

1. **GENERAL CONFERENCE SUPPORT, Up to \$500: (designated & undesignated)**
2. **SESSION OR WORKSHOP SUPPORT, \$500 & up: list below**
3. **SPECIAL EVENT SPONSORSHIP, \$1,000 & up: list below**
4. **CONFERENCE ADVERTISING, \$125- \$475 (b/w and color ads)**
5. **CONFERENCE EXHIBIT HALL, \$325 (varies)**

### CATEGORIES OF SPONSORSHIP

#### 1. GENERAL CONFERENCE SUPPORT, Up to \$500:

Undesignated contribution toward general conference costs & to encourage attendance

Designated sponsorship opportunities include:

- Audio Visual Equipment (digital projectors, microphones/sound system, T1 connections)
- Donation to VRAffle (Raffle items)
- Exhibits Hall Coffee Breaks (\$250 & up)
- VRAffle Reception
- Luraine Tansey Education Fund
- President's Fund

Recognition: Listing in Conference Program as a sponsor

- Corporate logo featured on VRA conference web site through the end of the conference on March 16, 2008 from the date that both the donation and electronic logo are received by Steven Kowalik (skowalik@hunter.cuny.edu) or Heidi Raatz (hraatz@artsmia.org).

#### 2. SESSION OR WORKSHOP SUPPORT, \$500 & up:

Descriptive program information at <http://www.vraweb.org/conferences/sandiego2008/>

Program List includes:

IPR Plenary Session: *Image Rights: Perspectives from Copyright Owners*

Session 1: *Free Association: Social Tagging in Online Collections*

Session 2: *Cellars, Oliphants, and Gems: Preserving Legacy Image Collections*

Session 3: *Shark Suspended in Formaldehyde: Open Forum on Documenting Contemporary Art*

Session 4: *Accessibility for Images Outside the Realm of Cultural Objects*

Session 5: *Architecture and the Built Environment: Special Projects and Cataloging Issues*

Session 6: *Common Threads: Libraries and Visual Resources Collections; Merging, Partnering, and Finding New Ways to Work Together*

Session 7: *Your Image: Marketing Visual Resource Collections*

Session 8: *Throwing the Cat among the Pigeons: Keeping Visual Resources Positions Viable through the Digital Transition*

Session 9: *Digital Image Anatomy*



## 2008 VRA Conference Sponsorship Opportunities

Session 10: *Digital (Dis)Order: Implementing Professional and Organizational Change*  
Session 11: *Scholarly Communication and Collaboration in the VR world*  
Session 12: *Collaboration and Aggregation: Challenges and Opportunities with Unified Access*

**Ask the Expert Corner.** Daily one-on-one problem-solving type sessions.

### Workshops:

- Workshop 1: *Subject Access to Visual Materials*
- Workshop 2: *VRA Core 4 Basics*
- Workshop 3: *Getty Vocabularies: Training for Contributors, Encore*
- Workshop 4: *Seeking the Right Path for Visual Resources Users*
- Workshop 5: *VRA Core 4 Intermediate*

### Recognition:

- Same as #1 General Conference Support, plus:
- Sponsorship statement accompanies session or workshop in conference publications and materials, on session signage & in conference information on the web.
- Moderator's introduction recognition statement

### 3. SPECIAL EVENT SPONSORSHIP, \$1,000 & up, depending on cost of event; see list below:

#### Special Events:

- VRA 26<sup>th</sup> Anniversary Members' Dinner: estimate: \$4000
- First-time Attendees' and New Members' Breakfast: estimate: \$1500
- VRA Leadership Luncheon: estimate \$1200
- Refreshments before the VRAffle: estimate \$1000
- Coffee Breaks for Exhibit Hall: estimate \$1500

#### Recognition:

- Same as #1 General Conference Support, plus:
- Full naming of the event, *which will appear in all conference publications and material, on session signage and in conference information on the web.*
- Individual introduction in preliminary remarks at event

### 4. ADVERTISING (\$125-\$475, accepted only until February 18, 2008)

#### Advertising rates:

- \$475 color/ \$400 bw Back cover/full page
- \$375 color/ \$300 bw Inside cover/full page
- \$225 color/ \$175 bw Inside cover/half page
- \$275 color/ \$200 bw Interior/full page
- \$175 color/ \$125 bw Interior/half page

Please contact Lise Hawkos ([lise.hawkos@asu.edu](mailto:lise.hawkos@asu.edu)) if you are interested in advertising.

## 2008 VRA Conference Sponsorship Opportunities

5. **EXHIBIT HALL** (\$325 for one, \$50 for each additional booth personnel). Refer to sponsor & exhibitor portfolio at <http://vraweb.org/conferences/sandiego2008/registrationinformation.html>  
Reservations must be made by **February 18, 2008**

The Exhibit Hall will be held on Friday, March 14<sup>th</sup> from 10:30 to 6:00 pm (starting immediately after the VRA Business Meeting and Breakfast) and on Saturday, March 15<sup>th</sup> from 8:00 am to 5:00 pm (ending just before the VRAffle). On Saturday morning, the Poster Sessions will be displayed among the exhibitors and no other sessions or tours are scheduled. Friday afternoon and Saturday morning offer excellent opportunities to get attendees into the Exhibit Hall for a coffee break sponsored by the Chapters, Exhibitors or other contributors.

The Exhibit Hall will be held in the area between the two Ballrooms, directly across from the Registration Desk area. There is very little space, so we will have to limit the exhibit tables to 10. There is a hotel charge for table setups so unlike previous years, we will not be able to provide the tables, chairs and electricity. More information can be found in the Exhibitor Shipping and Reservation form.

