



# SPONSORSHIP OPPORTUNITIES

## A CO-OPERATIVE DECADE IN ACTION



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The ICA conference in Cape Town will attract up to 2,000 participants from over 80 countries worldwide. This will be an excellent opportunity to promote your organisation and institution. Below are the main sponsorship opportunities:

	<b>Silver CHF 10,000</b>	<b>Gold CHF 20,000</b>	<b>Platinum CHF 30,000</b>
Logo in final programme & Conference Website	x	x	x
Free entrance <sup>i</sup>	2 participants	3 participants	4 participants
Sponsor's description on ICA website (15 lines)	x	x	x
Booth at venue <sup>ii</sup>	3 m x 3 m	To be discussed, max 6 m x 3 m	To be discussed, max 6 m x 3 m
Advertisement in final programme	¼ page	½ page	1 page
Logo on welcome slide	x	x	x
Article in final programme			40 lines (60 characters each line)
Thanks at a "formal gathering" <sup>iii</sup>	x	x	x
Possibility of marketing on pillar in main hall <sup>iv</sup>	1 Pillar	2 Pillars	3 Pillars

## OTHER SPONSORSHIP OPPORTUNITIES

### Sponsorship of the Gala Dinner

- CHF 5,000<sup>v</sup>
- Your logo on the menu
- Place your stand-alone poster at the dinner
- Acknowledgement from the entertainers

### Sponsorship of the Welcome Reception

- CHF 5,000<sup>vi</sup>
- Your logo on the menu and programme
- Place your stand-alone poster at the dinner
- Acknowledgement from the ICA President

### Bursaries / Scholarships

In order to enable co-operators to attend who would not normally have the funds to do so, you have the opportunity of sponsoring person(s).<sup>vii</sup>

## Advertising Space

- In the participant programme:
  - ¼ page CHF 1,000
  - ½ page CHF 1,750
  - 1 page CHF 2,500
- Place your stand-alone pillar <sup>viii</sup> in the room which will hold the lunch, break and expositions:
  - 1 day: CHF 1,000
  - 2 days: CHF 1,750
  - 3 days: CHF 2,500
- Distribution of information - have your marketing materials placed in the conference bags<sup>ix</sup> :
  - 1 item: CHF 2,500
  - 2 items: CHF 5,000
  - 3 items: CHF 7,500

## Other Sponsorship Opportunities

	<b>Cost</b>
Logo on conference pen <sup>x</sup>	CHF 2,000
Logo on conference notebook <sup>xi</sup>	CHF 2,000

## Contact

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## ENDNOTES

<sup>i</sup> Participant passes enable entrance to all open meetings and the social events. They also enable you to have lunch and coffee breaks.

<sup>ii</sup> The basic booths are 3m x 3m with one table and two chairs and your organisation name and logo on fascia. It is also possible to get larger booths for an additional cost which will be quoted once your request is provided to the ICA. Booths will be located in the lunch and break hall to enable the greatest visibility and networking and will be guarded by security at all times. They will only be open during lunch and break hours, unless you wish to staff your booth at all times. The cost of build up and take down of the basic booth is included in the sponsorship package.

<sup>iii</sup> Your organisation will be formally thanked at a formal gathering during the conference.

<sup>iv</sup> There are eleven pillars running along the main hall which all delegates must walk down in order to get to the main sessions and lunch area. You can put a normal or wrap-around banner on the pillar. The price of the banner would be an additional cost. Please request a brochure for the sizing and costs.

<sup>v</sup> We are looking for up to 5 sponsors.

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<sup>vii</sup> The ICA will have a form that all persons wishing for financial assistance to attend that must be filled out. The ICA will have a formal Bursary Committee who will choose a number of persons to be sponsored depending on the amount of funds that are available. As a sponsor, you can be part of the selection committee, or choose the person(s) you wish to sponsor.

<sup>viii</sup> You are responsible for producing and bringing your stand-alone pillar to the conference, setting it up and taking it down. The pillar must be approved by the ICA to ensure the message does not conflict. Placement will also need to be approved by the ICA to ensure it follows health and safety standards and does not cover another sponsor.

<sup>ix</sup> You will be responsible for producing your materials and getting them to the conference venue by 29 October 2013, which is when the conference bags will be stuffed. All items will need to be pre-approved by the ICA and will have size restrictions.

<sup>x</sup> The conference logo plus your logo will display on the pen and will be given to each participant in the conference bag. The design of the pens will be determined by the ICA and you will also get your logo on the conference website. There will only be one sponsor for the pen.

<sup>xi</sup> The conference logo plus your logo will display on the notebook and will be given to each participant in the conference bag. The design of the notebooks will be determined by the ICA and you will also get your logo on the conference website. There will only be one sponsor for the pen.