



**International  
Association of  
Sound and Audiovisual  
Archives**

## SPONSORSHIP OPPORTUNITIES

52ND ANNUAL CONFERENCE

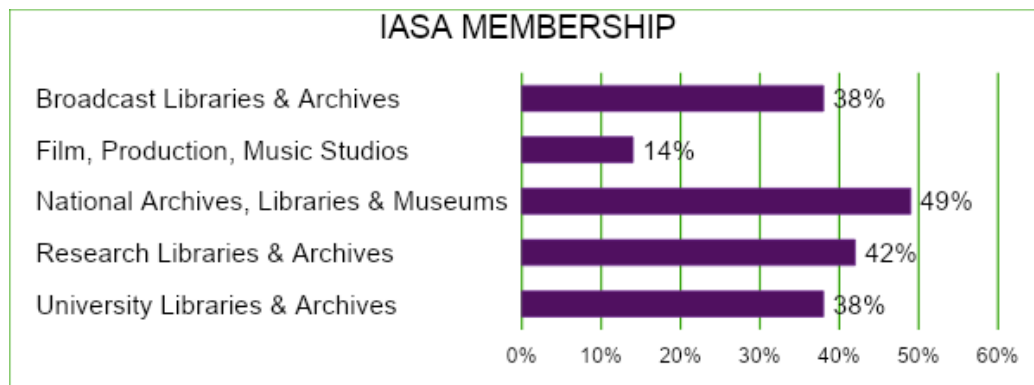
A GLOBAL VIRTUAL EVENT 27-30 SEPTEMBER 2021

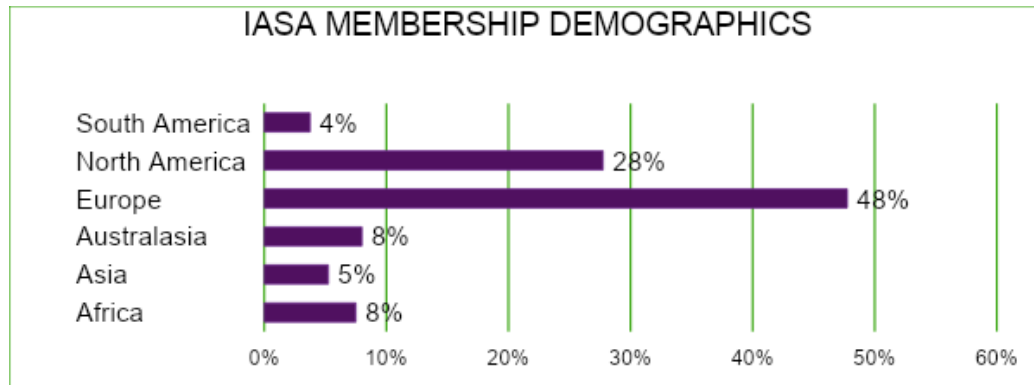
INTERNATIONAL ASSOCIATION OF SOUND AND AUDIOVISUAL ARCHIVES

<https://2021.iasa-web.org>

### What is IASA?

The International Association of Sound and Audiovisual Archives (IASA) is a professional association and the authority that sets standards for the care, access, and long-term preservation of the world's sound and audiovisual heritage. Through its active worldwide membership and training initiatives, IASA supports and advocates the development of best professional standards and practice amongst organisations and individuals that share these purposes.





*Data from 2019*

## What does IASA do?

**Industry Standards** - IASA publishes industry standards for managing and preserving sound and audiovisual archives which are adopted world-wide and available in many languages

**Tutorials** - Tutorials and workshops are offered during conference and presented by IASA experts on a wide range of topics, relating to the needs of the membership

**IASA Journal** - The IASA Journal is an open access, double-blind peer-reviewed, bi-annual publication that is highly regarded by scholars and the sound and audiovisual archive community

**International Relationships** - IASA is a founding member of the CCAAA (Co-ordinating Council for Audiovisual Archive Associations) and has representation at strategic UNESCO meetings.

