World Library and Information Congress
71st IFLA General Conference and Council
14-18 August, 2005

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

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

Preliminary Program

Friday, August 12
Afternoon: Coordinating Board

Saturday, August 13
All day: Standing Committees
Evening: Caucus Meetings
Reception for IFLA officers (by invitation only)

Sunday, 14 August
Morning: Opening Ceremony
Council I
Afternoon: Conference Sessions
Exhibition Opening and Reception at SPEKTRUM

Monday, 15 August
All day: Conference Sessions
Evening: Opening of the National Library

Tuesday, 16 August
All day: Conference Session
Evening: Cultural Evening

Wednesday, 17 August
All day: Conference Sessions
Library Tours
Evening: Consulate Receptions
Mayor’s reception

Thursday, 18 August
All day: Conference Sessions
Library Tours
Afternoon: Council II
Closing: Closing Session

Friday, 19 August
All day: Standing Committees
Evening: Coordinating Board

Business meetings for the Governing Board, Coordinating Boards and Standing Committees are held on 12, 13, 19 and 20 August according to normal practice.
People behind World Library and Information Congress (WLIC) Oslo 2005

International Federation of Library Associations & Institutions, The Hague, The Netherlands
Ms Kay Raseroka (Botswana) President
Mr Peter Lor Secretary General
Mr Alex Byrne (Australia) First Vice President/ President-elect
Ms Ingrid Parent (Canada) Treasurer

IFLA Organising Committee, WLIC 2005

President
Jon Bing
Professor Dr Juris University of Oslo

First Vice President
Frode Bakken
President Norwegian Librarary association

Second Vice President
Annette Breder Koch
President Norwegian Association of Special Libraries

Members
Vigdis Moe Skarstein
National Librarian

Leikny Haga Ingergaard
Director Norwegian Archive, Library and Museum Authority

Liv Sæteren
Library director Deichmanske Bibliotek

Torny Kjekstad
Library director Bærum Public Library

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

Hans Martin Fagerli
Director Learning Resources Oslo University College

Per Morten Bryhn
Senior Advisor University of Oslo Library

Liesbeth Tangen
Library Director Trondheim Public Library

Børge Hofset
Managing Director Biblioteksentralen AL.

Trine Kolderup Flaten
Library Director Bergen Public Library

Roy Gundersen
Director BIBSYS

Helge Salvesen
Library Director and Professor University of Tromsø

Observers
Bente Bing Kleiva
Vice President Norwegian Library Association

Tore Kr. Andersen
Secretary General Norwegian Library Association

Sissel Nilsen
Member of IFLA Governing Board

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

Sponsor prospectus
March 2005
About the theme

Libraries
A Voyage of Discovery

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

(Approved by IFLA Professional Board)

About IFLA

Founded in 1927, the International Federation of Library Associations (IFLA) and Institutions is an independent international non-governmental association that has formal associate relations with UNESCO.
The aims of IFLA are to promote international understanding, co-operation, discussion, research and development in all fields of library activity and information science, and to provide a body through which librarianship can be represented in matters of international interest. IFLA has 1749 members, including 155 associations, 1118 institutions and 425 non-voting personal and student affiliates, representing 154 countries and all types of libraries. Norway plays an active role in IFLA, with 2 associations and 30 institutions participating. Furthermore, almost 40 Norwegians are contributing to IFLA’s professional work through one of the 45 Sections of IFLA.
The World Library and Information Congress is the continuation of the former IFLA General Conference and Council. For more information about IFLA: www.ifla.org
WLIC 2005, Oslo, Norway

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

Previous Conferences

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

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

### DISCLAIMER

Whilst every care has been taken to ensure that the details given are correct at the time of going to print, the Organisers shall not be liable or responsible to any sponsor or any other person in respect of any inaccuracy or omission in the information contained herein, nor shall they be responsible or in any way concerned with any contract or agreements made by the sponsor with any person, firm or company who is described as ‘the official contractor’ of services or whose services are recommended in this brochure. The WLIC 2005 Congress, IFLA Headquarters and/or its agent Congrex Holland BV and/or its agents have the right to immediately alter or cancel the congress or any of the arrangements, timetables, plans or other items relating directly or indirectly to the WLIC 2005 congress for reasons beyond their control. The participants/sponsors shall not be entitled to any compensation for damages that results from such alteration or cancellation.
Sponsorship Project Packages

DELEGATE SUPPORT

Conference bags
Notepads and pens
Internet Café

SOLD
SOLD
SOLD

Delegate name badges

Description
All registered participants will receive a name badge that serves as their entry card to all sessions, social events and the exhibition. Participants must wear their name badge at all times throughout the conference and all (official) conference events. The badge bears the conference name and logo.

Company identification
The sponsoring company’s name and logo will appear on the name badge and all tickets.

Additional sponsor recognition:
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in Final Program or the 5 on-site IFLA Express issues
- Link from WLIC 2005 conference page to company website
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

Transportation

Description
Transportation will be arranged to some social events and to library visits during the week of the conference.

Company identification
The sponsoring company’s name and logo to be displayed in the bus

Additional sponsor recognition:
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

Price: € 20,000

Price: € 50,000
SOCIAL PROGRAM SUPPORT

Reception for IFLA Officers

SOLD

Exhibition Opening & Reception

*Co-sponsoring is possible*

Price: To be discussed

*Please contact the Congress Secretariat*

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

**Company identification**
The sponsoring company’s name and logo will appear at the entrance of the Exhibition Hall during the event and on all food and beverage stations. A Company representative will have the opportunity to address the delegates present over the public address system. The Sponsor’s name will be printed on the ticket that gives entrance to the Exhibition Opening & Reception as follows: *This reception has been offered by [name company]* and will appear in the Final program.

