

International Association of Sound and Audiovisual Archives	●
Internationale Vereinigung der Schall- und audiovisuellen Archive	●
Association Internationale d'Archives Sonores et Audiovisuelles	●
Asociación Internacional de Archivos Sonoros y Audiovisuales	●



## IASA 43<sup>rd</sup> Annual Conference:

### In Transition: Access for All

New Delhi, India 6-11 October 2012



## SPONSORSHIP OPPORTUNITIES for IASA 2012

This year, the annual meeting of the leading sound and audiovisual archives and archivists is occurring in one of the world's most populous countries and fastest growing economies, India. As the as the collections and archives which document this impressively diverse and vibrant culture grow, the need to match the local technological savvy with international best practice becomes more critical. This Conference is an unparalleled chance for companies with expertise in sound, audiovisual and digital archiving to establish visibility and build and maintain contacts in this vital region, and still meet with the rest of the world's sound and audiovisual archivists at the India International Centre in Delhi.

IASA (the International Association of Sound and Audiovisual Archives) is the premiere organization in the setting of operating standards and work practices, and is one of the accepted international leaders in the field of sound and audiovisual archiving. It has also had a long commitment to the support of archives and collections in developing and emerging countries. Established in 1969 as a platform for international co-operation between archives that preserve recorded sound and audiovisual documents, it now has members from more than 70 countries representing most major collections and archives, including national libraries, archives and broadcasters holding all sorts of musical recordings, historic, literary, folkloric and ethnological sound documents, theatre productions and oral history interviews, bio-acoustics, environmental and medical sounds, linguistic and dialect recordings, as well as recordings for forensic purposes.

This is the forum in which experts from all over the world meet. Our most recent conferences took place in Sydney in 2008, Athens in 2009, the joint conference with AMIA in Philadelphia in 2010 and the classic 2011 conference in Frankfurt, Germany.

The 2012 Conference is hosted by the **AIIS Archives and Research Center for Ethnomusicology** and will be held at the **India International Centre** in Delhi, which is near local accommodation and the great new public transport system developed for the recent Commonwealth Games. There are special rates for locals and a series of workshops and programs aimed at local, as well as international, needs.

We believe that the theme of our 2012 Conference is relevant to all of us, the wider IASA membership as well as to the archives in India. We are at a crossroads (and have been for a while!). It is a period of transition with which India, like all other countries, is struggling: new technologies, changing standards, challenges of digitisation, finding financial support for preservation, managing workflows, scaling solutions. The aim is of course "Access for all" and that is the biggest challenge.

International Association of Sound and Audiovisual Archives	
Internationale Vereinigung der Schall- und audiovisuellen Archive	
Association Internationale d'Archives Sonores et Audiovisuelles	
Asociación Internacional de Archivos Sonoros y Audiovisuales	



## **IASA 43<sup>rd</sup> Annual Conference:**

### **In Transition: Access for All**

New Delhi, India 6-11 October 2012

Sponsors of the IASA Conference achieve high visibility amongst the attendees of the conference and the members of the organization. But this is not the only benefit, as support for IASA not only gains an opportunity for your company, it also helps us with our initiatives in the world of sound and audiovisual archiving, contributes to the maintenance our education, training and other standards and guidance activities, and ensures that it remains affordable to participate in IASA, cost being an all too critical issue in today's global economy.

#### **Gold Sponsor 5,000 € or more**

- Your company name will be announced as a Gold Sponsor at the opening plenary session for all Conference delegates
- Your company logo will be featured prominently on the inner front page of the program
- Your company logo will be featured on the home page of the Conference website
- You will receive one complimentary full page black & white advertisement in the Conference Program
- You will have a priority table in the Conference area
- Company name listed as a Gold Sponsor in the Conference Programme
- You may include leaflets and promotional material in delegates' bags
- You will receive three complimentary Conference registrations

#### **Silver Sponsor 3,000 €**

- Your company name will be announced as a Silver Sponsor at the opening plenary session for all Conference delegates
- Your company logo, slightly smaller than the Gold, will be included on the inner front page of the program as a Silver sponsor
- Your Company Logo will be on the sponsors page linked to on the home page of the Conference website
- You will receive one complimentary half page black & white advertisement in the Conference Programme
- You will have access to a table in the Conference area
- Company name listed as a Silver Sponsor in the Conference Programme
- You may include leaflets and promotional material in delegates' bags
- You will receive two complimentary Conference registrations

#### **Bronze Sponsor 2,000 €**

- Your company name will be announced as a Bronze Sponsor at the opening Plenary session for all Conference delegates
- Your company logo, slightly smaller than the Silver, will be included on the inner front page of the program as a Bronze sponsor
- Your Company Logo will be on the sponsors page linked to on the home page of the Conference website
- You will have access to a table in the Conference area
- Company name listed as a Bronze Sponsor in the Conference Program
- You may include a leaflet in delegate's bags
- You will receive one complimentary Conference registrations

International Association of Sound and Audiovisual Archives	●
Internationale Vereinigung der Schall- und audiovisuellen Archive	●
Association Internationale d'Archives Sonores et Audiovisuelles	●
Asociación Internacional de Archivos Sonoros y Audiovisuales	●



## **IASA 43<sup>rd</sup> Annual Conference:**

### **In Transition: Access for All**

New Delhi, India 6-11 October 2012

#### **Other sponsorship suggestions**

We understand that some organisations may wish to tailor their own package to sponsor IASA at the 2012 Conference. We are willing to discuss further options, or extension of the sponsorship packages. Please contact Kevin Bradley, Ilse Assmann and Shubha Chaudhuri who are part of the organising team, President Jacqueline Von Arb, or notify any member of the IASA Executive Board to discuss this further.

#### **For further information please contact:**

[sponsorship@iasa-web.org](mailto:sponsorship@iasa-web.org)

#### **Conference Web Site**

<http://2012.iasa-web.org/>

Kevin Bradley  
Past-President IASA  
National Library of Australia  
[kbradley@nla.gov.au](mailto:kbradley@nla.gov.au)  
+61 2 6262 1636

Jacqueline von Arb  
President IASA  
[jacqueline.vonarb@uis.no](mailto:jacqueline.vonarb@uis.no)  
Norwegian Institute of Recorded Sound  
Phone: +47 51 83 40 60