

26th ICOM
General Conference
20→28 Aug

ICOM PRAGUE 2022

SPONSORSHIP PROSPECTUS



Welcome Letter

Dear colleagues and business partners,

The International Council of Museums (ICOM) and the ICOM National Committee of Czech Republic have the pleasure to invite you in Prague to the first meeting after the outbreak of the COVID-19 pandemic for the international community of museum and heritage professionals, an unmissable event for experts in the sector.

Between the **20th and the 28th of August 2022**, Prague will host the **26th ICOM General Conference**, the biggest and most important conference of museums in the world, with more than 4.000 museum professionals and experts. After 25 successful editions, ICOM's flagship conference has become a worldwide reputed hub for exchange about the topical issues' museums tackle today, as well as the most innovative solutions.

For the first time in its history, the General Conference will take place in a **hybrid form**, not only by welcoming in-person participants in Prague, but also opening its virtual doors to the **49,000 members** of the association and to the entire global museum and heritage community.

In the unique setting of Prague, with its 126 museums and aside from the debates, round tables and panels, which will be held at Prague Congress Center, the ICOM General Conference will also host the **International Museum Fair**, representing an exceptional opportunity to put your company's brand in front of key industry leaders who have a vested interest in your products.

By becoming one of our exclusive conference sponsors, you have the chance to reach this uniquely targeted audience, both domestic and foreign markets, and demonstrate your commitment to industry relationships.

Don't miss this once every three years chance to get your company in front of these crucial players in the museum and heritage sector. Feel free to contact us at your convenience using the information below to discuss any of the affordable sponsorship opportunities listed on the next pages.

We look forward to seeing you there!

Alberto Garlandini

ICOM President

Gina Renoti re

ICOM President Czech Republic

About ICOM

The International Council of Museums (ICOM), established in 1946, is a non-governmental organisation that sets professional and ethical standards for museum activities.

As a forum of experts, it makes recommendations on issues related to cultural heritage, promotes professional capacity building and advances knowledge in the field. ICOM is the voice of museum professionals in the international arena and raises public awareness of culture through global networks and cooperation programmes.

With 49,000 members in 142 countries and territories (2019), ICOM is a unique network of museum professionals, whose scope of action includes a wide range of areas related to museums and heritage, from sustainability and equality, to illicit traffic and disaster response management. Every three years, ICOM celebrates the historic ICOM General Conference – the biggest event in the museum and heritage sectors. The last edition, held in 2019, gathered 4,700 museum professionals in Kyoto, Japan.

In Short, ICOM is...

1. A network of 49 000 museum professionals and experts representing 142 countries and territories
2. An international organisation present in 118 through National Committees, regrouped in 7 Regional Alliances
3. A leading think-tank with 32 International Committees dedicated to different museum specialties

ICOM website: <https://icom.museum/en/>

Sponsorship Categories On-Site

You will be given a Sponsorship Category status depending on the amount of your contribution.

All mentioned prices are default prices, VAT excluded

CATEGORY	MINIMUM CONTRIBUTION
Platinum	35 000 EUR
Gold	25 000 EUR
Silver	15 000 EUR
Bronze	8 000 EUR

Prices are created for in-person conference.

There are special conditions for following situations:

Hybrid attendance (combination of on-site and on-line promotion)

5 % surcharge

On-line attendance (on-line promotion only)

50 % discount

On-Site Promotion

BENEFIT	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Priority choice: exhibition space location	1 st	2 nd	3 rd	4 th
Exhibitor registrations	8	6	4	2
Conference bag insert	●	●		
Moderated „Expo Forum“ for product presentation 10 minutes	●	●		
Company logo in the final programme	●	●	●	●
Company profile in the final programme	150 words	100 words	75 words	50 words
Company logo with a hyperlink on the conference website	●	●	●	●
Company logo displayed in the main meeting hall	●	●	●	●
Company logo displayed at the registration area	●	●	●	●
Acknowledgement on conference social media	●	●	●	●
Acknowledgement in the pre-conference newsletter	2 newsletters	1 newsletter		
Advertisement in the final programme	2 pages	1 page	½ page	

On-Line Promotion only

BENEFIT	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Virtual booth	Deluxe 16:9, priority placement	Premium 16:9	Premium 16:6	Standard 16:6
Exhibitor registrations	8	6	4	4
Banners/advert in programme – randomly displayed among other sponsors	3	2	1	
Banners / logo in slideshow during coffee breaks	3	2	1	
Company profile in the final programme	150 words	100 words	75 words	50 words
Company logo with a hyperlink on the conference website	●	●	●	●
Company/booth with hyperlink in the „EVENT live“ section	●	●	●	●
Possibility to contact participants within the online platform	●	●	●	●
Acknowledgement on conference social media	●	●	●	●
Acknowledgement in the pre-conference newsletter	2 newsletters	1 newsletter		
Bumper video during the coffee breaks	3 videos	2 videos	1 video	

Conference Materials

Conference bags

25 000 EUR (maximum 2 sponsors)

(50 % discount if provided by Sponsor)

