



TURIN CONGRESS

SPONSORSHIP & EXHIBITION PACKAGES

PREVENTIVE CONSERVATION:
THE STATE OF THE ART

Turin, Italy
10-14 September
2018





TURIN CONGRESS

2018

It will be 24 years since an IIC Congress last specifically addressed issues in preventive conservation in Ottawa in 1994. During that quarter of a century the field has developed enormously and preventive conservation has moved to the centre stage of museum, site and heritage management. We have papers from distinguished and leading conservation and heritage professionals representing many prestigious organisations internationally including MoMA, National Museum of Denmark, The National Gallery and Grand Egyptian Museum. A full list of papers is available separately.

The location for the 2018 Congress is Turin, a city with a strong international profile and innovative industrial centre and, at the same time, a comfortable, relaxed ambience. Turin has a rich and varied cultural history from its ancient Roman past to the contemporary art scene that has transformed some of its former industrial areas. For three centuries from the late 16th century, the city was enriched under the rule of the Royal House of Savoy, seen in the Baroque splendour of its palaces and churches and its elegant arcaded streets. Royal residences and hunting lodges constructed for pleasure surround the city and the nearby regions of Piemonte and this 'Crown of Delights' around Turin is now a UNESCO World Heritage Site.

Organising Partners for the IIC Turin Congress are:



In collaboration with:



Supported by:



SPONSORSHIP PACKAGES

Conference sponsorship is a highly effective way to build relationships and communicate your message, 450 key international delegates from across industry and academia are expected to attend the congress. This delegate base offers you access to a truly international audience.

All opportunities are designed to increase your presence at the Congress, making sure your product or brand stands out from the crowd. Details on all of our sponsorship packages are listed overleaf.



GLOBAL PARTNER

£15,000

HEADLINE SPONSOR

As a headline congress sponsor you will receive prime coverage in both the build up to, and at the congress itself. This includes being the lead sponsor for our prestigious Congress Preprints, managed through our publishers Taylor and Francis.

Today we have a strong global network of distinguished Fellows, members and Institutions representing more than 70 countries. We have close relationships with thousands of Conservators and heritage professionals internationally.

IIC has over 7,000 engaged supporters and 40,000 social media contacts globally. We have long-established partnerships with leading museums, Universities and heritage bodies all around the world.

We are limiting the number of Global Partners to three to ensure you will have prominence on all marketing and congress materials as well as a double stand in a prime position at the trade exhibition. By taking advantage of all promotional channels available you will reach conservation and heritage professionals both within Europe and internationally.

What's included:

- Logo on verso of title page of Congress Preprint and one page advert inside the Preprint.
- Exhibition area (single exhibitor area 1.2m x 0.8m) with 2 x complementary stand places at congress
- 2 x Opening and Closing drinks reception tickets
- Full delegate list post conference, including email addresses of delegates who have requested further information
- Insert into delegate bag (printed insert to be provided by sponsor, max. 8 pages)
- Credit on congress programme and congress website as a Global Partner alongside host partners with your company name, logo, description and link on Congress website.
- Full page advert in IIC's congress programme
- Full page advert in IIC's *News in Conservation*, pre and post congress edition.
- Public recognition at the congress
- Logo on all holding slides at the congress including key note speeches and award ceremonies.

WELCOME RECEPTION SPONSOR

£3,000

The drinks reception will be one of the main highlights of the conference, held at one of Turin's most fascinating cultural venues the Palazzo Reale. As sponsor you will have full visibility at the event. You will also benefit from high visibility in the build up to, and at the conference.



What's included:

- 4 x Welcome Reception Tickets
 - Opportunity to an exhibitor (1.2m x 0.8m exhibitor space)
 - Full delegate list post conference, including email addresses of delegates who have requested further information
 - Public recognition at the drinks reception
 - ½ page advert in IIC's *News In Conservation* publication
 - ½ page advert in the IIC's Turin Congress Programme
- Insert into delegate bag and opportunity to provide delegates with a branded corporate gift (to be supplied by sponsor)
 - Company name, logo, description and link on sponsors page of Congress website
 - Logo, description and contact details in conference handbook listing and accreditation as Congress Reception Sponsor
 - Logo on all holding slides at the conference including key note speeches and award ceremonies.

Photos ©
1. Sede Centrale_Reception
Politecnico di Torino

FAREWELL RECEPTION SPONSOR

£1,500

Congress participants will gather for the farewell reception in a wonderful cultural venue, Palazzo Madama. As a sponsor you will be able to join us to close the 26th Biennial Congress in Turin and help us promote future international events and conferences.



What's included:

- 4 x Farewell Reception Tickets
 - Opportunity to be an exhibitor (1.2m x 0.8m exhibitor space)
 - Full delegate list post conference, including email addresses of delegates who have requested further information
 - Public recognition at the drinks reception
 - ½ page advert in IIC's *News In Conservation* publication
 - ½ page advert in the IIC's Turin Congress Programme
- Insert into delegate bag and opportunity to provide delegates with a branded corporate gift (to be supplied by sponsor)
 - Company name, logo, description and link on sponsors page of Congress website
 - Logo, description and contact details in conference handbook listing and accreditation as Congress Reception Sponsor
 - Logo on all holding slides at the conference including key note speeches and award ceremonies.

Photos © FTM
Palazzo Madama_Social,
Fondazione Torino Musei

BRANDED DELEGATE BAGS & PACKS

£2,500

- 2 x complimentary tickets for the opening reception and closing reception.
- Sponsor's logo printed on conference bag/pencils and notepads, alongside the IIC's congress logo
- Corporate literature inserted into bag (max A4, 8 pages, supplied by sponsor)
- Credit as sponsor on Congress Website
- Bags received by all speakers, delegates (and exhibitors) with sustained branding through re-usage post event

ADVERTISING OPPORTUNITIES

FROM £350

There are advertising opportunities in IIC's Turin Congress programme. All advertising would include a colour ½ page advert of the equivalent size in the A5 programme distributed to all delegates at the congress. A full page advert is £700.

We will also run the equivalent size adverts in IIC's bi-monthly *News In Conservation* digital publication in both the pre-Congress and post Congress editions in 2018. We will also include a 50% discounts towards 2 x further NiC series issues in 2019.

EXHIBITION OPPORTUNITIES

FROM £600

- Space at conference exhibition (1.2m x 0.8m for a single space, no power)
- Two complimentary exhibition admission passes for the conference
- Advertisement in delegate pack, inc. logo, 50 word company profile and contact details

MAKE US AN OFFER

If you can think of a sponsorship idea that we have not offered but you would like, get in touch. We will do all we can to make it possible.

NOTES

Sponsorship packages are offered on a first come first served basis. All charges through IIC London are subject to UK standard rate of VAT, currently 20%.

Please contact Graham Voce, iic@iiconservation.org.uk to discuss options further.



**INTERNATIONAL INSTITUTE
FOR CONSERVATION OF
HISTORIC AND ARTISTIC WORKS**

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Company No.: 481522