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

- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

Cultural Evening

*Co-sponsoring is possible*

Price: to be discussed

*Please contact National Organising Committee*

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

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

**Additional sponsor recognition on following page**
Additional sponsor recognition (depending on the amount sponsored):
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

Lunch for all delegates on Exhibition Floor

Price: € 75,000
Per day

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

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

Additional sponsor recognition (depending on the sponsored amount):
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference
TECHNICAL SUPPORT

Simultaneous interpretation  Price:  € 50,000

Description
During the opening ceremonies and closing sessions, as well as other selected sessions throughout the conference, addresses will be translated simultaneously in English, French, German, Russian and Spanish.

Company identification
Mention in the final program that interpretation is provided by courtesy of sponsoring company. Logo in the session room where simultaneous interpretation is available.

Additional sponsor recognition:
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

Technical equipment  Price:  € 50,000

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

Company identification
The sponsoring company's name and logo in the program book, on signs next to the equipment, and mention of the service by courtesy of sponsoring company.

Additional sponsor recognition:
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in Final Program
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Three complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference
Registration Area

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

**Company identification**
Mention in the final program that registration area is sponsored by courtesy of sponsoring company. Logo in the registration area.

**Additional sponsor recognition:**
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- Two complimentary delegates registrations
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

**Speaker Rehearsal Room**

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

**Company identification**
Mention in the final program that speaker rehearsal room is sponsored by courtesy of sponsoring company. Logo in the registration area.

**Additional sponsor recognition:**
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in IFLA Express
- Link from WLIC 2005 conference page to company website (with logo recognition)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference
PRINTED MATTER SUPPORT

Daily IFLA Express

Price: € 35,000

Description
IFLA Express is a daily newspaper in multiple languages issued five or six times during the conference. It includes practical information such as changes to the program, special meetings which might be scheduled etc. Two issues of IFLA Express will be sent out before the conference.

Company identification
The sponsoring company’s name and logo will be printed on each page.

Additional sponsor recognition:
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in all issues of IFLA Express on site
- Two complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference
Pocket planner

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

Company Identification
The sponsoring company’s name and logo on the cover and name on every page.

Additional sponsor recognition:
• Listing in Final Program as sponsor - distributed to all conference participants
• Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
• Advanced delegates list provided
• Half page advertisement in IFLA Express number 3 (first issue onsite)
• Two complimentary delegates registration
• Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

List of participants

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

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

Additional sponsor recognition:
• Listing in Final Program as sponsor - distributed to all conference participants
• Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
• Advanced delegates list provided
• Half page advertisement in IFLA Express number 3 (first issue onsite)
• One complimentary delegates registration
• Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference
Exhibitors directory

**Description**
All participants and exhibitors will receive the exhibitor’s directory upon registration (inserted in conference bag). The cover of the directory will be printed with the conference name and logo.

**Company identification**
The sponsoring company’s logo will be printed on each page of the exhibitor's directory.

**Additional sponsor recognition:**
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

Signings

**Description**
During the conference signposts will direct participants to the lecturing rooms. The signposts will be overprinted with the conference name and logo.

**Company identification**
The sponsoring company’s name and logo will be printed on all conference sign posting within the building.

**Additional sponsor recognition:**
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Full page advertisement in Final Programme
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- Three complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference
OTHER SUPPORT

Invited speakers
Sponsor: € 25,000 per speaker

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

Company identification
The sponsoring company’s name and logo in the final program and the mention that the speaker’s presence is by courtesy of the sponsoring company.

Additional sponsor recognition:
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

Volunteers T-shirts
Price: € 25,000

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

Company identification
The sponsoring company’s name and logo will be printed on the sweatshirts.

Additional sponsor recognition:
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided
- Half page advertisement in IFLA Express number 3 (first issue onsite)
- One complimentary delegates registration
- Free use of WLIC 2005 logo on company communications related to the WLIC 2005 Conference

Sponsor prospectus
March 2005
Decoration

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

Company identification
The sponsoring company’s name and logo in the final program and the mention that the flowers and decoration is by courtesy of the sponsoring company.

Additional sponsor recognition:
- Listing in Final Program as sponsor - distributed to all conference participants
- Listing in IFLA Express as sponsor (IFLA Express is the daily conference newspaper)
- Advanced delegates list provided

General Sponsorship

Sponsor: as of € 5,000

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

WLIC 2005 Friend

Sponsor: as of € 1,000

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

FOR INFORMATION ON SPONSORSHIP OPPORTUNITIES:

WLIC '05 SECRETARIAT
CONGREX HOLLAND BV
A.J. Ernststraat 595K
P.O. Box 302
1000 AH Amsterdam
The Netherlands
Phone: +31 20 5040 200
Fax: +31 20 5040 225
E-mail: wlic2005@congrex.nl
Website: http://www.ifla.org/IV/ifla71/index.htm

Attn:  Ms Marije Wiegerinck, Conference Manager

NATIONAL ORGANISING COMMITTEE SECRETARIAT
IFLA 2005 Oslo
Malerhaugveien 20
N-0661 Oslo
Norway

Tel: +47 23 243430
Fax: +47 22 672368
E-mail: ifla2005@norskbibliotekforening.no