

# The International Association of University Libraries 44th Annual Conference

**24-28 November**

**Tāmaki Makaurau Auckland  
Aotearoa New Zealand**



Ngā reo o te katoa  
**The voices of all**

Sponsorship prospectus

Whakataukī:

E koekoe te tūī, e ketekete  
te kākā, e kūkū te kererū.

The tūī squawks, the  
kākā chatters the kererū coos.  
It takes all kinds of people

— Dr Hinemoa Elder

IATUL is the International Association of University Libraries, an international forum for the exchange of ideas relevant to librarianship in technological universities throughout the world. The IATUL Annual Conference will be a continuation of a series of successful meetings that have been held over the last 68 years.

The 2024 conference is co-hosted by three university libraries – Te Tumu Herenga | University of Auckland Libraries and Learning Services, Te Mātāpuna | Auckland University of Technology Library and Learning Services, and Te Whare Wānanga o Waikato | University of Waikato University Library. It will be held at the University of Auckland. It is expected to attract close to 250 delegates from around the world and neighbouring regions.

For all enquiries please contact:

MR MIKE WALL  
Sponsorship Committee Chair  
[mike.wall@otago.ac.nz](mailto:mike.wall@otago.ac.nz)





# The 44th

# IATUL Annual Conference

Whakataukī: E koekoe te tūi, e ketekete te kākā, e kūkū te kererū.

The tūi squawks, the kākā chatters the kererū coos. It takes all kinds of people.

– Dr Hinemoa Elder

This conference is not only a showcase for Aotearoa New Zealand and the mahi we are doing in the GLAMR sector, but an opportunity to build your kete aronui and enhance the pūkenga of all those present.

We hope to achieve this by:

- Celebrating our achievements and learning from our mistakes/taking risks (Ko te hapa te tuakana o te ako – mistakes are the older sibling of learning).
- Hosting a conference where elements of Te Ao Māori (including kawa/tikanga/karakia/waiata are woven into the fabric of the conference and experienced in a way that is genuine and authentic.
- Providing whanaungatanga – a sense of community and belonging for manuhiri.
- Enacting our commitment to Te Tiriti o Waitangi and supporting everyone on the journey with us.
- Providing manaakitanga – for people to be looked after, to learn, be challenged and inspired.

The conference streams aim to embrace the diversity of our profession and the work that we do in academic libraries, offering the opportunity to educate by weaving an indigenisation thread through all streams. They are:

1. Openness
2. Equity, Diversity and Inclusion – Enabling success for all
3. Wānanga – Sharing lived experiences
4. Whakawhanaungatanga – Building relationships

## Sponsorship benefits

Benefits of sponsoring the 44th IATUL Annual Conference:

IATUL is the only international association of academic library leaders. The audience will be from around the globe, attending in-person providing international visibility and significant marketing and promotional opportunities for your organization.

The range of topics will cover the latest developments in libraries. This enables your organisation to promote itself as a leading supporter of library and information services, thus strengthening your brand profile.

The conference is targeted at library director and librarians in leadership roles from over 26 countries, so you will have the opportunity to meet library executives and decision makers.

The conference programme offers time and space to engage in dialogue and networking and to develop new and existing relationships.

# Sponsorship levels

## Platinum

**NZD\$10,000**

Platinum sponsors will receive the following:

- Inclusion of company logo on the IATUL website landing page until the next annual conference

**At the conference:**

Recognition as a Platinum sponsor on all conference materials including:

- Naming rights to one plenary speaker and panel session – signage prominently displayed (pull-up banner supplied by sponsor)
- Half-page advertisement in the conference programme
- Final programme and conference handbook
- Logo on all promotional material, including the conference website (with hyperlinks to company website)
- Signage displayed in main conference room (pull up banner supplied by sponsor)
- Presentation holding slides displayed during plenary sessions
- Branding on lanyards with company logo for delegate name badges
- Exhibition hall presence; 1.8 clothed trestle table plus two chairs; access to power points; free internet access

### Registration

Up to four (4) complimentary conference registrations, which includes all session, lunches, morning and afternoon teas, welcome reception, and the conference dinner.

## Gold

**NZD\$5,000**

Gold sponsors will receive the following:

Inclusion of company logo on the IATUL website landing page until the next annual conference

**At the conference:**

Recognition as Gold sponsor on all conference material including:

- Final programme and conference handbook
- Logo on all promotional material, including the conference website (with hyperlinks to company website)
- Signage displayed in main conference room (pull-up banner supplied by sponsor)
- Presentation holding slides displayed during plenary sessions
- Branding on lanyards with company logo for delegate name badges
- Exhibition hall presence; 1.8m clothed trestle table plus two chairs; access to power points; free internet access

### Registration

Up to two (2) complimentary conference registrations, which includes all sessions, lunches, morning and afternoon teas, welcome reception, and the conference dinner.

