

6th New Librarians' Symposium (NLS6)  
**Sponsorship Prospectus**

Queensland University of Technology, Brisbane

Symposium: 10 & 11 February 2013  
Workshops: 9 February 2013



Sponsorship Contacts  
Zaana Howard & Kate Davis

[sponsorship@newlibrarianssymposium.com](mailto:sponsorship@newlibrarianssymposium.com)  
0412 141 188 or 0411 073 094

[newlibrarianssymposium.com](http://newlibrarianssymposium.com)  
[@aliaNLS6](https://twitter.com/aliaNLS6)

## Invitation to Participate

NLS6 will be held at Queensland University of Technology, Brisbane on 10 and 11 February 2013, with a full day of workshops on Saturday 9 February. It will be held over the two days preceding ALIA Information Online 2013, which offers sponsors a unique opportunity to connect with two distinct groups of delegates, in a single week, and in one city. The alignment of NLS6 and Information Online will provide delegates with the opportunity to connect with peers and leaders at NLS6, but also to experience the buzz of one of Australia's leading events for information professionals.

The theme of NLS6 is 'Be different'. Our aim is for participants to leave inspired to take their career to the next level.

## Why Sponsor and Exhibit?

Sponsoring or exhibiting at the 6th New Librarians Symposium (2013) provides you with many long lasting benefits and is a fantastic opportunity to:

- Prominently position your company as a key player in the library sector
- Increase awareness of your product and services by showcasing it to an exclusive group of future influential industry representatives
- Strengthen existing and build new client relationships through face to face interaction
- Demonstrate your commitment to the industry

## The Audience

The 6th New Librarians' Symposium (2013) is expected to attract over 250 delegates from the Library and Information management sector in Australia and New Zealand, including:

- Public libraries
- School libraries
- Academic libraries
- State libraries
- Special and corporate libraries
- Public sector
- Information technology
- Academia

NLS6 will attract students and recent graduates - the future leaders of the information profession.

Sponsorship of NLS6 is an important tool for positioning your brand in the forefront of these new professionals' minds. For the first time, NLS6 will have a designated leadership stream designed to cater to the needs of emerging leaders who are looking to move into the next phase of their careers.

## Host Institution

NLS6 is hosted by the Queensland University of Technology's (QUT) Information Studies Group. The Symposium will take place at QUT's Gardens Point Campus in Brisbane, Queensland.

Queensland University of Technology, Gardens Point offers a great location only a short walk from the city's main shopping, dining, and entertainment districts and Southbank.

## ALIA Affiliation

NLS6 is an event of the Australian Library and Information Association's (ALIA) New Graduates Group. ALIA is the national professional association for the Australian library and information services sector. It seeks to empower the profession in the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual support.

The Association has almost 6,000 members and represents the interests of libraries and information services across the country as well as over 12 million library users.

[www.alia.org.au](http://www.alia.org.au)

## Sponsorship Opportunities

The 6th New Librarians Symposium (2013) provides you with a wide range of sponsorship opportunities with differing commitment levels.

Packages can be tailored to suit your individual marketing strategies and to ensure your business objectives are met.

The Symposium Organisers are delighted to further discuss the opportunities outlined in this prospectus. Do not hesitate to contact the sponsorship coordinators to discuss any sponsorship enquiries or commitments.

## Sponsorship Packages

Sponsorship is an ideal way to position your organisation as a key player in the area of library and information services. The sponsorship packages listed below have been designed to offer a range of benefits for sponsors at varying commitment levels.

Should you wish to discuss your requirements, negotiate a package or arrange a tailored sponsorship opportunity, please contact us.

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All prices quoted are in Australian Dollars and include GST.

### Premium Opportunities

NLS6 will not have a multitude of tiered sponsorship opportunities. Instead, there are a limited number of carefully designed sponsorship packages that provide prime positioning for premium sponsors.

### Platinum Sponsor

**\$7500 (1 available)**

The Platinum Sponsor will receive prime positioning in the lead up to and throughout the event.

