

IASLIC 30th National Seminar – 2024

On

Information Literacy for Developing Enlightened Library/Information User Community in New Age

November 21-23, 2024

**Organized by
Department of Library & Information Science
Aligarh Muslim University, Aligarh**

SPONSORSHIP OPPORTUNITIES

Contact us:

Prof M Masoom Raza, Professor

**Organizing Secretary IASLIC 30th National Seminar –
2024**

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SPONSORSHIP AND EXHIBITION

Department of Library & Information Science, Aligarh Muslim University, Aligarh is going to organize 'IASLIC 30th National Seminar on Information Literacy for Developing Enlightened Library/Information User Community in New Age during November 21-23, 2024. The Seminar is being organized to bring together and provide a platform to Library & Information Science professionals, academicians and educationists to present papers, discuss, exchange views and experiences on Information Literacy for Developing Enlightened Library/Information User Community.

The number of participants expected to attend the national Seminar is around 4500, including University Librarians, College Librarians, academicians, information professionals and researchers from the different part of the country. The Seminar will provide an ideal platform for publishers, aggregators, suppliers and distributors who wish to establish or strengthen their business in information services and products globally

Seminar organizer invites publishers, aggregators and online database providers to support the event through liberal funding.

Key Benefits of Sponsoring

Sponsorship benefits are reflected, not only in the product and brand identification during the conference, but also in the contact and direct communication with the academicians, researchers, librarians and information professionals who will be present. The publishers and aggregators will get an opportunity to demonstrate/ exhibit their products during the conference. The benefits occurring to the sponsors and exhibitors are:

1. Exposure to a dedicated audience who will be ideal collaborators.
2. A chance to meet face to face with potential clients/users.
3. An opportunity to raise your profile in your target sector and increase market awareness and identify newsales prospects.
4. Inform the customer about your strong expertise in the field.
5. Knowledge based positioning being the speaker.
6. Email circulations to all participants.
7. Showcase and demonstrate your products & services and create your brand awareness.
8. Attract new customers and build your network.
9. Communicate your product directly to end users
10. Expand your market and options to have yours own publicity material at event venue.

Other benefits of Sponsorship

1. Prominent mention of the lead sponsor company with brief profile at the beginning of the event.
2. High up display of name, logo and website information during the conference.
3. Company product presentation.
4. Half page advertisement in souvenir.
5. Logo visibility.
6. E-mailers (to entire database).
7. Promotional display at conference web sites.
8. Back-drop at the event.
9. Online promotions.
10. Display stall at the event.
11. Provision to insert a write up / brochure of your organization in the delegate kits at the event.
12. Provision to distribute your company gifts / mementos to delegates (at your costs) .

SPONSORSHIP RATE

Categories of sponsorship and exhibitors:

1. Platinum Sponsorship @ Rs. 10, 00,00/-

Platinum sponsor will be the key sponsor of the event

Benefits:

- Logo and name of the sponsor will be displayed prominently (first in the sequence) in all publicity material of the Seminar including invitations, backdrop banners etc.
- Platinum Sponsor will have full liberty to insert their promotional material in the Seminar kit.
- A stall at **Exhibition Gallery** will be provided to the platinum sponsor.
- **25 minutes** time slot during the Seminar for product presentation.
- Platinum sponsor will be provided with full details of all participants along with their contact details.
- Organiser shall arrange for boarding and lodging arrangements for two representatives at par with the Seminar delegates.

2. Diamond Sponsorship @ Rs. 80,000/-

Benefits:

- Logo and name of the sponsor will be displayed prominently (second in the sequence) in all publicity material of the Seminar including invitations, backdrop banners etc.
- Diamond Sponsor will have full liberty to insert their promotional material in the Seminar kit.
- A stall at **Exhibition Gallery** will be provided to the Diamond Sponsor.
- **20 minutes** time slot during the Seminar for product presentation.

3. Gold Sponsorship @ Rs. 60,000/-

Benefits:

- Logo and name of the sponsor will be displayed prominently in all publicity material of the Seminar including invitations, backdrop banners etc.
- Gold Sponsor will have full liberty to insert their promotional material in the Seminar kit.
- A stall at **Exhibition Gallery** will be provided to the Sponsor.

4. Silver Sponsorship @ Rs. 400,000/-

Benefits:

- Logo and name of the sponsor will be displayed in all publicity material of the Seminar including invitations, backdrop banners etc.
- Silver Sponsor will have full liberty to insert their promotional material in the Conference kit.

Stall in Exhibition Gallery

Stall in Exhibition Gallery: Rs. 10,000/- each

Contact person:

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Sponsorship Registration Form

Name of the Organization/Company :.....

Name and Designation :

Address :

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.....

Phone :.....Mobile :.....

Fax :, E-mail.....

Registration fee :.....Draft/Cheque No:.....

Name of the Bank :..... Date of Issue:.....

Date :.....

Signature of the participant

Please send the duly filled registration form along with Cheque/Demand Draft in favour of "Organizing Secretary Seminar/-----," payable at -----to:

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