# Sponsorship levels

## Silver

**NZD\$3,000**

Silver sponsors will receive the following:

Inclusion of company logo on the IATUL website landing page until the next annual conference

**At the conference:**

Recognition as a Silver sponsor in all conference material including:

- Final programme and conference handbook
- Logo on all promotional material, including the conference website (with hyperlinks to company website)
- Signage displayed in the conference foyer (pull-up banner supplied by sponsor)

**Registration**

One (1) complimentary conference registration, which includes all session, lunches, morning and afternoon teas, welcome reception, and conference dinner.

## Bronze

**NZD\$1,500**

Bronze sponsors will receive the following:

Inclusion of company logo on the IATUL website landing page until the next annual conference

**At the conference:**

Recognition as a bronze sponsor on all conference material including:

- Final programme and conference handbook
- Logo on all promotional material, including the conference website (with hyperlinks to company website)
- Signage displayed in the conference foyer (pull-up banner supplied by sponsor)

# Sponsorship levels

## Conference dinner

**NZD\$10,000** (one available)

### Sponsorship benefits

- Exclusive sponsorship of the conference dinner
- Five (5) minute speaking presentation by a representative of your organisation
- Table of ten (10) at the conference dinner for your clients and guests
- Logo on all promotional material, including the conference website (with hyperlinks to company website) and dinner menus.
- Signage prominently displayed on stage (pull-up banner supplied by sponsor)

## Welcome reception

**NZD\$5,000** (one available)

### Sponsorship benefits

- Exclusive sponsorship of the welcome reception
- Five (5) minute speaking presentation by a representative of your organisation
- Five (5) complimentary tickets to the welcome reception
- Logo on all promotional material, including the conference website (with hyperlinks to company website) and dinner menus.
- Signage prominently displayed at welcome reception venue (pull-up banner supplied by sponsor)

## Coffee cart

**NZD\$5,500** (one available)

- Organisation banner (to be supplied) displayed next to the coffee cart for one full conference day
- Branding on café style coffee cart for one full conference day
- Organisation logo on the conference website

## Exhibitors

**NZD \$2,500**

Exhibition dates are Mon 25 and Tues 26 Nov. Thurs 28 Nov also available

### Exhibitor benefits

- Logo on all promotional material, including the conference website (with hyperlinks to company website)
- 1.8m clothed trestle table plus two chairs
- Access to power points
- Free internet access
- Two (2) exhibitor tickets to the conference, including all meals, welcome reception and conference dinner.

# Application to Sponsor or Exhibit

Company/Organisation	
Contact Name	
Address	
City	Country
Phone	Fax
Email	

I/we would like to take up the following:

<input checked="" type="checkbox"/>	Packages
<input type="checkbox"/>	Platinum Sponsorship - \$10,000
<input type="checkbox"/>	Gold Sponsorship - \$5,000.00
<input type="checkbox"/>	Silver Sponsorship - \$3,000.00
<input type="checkbox"/>	Bronze Sponsorship - \$1,500.00
<input type="checkbox"/>	Conference Dinner - \$10,000.00
<input type="checkbox"/>	Welcome Reception - \$5,000.00
<input type="checkbox"/>	Coffee Cart - \$5,500.00
<input type="checkbox"/>	Exhibitor - \$2,500.00

All prices are in NZD

Other (please state)
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I/We accept the terms and conditions of undertaking a sponsorship and or exhibition package.

I/We understand that the sponsorship level or exhibition will be distributed according to interest and strictly in order of application and payment.

Signed
Date

## Payment Details

Total to pay \$
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Please send me an invoice for direct credit payment

Please return completed forms to:

Donna Rhyse Dacuno  
Conference Manager

Email: [IATUL2024@auckland.ac.nz](mailto:IATUL2024@auckland.ac.nz)

# Terms and Conditions

The following terms and conditions apply to Your application to sponsor and/or exhibit:

**You/Your** – Sponsoring / Exhibition company/organisation.

**We/Us/Our** – Event Services, The University of Auckland (acting as agent for the event local organising committee (the "Principal")).

By returning the completed and signed Application to Sponsor or Exhibit form (the "Application Form") you agree to be a sponsor of **The International Association of University Libraries Annual Conference 2024** or **IATUL 2024** hosted by **The University of Auckland, Auckland University of Technology and University of Waikato** and being held at the The University of Auckland, City Campus, from **24-28 November 2024** (the "Event Period") on the terms and conditions set out below, from the date that the Application Form is signed by You until the end of the Event Period.

We reserve the right to refuse or deny any application. When Your application has been received and is accepted by Us, We will send You email confirmation and attach an invoice for the total payment amount (as recorded on the Application Form). Our confirmation email amounts to an acceptance by Us of Your offer to sponsor. Once We confirm acceptance of Your application, there is a binding agreement between You and Us unless cancelled in accordance with these terms and conditions.

