

SPONSORSHIP PROGRAMME

3rd International Conference on Typography and Visual Communication

From Verbal to Graphic

18-24 JUNE 2007

University of Macedonia

Thessaloniki

SPONSORSHIP PACKAGES

Under the Auspices

€ 50.000

The private or public sector organisation that will place the conference under its auspices will enjoy the following benefits:

- > Exclusivity (only one such)
- > Sponsor's logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag, personal tag)
- > Sponsor's logo appears on the Conference and Exhibition banners
- > Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- > Sponsor's logo appears on the Conference's advertising and promotional material
- > Exhibition space of 20 sq. m. in a prime location
- > Honourable mention during the Conference Opening Address
- > Sponsor's promotional material included in the Conference goodie bag
- > Full-page advertisement in the Conference programme (back cover)
- > 10 volumes of the Conference Proceedings
- > 10 complimentary registrations to the Conference
- > Special mention in all press releases
- > Special mention at the beginning and closing of the Conference
- > Use of Sponsor's name in advertising spots and on the radio

** The Sponsor placing the Conference Under their Auspices will have their logo appear above and in larger dimension in relation with other Sponsors' logos, for all the above benefits.*

GOLD SPONSOR

€ 30.000

The Gold Sponsor will enjoy the following benefits:

- > Exclusivity (only one such)
- > Sponsor's logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag, personal tag)
- > Sponsor's logo appears on the Conference and Exhibition banners
- > Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- > Sponsor's logo appears on the Conference's advertising and promotional material
- > Exhibition space of 15 sq. m. in a prime location
- > Sponsor's promotional material included in the Conference goodie bag
- > Full-page advertisement in the Conference programme (inside cover)
- > 7 volumes of the Conference Proceedings
- > 7 complimentary registrations to the Conference
- > Mention in all press releases
- > Mention at the beginning and closing of the Conference

** The Gold Sponsor's logo will appear in larger dimension in relation with other Sponsors' logos (with the exception of the Sponsor placing the Conference Under their Auspices), for all the above benefits.*

SILVER SPONSOR

€ 18.000

The Silver Sponsor will enjoy the following benefits:

- › Exclusivity (only one such)
- › Sponsor's logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag, personal tag)
- › Sponsor's logo appears on the Conference and Exhibition banners
- › Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- › Sponsor's logo appears on the Conference's advertising and promotional material
- › Exhibition space of 10 sq. m.
- › Sponsor's promotional material included in the Conference goodie bag
- › Full-page advertisement in the Conference programme
- › 4 volumes of the Conference Proceedings
- › 4 complimentary registrations to the Conference
- › Mention in all press releases
- › Mention at the beginning and closing of the Conference

** Silver Sponsors' logos will appear in larger dimension in relation with other Sponsors' logos (with the exception of the Gold Sponsor, and the Sponsor placing the Conference Under their Auspices), for all the above benefits.*

BRONZE SPONSOR(S)

€ 8.000

Bronze Sponsor will enjoy the following benefits:

- › Sponsor's logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag, personal tag)
- › Sponsor's logo appears on the Conference and Exhibition banners
- › Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- › Sponsor's logo appears on the Conference's advertising and promotional material
- › Exhibition stand
- › Sponsor's promotional material included in the Conference goodie bag
- › Half-page advertisement in the Conference programme
- › 2 volumes of the Conference Proceedings
- › 2 complimentary registrations to the Conference

** Bronze Sponsors' logos will appear in larger dimension in relation with other Sponsors' logos (with the exception of the Gold and Silver Sponsors, and the Sponsor placing the Conference Under their Auspices), for all the above benefits.*

CONTRIBUTING SPONSOR(S)

€ 4.000

Contributing Sponsor will enjoy the following benefits:

- › Sponsor's logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag, personal tag)
- › Sponsor's logo appears on the Conference and Exhibition banners
- › Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- › Sponsor's logo appears on the Conference's advertising and promotional material
- › Sponsor's promotional material included in the Conference goodie bag
- › Quarter-page advertisement in the Conference programme
- › 1 volume of the Conference Proceedings
- › 1 complimentary registration to the Conference

** Contributing Sponsors' logos will appear in larger dimension in relation with other Sponsors' logos (with the exception of the Gold, Silver and Bronze Sponsors, and the Sponsor placing the Conference Under their Auspices), for all the above benefits.*

FRIEND(S) OF THE CONFERENCE

€ 2.000

Friends of the Conference will enjoy the following benefits:

- › Friend's logo or name appears on most printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme)
- › Friend's logo or name appears on the Conference and Exhibitions banners
- › Friend's logo or name appears on the Conference website with a link to the Friends' homepage
- › 1 complimentary registration to the Conference

WORKSHOP SPONSOR(S)

At least 4 workshops will be running during the Conference:

- Design Game
- Bookbinding
- Font design
- Calligraphy

€ 3.000

Workshop Sponsors will enjoy the following benefits:

- > Sponsor's logo appears* on all printed material for the sponsored Workshops
- > Sponsor's logo appears on the Conference banners under Supporting sponsors
- > Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- > Space for distribution of Sponsor's promotional material at the entrance of the Sponsored Workshop's room
- > Sponsor's promotional material included in the Workshop Attendees' dossier
- > Sponsor's promotional material included in the Conference goodie bag
- > Listing of Sponsor in the Conference advertising material
- > Mention in press releases

** Workshop Sponsors' logos will appear in larger dimension in relation with other Sponsors' logos (with the exception of the Gold, Silver, and Bronze Sponsors, and the Sponsor placing the Conference Under their Auspices), for all the above benefits.*

EXHIBITION SPONSOR(S)

Exhibitions will host artefacts about typography, communication and technology from important Greek and foreign collections.