Positioning for the Platinum Sponsor includes:

- Acknowledgements at the opening and closing of each day of the Symposium
- Sponsor's name and logo on all Symposium literature
- Sponsor's name and logo in banner of Symposium website
- Two complimentary Symposium delegate registrations
- Opportunity to display corporate signage at the registration desk (signage to be supplied by sponsor)
- Minimum of five social media placements on Twitter (one to announce sponsorship; one in the month leading up to the event; one in the week leading up to the event; one on the Sunday of NLS6; one on the Monday of NLS6)
- Two guest blog posts – sponsor has the opportunity to author two guest blog posts for the Symposium website at a time determined by you (we suggest one in the lead up to, and one at the close, of the event)
- Delegate contact list provided (subject to privacy policy)

## Symposium Social Event Sponsor

\$4500 (1 available)

This package will provide a social event for delegates in lieu of a formal conference dinner. It will be a BBQ on the evening of Monday 11 February. Delegates from Information Online 2013 will opt in to attend this event, providing you with an opportunity for brand positioning across the two target markets.

Sponsor receives:

- Official naming rights to the event
- Opportunity to display corporate signage at the event (signage to be supplied by sponsor)
- One complimentary Symposium delegate registration
- Full page black and white advertisement in Symposium mini-program book
- Sponsor's name and logo on all Symposium literature
- Sponsor's name and logo on Symposium website
- Guest blog post – you can author a guest blog post for the Symposium website at a time determined by you
- Three social media placements on Twitter (one to announce sponsorship; one in the week leading up to the event; one during the event)
- Delegate contact list provided (subject to privacy policy)

## Workshops Sponsor

\$4000 (1 available)

All delegates receive registration for a minimum of one workshop to be held on Saturday 9 February (the day before the Symposium commences). This package positions your company as the sole sponsor for the workshop program.

- Acknowledgements at the opening and closing of each workshop
- Sponsor's name and logo on the agenda for each workshop
- Sponsor's name and logo on all Symposium literature
- Sponsor's name and logo on Symposium website
- Opportunity to display corporate signage at the workshops (signage to be supplied by sponsor)
- Three social media placements on Twitter (one to announce sponsorship, one in the week leading up to the event, one during the event)
- Guest blog post – you can author a guest blog post for the Symposium website at a time determined by you
- One complimentary Symposium delegate registration
- Delegate contact list provided (subject to privacy policy)

## Keynote Speaker Sponsor

\$2500 (6 available)

NLS6 has a strong focus on programming. Keynote Sponsors will support us in bringing high quality keynote speakers to NLS.

- Nominated representative entitled to open the session (either virtually or in person) or acknowledgement by chair prior to keynote address
- Opportunity to display corporate signage during the keynote address
- Sponsor's name and logo on all Symposium literature
- Sponsor's name, logo and link on Symposium home page
- Three social media placements on Twitter (one to announce sponsorship; one in the week leading up to the event; one during the event; )
- One complimentary Symposium delegate registration

## Function Sponsorship

Function sponsorship is an excellent way to associate your brand with a tangible benefit for delegates.

### Lunch Sponsor

\$1500 (2 available)

- Verbal acknowledgement during the session prior to the nominated lunch
- Sponsor's name and logo displayed on catering tables during the nominated lunch
- Opportunity to place one piece of promotional literature on catering tables at designated lunch (literature to be supplied by sponsor)
- Opportunity to display corporate signage during sponsored lunch (signage to be supplied by sponsor)
- Sponsor's name and logo on all Symposium literature
- Sponsor's name and logo on Symposium website

### Morning or Afternoon Tea Sponsor

\$750 (4 available)

- Verbal acknowledgement during the session prior to the nominated tea break
- Sponsor's name and logo displayed on catering tables during the nominated tea break
- Opportunity to place one piece of promotional literature on catering tables during the nominated tea break (literature to be supplied by sponsor)
- Opportunity to display corporate signage during nominated tea break (signage to be supplied by sponsor)
- Sponsor's name and logo on all Symposium literature
- Sponsor's name and logo on Symposium website

## Merchandise Sponsorship

Let us wear your brand!

### Committee and Volunteer T-shirts

\$3500 (1 available)

- Your name and logo displayed prominently on t-shirts worn by volunteers and the Organising Committee throughout the Symposium
- Opportunity to display corporate signage at registration desk (signage to be supplied by sponsor)
- Sponsor's name and logo on all Symposium literature
- Sponsor's name and logo on Symposium website

## Other Opportunities

Show your support without breaking the bank, or tailor a package to your needs.

### Advertising Sponsor

\$500

Show your support for new graduates and their professional development without breaking the bank.

You get:

- Full page black and white advertisement in Symposium mini-program
- Two social media placements on Twitter (one to announce sponsorship, one during the event)
- Sponsor logo on Symposium website

### Tailored Packages

We can create tailored packages or customise existing packages to meet your needs. To discuss options, contact Zaana Howard or Kate Davis.

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