Your requested category of sponsorship may be limited to a certain number of sponsors and preference will be determined in order of receipt of the signed Application Form and payment. The event secretariat will notify You if You are unable to participate in Your requested category.

The Principal shall have control over selecting the invitees to the event and the selection of any speakers, presenters or authors.

Details of the event may change without notice. Please refer to the event website for the latest information.

## General

You will be informed of all deadlines for the provision of information or materials by way of email updates and updates to the event website. The deadlines for delivery or supply of materials, information or artwork are not negotiable. If materials, information or artwork required from You are not received by Us by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded in this circumstance.

Due to privacy legislation, We cannot guarantee the inclusion of all event participants' details on any delegate list.

Sponsors and exhibitors are not entitled to entry into the event sessions or social events, unless the relevant tickets are offered as part of the particular sponsorship package. Sponsors and exhibitors who do not hold tickets as part of their sponsorship package and who wish to attend the event as a delegate must complete the appropriate registration form online and pay the applicable registration fee.

## Finance

All prices are **GST non-applicable** and are quoted in **New Zealand Dollars**.

The total payment must be made in full within thirty (30) working days of the date of our invoice.

Sponsorship entitlements as set out in the relevant sponsorship prospectus will not commence until the total payment has been received in full.

If the total payment is not received within thirty (30) working days of the date of our invoice, We reserve the right to cancel the application and the designated sponsorship/exhibition space may be reassigned.

If You pay by electronic funds transfer or an international cheque You agree to pay any bank charges and must include these in the amount You transfer.

## Cancellation

You may only cancel the sponsorship arrangement within the period of five (5) days of receiving confirmation from Us. Cancellations may only be made in writing and must be forwarded to Event Services, The University of Auckland. In the event of cancellation by You, You agree to pay an administration fee of \$250. For the avoidance of doubt, if You cancel the sponsorship arrangement, We will not be obliged to provide any of the sponsorship entitlements to You, and no refunds of sponsorship will be made by Us for cancellations received by Us outside of the above permitted cancellation period.

We have the right to postpone or cancel the event and cancel this sponsorship agreement and shall not in any circumstances be liable for costs or losses resulting from such delay or cancellation.

## Liability

You assume entire responsibility and hereby agree to protect, indemnify, defend and hold Us harmless against all claims, losses and damages to persons or property, government charges, or fines and legal fees arising from or caused by Your installation, removal, maintenance, occupancy or use of the event venue or a part thereof, except to the extent that such liability is caused by the negligence of the event venue, its employees and agents.



Without limiting the above provision, You are responsible for any reasonable costs of repairing Your designated exhibition space or the event venue should You paint, mark or damage any fixtures or fabric.

You are also solely responsible for any physical loss or damage to Your own property while that is located at the event.

We will not be liable for and make no guarantee of the number of visitors to the event.

We will not be accountable for the level of commercial activity generated for You or any other person.

You acknowledge that the University of Auckland is acting as agent for the Principal and that these terms and conditions are for the benefit of and enforceable by the University of Auckland and the Principal.

## **Exhibitors**

You must only exhibit products sold or supplied, or services rendered by You. You may not assign, share, sub-let, or grant licences for the whole or part of Your designated exhibition space without prior approval from Us.

We reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. We will not discount or refund for any facilities not used or required.

The general exhibition space will have a surface that allows for velcro fastenings. No cementing, nailing, tacking, taping or attaching of any material to the floor, walls or columns is permitted.

We reserve the right to ask You to remove any display items We deem as unacceptable, and if We do so You agree to promptly comply with Our request.

During the event hours, a representative from Your company/organisation must staff Your exhibit at all times.

You must conduct business only from within the confines of Your designated exhibition space and must ensure that Your representatives and employees do not tout, or place any material, outside of Your designated exhibition space in a manner that obstructs the aisles. You must ensure that You and Your representatives comply with all relevant laws and with all policies relating to the event.

All material used in the event venue and/or exhibitor's space must conform to all appropriate regulations that We notify to You.

You shall not commence dismantling or packing product before the end of the final coffee break on the last day of the event. We will not be held responsible for any items left behind, including where remaining items are discarded by Us or any other person.

You hereby waive and abandon any right to claim specific performance of any obligation of Us now or henceforth.

## **Print entitlements**

Your logos and/or company/organisation name will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.

No print or web recognition will be given unless payment terms have been met.

## **No animals**

No animals are permitted within University of Auckland buildings. Guide dogs for the visually impaired are the only exception.

## **Privacy statement**

Your name and contact information, including electronic address, may be used by parties directly related to the event (such as the Principal, other organisers, and approved stakeholders) for related purposes such as promotion, networking, and administration related to this event and future events of this type. You may decide the extent of any personal information disclosed to Us but Our ability to provide the sponsorship entitlements may be limited if You withhold requested information.