## IASA Conference

The IASA conference sets an agenda for ongoing debates in sound and audiovisual preservation. Our more recent conferences were 2016 at the Library of Congress, Washington, DC, USA, 2017 at the Ethnological Museum, Berlin, Germany, 2018 University of Ghana, Accra, Ghana, 2019 Netherlands Institute for Sound and Vision, Hilversum, Netherlands, and 2020 a virtual, joint conference with

partners The Fédération Internationale des Archives de Télévision - International Federation of Television Archives (FIAT/IFTA).

The theme of the 2021 conference is “Closing the Gap on a New Generation of Sound and Audiovisual Archives” and will be held virtually and around the globe with four regional host institutions:

- Universiti Putra Malaysia (for Asia and Australasia)
- Netherlands Institute for Sound and Vision (for Europe)
- Ghana University (for Africa)
- Radio y Televisión Nacional de Colombia (for America)

The 2021 conference is an opportunity to demonstrate new technologies, new systems, and joint efforts that yield innovative services to connect our audiovisual heritage with a global audience. This will include new and diverse use cases and effect more robust and resilient preservation efforts. IASA is committed to creating an inclusive environment that serves all people and their cultural heritage.

## Why you should become an IASA Sponsor

Being an IASA Sponsor is a unique opportunity to showcase your business in an international forum attended by key players in sound and audiovisual broadcasting, archiving, preservation, and restoration. Our 52<sup>nd</sup> Annual Conference will be truly innovative and will provide a global audience.

Sponsoring the IASA Conference not only facilitates IASA's initiatives in the world of sound and audiovisual archiving, but constitutes valuable social investment in maintaining the education, training, standards and guidance we provide. Finally, your generous sponsorship ensures that participation in our conference remains affordable in today's global economy.

# IASA Sponsorship Packages

## Exclusive Platinum Sponsor 3,000 € or more \*

- The platinum sponsorship will provide support for translation services for the conference
- Your company name announced as the Platinum Sponsor at the opening and plenary sessions for all conference delegates, and in any formal speeches at social events
- Your company logo featured in the largest banner size during the conference programme and between formal conference sessions
- A personalized, vendor dashboard with self-serve interface, including analytics to determine your ROI
- Your company logo featured on the home page and the sponsors page of the conference website
- A branded lounge, including a virtual booth during the conference
- Space for an introductory video and ads
- Your company name listed as the Platinum Sponsor on the conference website
- 10 complimentary conference registrations

## Gold Sponsor 1,000 € or more \*

- Your company name announced as a Gold Sponsor at the opening and all subsequent plenary sessions for all delegates, and in any formal speeches at social events
- Your company logo featured prominently on the conference website in the second to largest banner size
- A personalized, vendor dashboard with self-serve interface, including analytics to determine your ROI
- A branded lounge and virtual booth during the conference
- Space for introductory video and ads between sessions
- 5 complimentary conference registrations

## Silver Sponsor 500 €

- Your company name announced as a Silver Sponsor at the opening plenary session for all delegates
- Your company logo on a banner smaller than the Gold and Platinum,

- included on the conference website and during the conference
- A personalized, vendor dashboard with self-serve interface, including analytics to determine ROI
- Space for an introductory video
- A branded virtual booth or lounge during the conference
- Two complimentary conference registrations

## Customized sponsorship packages

We understand that some organisations may wish to tailor their own package to sponsor IASA at the 2021 Conference. We are willing to discuss further options or extension of the sponsorship packages. Please contact Vice President Perla Olivia Rodríguez Reséndiz or President Tre Berney, who are part of the organising team, or notify any member of the IASA Executive Board to discuss this further.

## Further Information

\*No benefits other than those listed for each level of sponsorship are expressed or implied.

All Sponsors must adhere to the [IASA Code of Conduct](#) and maintain an inclusive and supportive environment.

For further information please email: [sponsorship@iasa-web.org](mailto:sponsorship@iasa-web.org)

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