SPONSORSHIP PROGRAMME
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7th International Conference
on Typography & Visual Communication

Challenging design paths

Patras, Greece
June 2019
The 7th International Conference on Typography & Visual Communication (ICTVC) with the theme “Challenging design paths” will take place at the Information Centre of the University of Patras, Greece, from 19 to 21 June 2019.

The conference is organised by the Institute for the Study of Typography & Visual Communication in collaboration with the Library & Information Centre of the University of Patras and will be supported by academic and professional organisations. A series of workshops will precede the conference (17–18 June) and a range of exhibitions will frame and enrich the main event.

Since its inception in 2002, ICTVC has been established as one of the most prominent international events in its field. Supporting open, meaningful dialogue, the conference attracts people from many different countries and disciplines who share a passion for research, education, and practice in relation to typography and visual communication.

ICTVC’s thematic areas are informed by its previous events, and formulated in response to the sociopolitical, economic and cultural environment. It places this discourse in the context of the impact of new technologies on research, theory, history, education and practice in typography, printing, publishing, and other visual communication disciplines.

The 7th ICTVC 2019 theme is “Challenging design paths”; we will examine the value of design for visual communication and provoke participants to challenge current assumptions.

ICTVC is established worldwide as a major event characterised by the high level of organisation, the quality of presentations, workshops, and exhibitions. The Conference is a focal point for professionals in visual communication and attracts interest on an international scale. Once again, ICTVC will host top-level speakers, both professionals and academics, from Greece and the international scene. Their presence guarantees the high level and success of the event, and their contribution is expected to spark debate and reflection on the developments in research, education, and practice in typography and visual communication. 2019 events will include a large number of workshops, round-table discussions, debates, important design exhibitions, competitions, and company presentations of new technologies, services and products in this field. More than 700 participants are expected to attend the 7th ICTVC events in Patras.

We invite you to consider sponsorship opportunities at the 7th ICTVC 2019. Your sponsorship helps keep ICTVC affordable and accessible to the widest possible audience; this conference is organised by volunteers.

In the pages that follow, you may find the available sponsorships. If you don’t see what you have in mind, please contact us to discuss and plan the sponsorship package that could fulfil your own needs.

Promote your brand through one of the most important events in the field of graphic design for visual communication to maintain a high profile among key decision-makers and trend setters. Your logo on ICTVC materials reinforces your brand providing you an opportunity to get it out to all our attendees!

For further information on the ICTVC sponsorship you may contact info@ictvc.org.

Sincerely yours,
Dr Klimis Mastoridis, FISTD, FIP3
7th ICTVC Gen. Secretary
The conference GOLD sponsor will enjoy the following benefits:

- Exclusivity (only one such)
- Sponsor’s logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag)
- Sponsor’s logo appears on the Conference and Exhibition banners
- Sponsor’s logo appears on the Conference’s advertising and promotional material
- Sponsor’s logo appears on the Conference website with a link to the Sponsor’s homepage
- Exhibition stands in prime position
- Honourable mention during the Conference Opening Address
- Sponsor’s promotional material included in the Conference goodie bag
- Full-page advertisement in the Conference programme (back cover)
- 10 complimentary registrations to the Conference
- 10 volumes of the Conference Abstracts
- Special mention in all press releases
- Special mention at the beginning and closing of the Conference
- Use of Sponsor’s name in advertising spots and on the radio

* The GOLD Sponsor will have their logo appear above and larger in relation to other sponsors’ logos, for all the above benefits.
**SILVER Sponsor**

7,500 €

The SILVER Sponsor will enjoy the following benefits:

- Exclusivity (only one such)
- Sponsor’s logo appears* on all printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag)
- Sponsor’s logo appears on the Conference and Exhibition banners
- Sponsor’s logo appears on the Conference’s advertising and promotional material
- Sponsor’s logo appears on the Conference website with a link to the Sponsor’s homepage
- Exhibition stands at the coffee break area and the Exhibitions
- Sponsor’s promotional material included in the Conference goodie bag
- Full-page advertisement in the Conference programme (back cover)
- 5 complimentary registrations to the Conference
- 5 volumes of the Conference Abstracts
- Special mention in all press releases
- Special mention at the beginning and closing of the Conference

*The SILVER Sponsor will have their logo appear above and larger in relation to other sponsors’ logos (with the exception of the GOLD sponsor), for all the above benefits.

**BRONZE Sponsors**

3,750 €

The BRONZE Sponsors will enjoy the following benefits:

- Sponsor’s logo appears* on printed material for the Conference, the Exhibitions, and the Workshops (envelopes, invitations, programme, goodie bag)
- Sponsor’s logo appears on Conference and Exhibition banners
- Sponsor’s logo appears on the Conference’s advertising and promotional material
- Sponsor’s logo appears on the Conference website with a link to the Sponsor’s homepage
- Exhibition stands at the coffee break area and the Exhibition
- Sponsor’s promotional material included in the Conference goodie bag
- Half-page advertisement in the Conference programme
- 3 complimentary registrations to the Conference
- 3 volumes of the Conference Abstracts

*The BRONZE Sponsors will have their logo appear above and larger in relation to other sponsors’ logos (with the exception of the GOLD and SILVER sponsors), for all the above benefits.
**CONFERENCE or EXHIBITION Sponsors**

1.500 €

The CONFERENCE or EXHIBITION Sponsors will enjoy the following benefits:

- Sponsor’s logo appears* on printed material for the Conference or the Exhibition
- Sponsor’s logo appears on the Conference website with a link to the Sponsor’s homepage
- Sponsor’s promotional material included in the Conference goodie bag or at the reception area of the sponsored Exhibition
- Exhibition stand at the coffee break area or at the reception area of the sponsored Exhibition
- 1 complimentary registration to the Conference
- 1 volume of the Conference Abstracts

*The CONFERENCE or EXHIBITION Sponsors will have their logo appear smaller in relation to the logos of the three other categories for all the above benefits.

**WORKSHOP Sponsors**

400 €

The WORKSHOP Sponsors will enjoy the following benefits:

- Sponsor’s logo appears* on printed material of the sponsored Workshop
- Sponsor’s logo appears on the Conference website with a link to the Sponsor’s homepage
- Sponsor’s promotional material included in the Workshop participants dossier
- Exhibition stand at Workshop entrance area
- 1 complimentary registrations to the Conference

*The WORKSHOP Sponsors will have their logo appear smaller in relation to other logos, for all the above benefits.

**ADVERTISEMENTS**

250 €

- Full-page advertisement in the final programme (A4 format/CMYK), or the Abstract publication (170x250mm/B&W) of the Conference as well as linked banner on the Conference website
- Half-page price 125 €