- Sponsor's logo on the conference bag
- Bags will be distributed to all delegates upon registration

Pens

5 000 EUR (1 sponsor only)

(50 % discount if provided by Sponsor)

- Sponsor's logo placed on the pens
- Pens will be distributed to all delegates upon registration

Notepads

5 000 EUR

(50 % discount if provided by Sponsor)

- Sponsor's logo place on the notepads
- Notepads will be distributed to all delegates upon registration

Staff T-shirts

7 000 EUR (1 sponsor only)

- Sponsor's logo to be printed on all staff T-shirts along with the official conference logo

Water stations

5 000 EUR

- Sponsor's logo will be placed on dispensers
- Sponsor can provide branded cups

Charging station

10 000 EUR (1 sponsor only)

- Sponsor's logo will be placed on charging station

Conference Services

Lounge area 15 000 EUR

- Sponsor can place roll up banners and other branded materials at the lounge area
- Lounge area will be available to all delegates

Speakers' ready room 5 000 EUR

- Sponsor's logo displayed inside the room and on the computer screens
- All speakers use this room to prepare and upload their presentations

Conference application 20 000 EUR (1 sponsor only)

- Sponsor's logo displayed on the App landing page
- Advertising in the Conference app that can be downloaded by delegates to their smartphones and other electronic devices

Wi-Fi 10 000 EUR

- Sponsor's logo displayed on all signage associated with the wireless internet
- Sponsor's name or any other related word as a wifi password

Signage 10 000 EUR (1 sponsor only)

- Sponsor's logo displayed on all directional signs and information boards

Advertising

Advertising in the Final programme (A5 format)

- Outside back cover page (limited to 1) 5 500 EUR
- Inside front cover page (limited to 1) 3 500 EUR
- Inside back cover page (limited to 1) 3 500 EUR
- Inside page 2 000 EUR
- ½ page 1 300 EUR

Bag insert 2 000 EUR

Exhibition (in person)

Minimum stand area 6 sqm

The price per square meter includes only the exhibition area

6 sqm stand

1 950 EUR

Price includes:

- fair ground
- 2 exhibitor badges

9 sqm stand

2 925 EUR

Price includes:

- fair ground
- 2 exhibitor badges

12-15 sqm stand

3 900-4 875 EUR

Price includes:

- Fair ground
- 4 exhibitor badges

16-25 sqm

5 200-8 125 EUR

Price includes:

- Fair ground
- 5 exhibitor badges

If the exhibitor does not build a stand himself, we offer exhibition stands for rent:

- Stand for 6 sqm 265 EUR
- Stand for 9 sqm 395 EUR
- Stand for 12 sqm 525 EUR
- Stand for 15 sqm 660 EUR

Price includes:

- back panel and side panels (h = 2,5 m) and fascia panel with company name
- spot light, carpet
- 2 chairs, 1 table

Price for each additional sqm of area

325 EUR

Additional exhibitor badge

100 EUR

Organizers reserve the right to preview all printed materials and the booth visualisation.

Exhibition On-Line

Museum Fair

2 500 EUR

Virtual stand – company profile

- Stand size 16:6
- Company profile (information about the company, products etc)
- Hyperlink to partner's website and microsite
- 2 videos to be uploaded
- 4 documents to be uploaded
- Chat to be operated by company representatives
- Company logo announced on the website with hyperlink to virtual exhibition hall with company details

Networking

- Possibility to contact participants within the online platform
- 3 registrations that can be chosen arbitrarily out of conference and exhibitor registrations

Sponsored Presentation

(during the lunch break – number is limited)

60 minutes

7 500 EUR

30 minutes

3 750 EUR

- Sponsors are invited to have a presentation on their selected topic to present their work
- Programme subject must be approved by ICOM
- **The cost includes:** room rental, standard AV equipment, announcement in the Final programme
- The specified duration includes 15 minutes for preparation

“Expo Forum” for Product Presentation

10 minutes

Moderated Panel Discussion 3–4 panelists (30 min)

1 500 EUR

1 000 EUR /1 panelist

Sponsors have the opportunity to reserve a dedicated area („Expo Forum“) in the Museum Fair (exhibition area) to launch their new products or showcase existing products to the conference attendees

- Programme subject must be approved by ICOM
- **The cost includes:** space rental, standard AV equipment, announcement in the Final programme

Social Events

Coffee break

2 500 EUR

- One selected area during 1 day (2 coffee breaks)
- Sponsor's logo displayed on tables with coffee breaks
- Sponsors can distribute their own flags, napkins or place roll-up banners

Welcome party

5 000 EUR

- Sponsor's logo will be displayed during the Welcome party
- Acknowledgement during the Welcome party

Closing party

5 000 EUR

- Sponsor's logo will be displayed during the Closing party
- Acknowledgement during the Closing party

Excursion day

7 000 EUR

- Acknowledgement during the Excursion
- Sponsor can distribute their own promotional materials
- Materials must be approved by ICOM

Contact

Please do not hesitate to enquire about further ways of sponsorship or as any additional information.

Pavla Křištofová

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