€ 6.000

Exhibition Sponsors will enjoy the following benefits:

- > Sponsor's logo appears* on all printed material for the sponsored Exhibition
- > Sponsor's logo appears on the Exhibition banners
- > Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- > Space for distribution of Sponsor's promotional material at the entrance of the Sponsored Exhibition room
- > Listing of Sponsor in the Conference advertising material
- > Sponsor's promotional material included in the Conference goodie bag
- > Mention in press releases
- > Mention at the beginning and closing of the Conference

** Exhibition Sponsors' logos will appear in larger dimension in relation with other Sponsors' logos (with the exception of the Gold, Silver, and Bronze Sponsors, and the Sponsor placing the Conference Under their Auspices), for all the above benefits.*

COMMUNICATIONS SPONSOR(S) - LOCAL

Undertakes:

- 8 full-page advertisements at mutually agreed dates
- Reporting promotion and coverage before and during the Conference
- Dedicated article on the Conference: its content, the presentations, and conclusions, the Exhibitions and Workshops

The Communications Sponsor will enjoy the following benefits:

- > Sponsor's logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag, personal tag)
- > Sponsor's logo appears on the Conference and Exhibition banners
- > Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- > Sponsor's logo appears on the Conference's advertising and promotional material
- > Space for distribution of Sponsor's promotional material in the space of the Conference
- > Exclusive material
- > 4 complimentary registrations to the Conference
- > Mention at the beginning and closing of the Conference

** The local Communication Sponsors' logo will appear in smaller dimension in relation with Gold, and Silver Sponsors, and the Sponsor placing the Conference Under their Auspices, for all the above benefits.*

COMMUNICATIONS SPONSOR(S) - INTERNATIONAL

Undertakes:

- 4 full-page advertisements at mutually agreed dates
- Reporting promotion and coverage before and during the Conference
- Dedicated article on the Conference: its content, the presentations, and conclusions, the Exhibitions and Workshops

The international Communications Sponsor will enjoy the following benefits:

- > Sponsor's logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag, personal tag)
- > Sponsor's logo appears on the Conference and Exhibition banners
- > Sponsor's logo appears on the Conference website with a link to the Sponsor's homepage
- > Sponsor's logo appears on the Conference's advertising and promotional material
- > Space for distribution of Sponsor's promotional material in the space of the Conference
- > Exclusive material
- > 2 complimentary registrations to the Conference
- > Mention at the beginning and closing of the Conference

** The Communication Sponsors' logo will appear in smaller dimension in relation with Gold, and Silver Sponsors, and the Sponsor placing the Conference Under their Auspices, for all the above benefits.*

ADVERTISING, DISTRIBUTION OF PROMOTIONAL MATERIAL, SITE BANNERS

Full-page advertisement, A4 format, CMYK, in the final programme of the Conference	800 €
Promotional material included in delegates' goodie bag / dossier	500 €
Linked banner on the Conference website http://www.uom.gr/uompress/3rd_int_conference	500 €

Notes:

- > The final programme is printed and distributed to all delegates of the Conference. It is also sent selectively to organisations, institutions, companies, and schools in the field of Typography and Visual Communication. Print run of 5,000
- > Promotional material is included in all delegates' goodie bags and dossiers for workshop attendees. Expected number of bags/dossiers to be distributed: over 1,000
- > The Conference site will go live on May 2006, and will present all news and information regarding the Conference.

EXHIBITION STANDS

Price per square metre for built exhibition stand (with basic equipment)	€ 200
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Notes:

- > The Conference (20–23 June 2007) will host an exhibition of goods and services for companies, organisations, institutions, and schools in the field of Typography and Visual Communication. This exhibition represents an excellent opportunity to promote your activities to persons in this field, who will be present to attend the Conference, the Workshops, and the Exhibitions.
- > The Exhibition will be covered by the media as a parallel event within the Conference programme.

TERMS OF AGREEMENT

- All prices are exclusive of VAT 19%.
- Advertisers bear the responsibility and cost for providing camera-ready artwork. Precise specifications for the artwork will be provided by the Sponsorship Officer.
- 50% of the value of the sponsorship, advertising, or exhibition stand is due upon confirmation of the package. The remainder is due within 30 days after the date of the invoice.
- Sponsorships are allocated on a first-come basis.
- The Organising Committee reserves the right to refuse sponsorship under specific circumstances.
- Sponsors, advertisers, and exhibitors must communicate with the Conference Organising Committee for further information, instructions, invoicing, payments and technical procedures.