, a 10% administrative charge must be paid by the original contractor.

§ 7

Cancellation of the Conference

a. The organisers are entitled to cancel the conference due to reasons beyond their control that prevent or substantially hinder the planned holding of the conference.

b. If the organisers are compelled to cancel the conference for reasons beyond their control, i.e., without organising another conference in its place within twelve (12) months of the originally planned date, the contractor is released from its sponsorship obligation. The organisers shall immediately refund 50% of the payment made by the contractor. The remainder shall be used by the organisers for payment of costs incurred. If proof can be given that the amount withheld by the organisers from sponsorship payments exceeds the costs incurred, the organisers shall be obliged to refund a proportionate amount of the sum not required for recovery of costs and ex-

penses to the contractor. The same applies should the organisers decide to cancel parts of the conference. The organisers also reserve the right to re-schedule the conference in equal terms within a year's period. In this case the contractor does not have the right to withdraw from or decrease its sponsorship participation.

c. If the conference must be cancelled or changed due to unforeseen political and economic events, or general "Force Majeure", the organisers cannot be held liable for any compensation.

§ 8

Limitations of Liability

a. A contractor's claim for compensation is only applicable in case of gross negligence from the organisers and/or their employees, agents or suppliers. Compensation and guarantee claims from the contractor must follow the statutory regulations, if they have not been noted differently.

b. In no case will the organisers or their employees, agents or suppliers be liable for any indirect, incidental, special or consequential damages including but not limited to damages for loss of profits, loss of business information, cost related to cancellations or cost of procuring substitute goods or services, however arising, even if it has been advised of the possibility of such damages. While the organisers may provide security guards, this is done solely as an accommodation for contractors.

c. An exception thereof is damage and breach of life, the body and/or health if breach of duty is the organisers' responsibility and for other damages, which involve deliberate and/or gross negligence on behalf of the organisers. A breach of duty of the organisers is equal to the breach of duty of a statutory agent or servant.

d. The contractor is liable for all damage to buildings or inventory which is caused

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by participants of the event, including visitors, staff and other third parties from the contractor's province or the contractor in person.

e. The organisers assume no liability for any loss, damage or injury to any property or equipment brought in by the contractor or any of its employees, agents or contractors, whether attributable to accident, fire, theft or any cause whatsoever. The contractor must ensure adequate insurance coverage as necessary including public liability coverage, to cover loss of or damage to exhibits or other personal property.

f. The organisers shall not be responsible, in whole or in part, for any failure to perform any of the obligations under this booking or for failure to hold the conference as a result of circumstances beyond its reasonable control, including, but not limited to, riot, strike, civil disorder, acts of war, failure of facilities, terrorism, threats of terrorism, communicable disease, earthquake, storm, fire, flood, and other acts of God.

or unenforceable, then such void or unenforceable provisions shall be replaced by valid and enforceable provisions which will achieve as far as possible the economic business intentions of the parties. All other provisions of the Terms and conditions that are not being affected remain valid

§ 9

Governing Law

This booking is made and shall be governed under Germany law. Exclusive jurisdiction and venue of any actions arising out of, or relating to or in any way connected to this booking, its negotiation or termination, or the event, will be in the courts of Germany.

§ 10

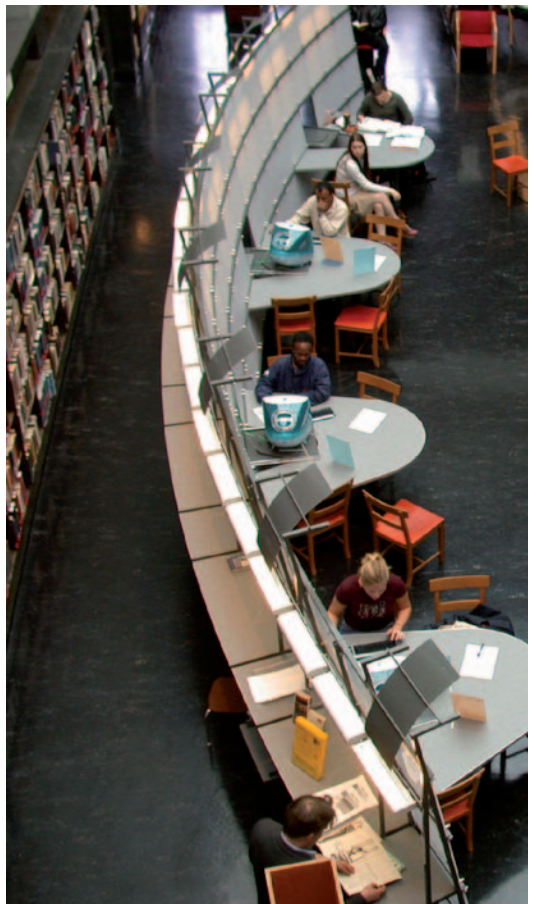
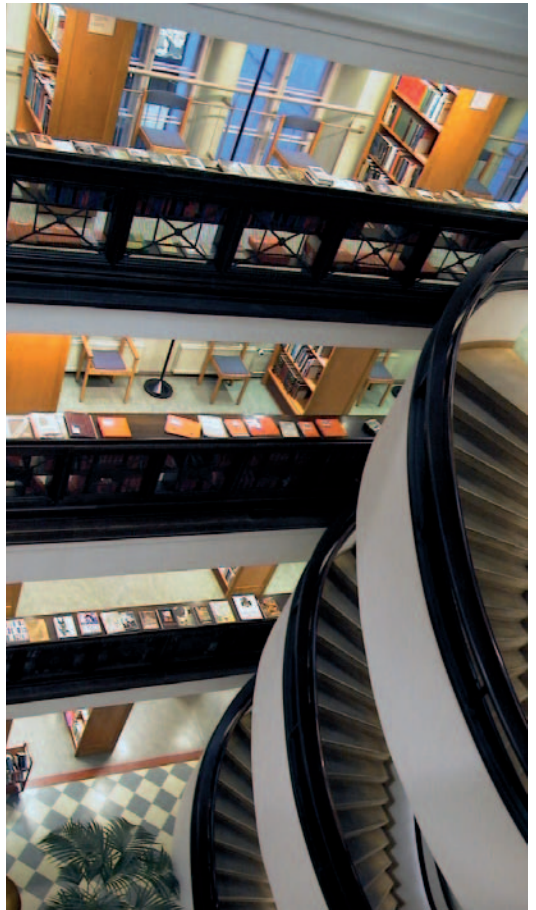
Severability Clause

No amendments, changes, modifications or alterations of these Terms and conditions shall be binding upon either party hereto unless in writing and signed by both parties. If any of the provisions of these Terms and conditions are held to be void

Notes

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