

beyond the obvious
typography & visual communication in times of disruption



8th international conference on typography & visual communication

thessaloniki, greece | 5-9 july 2022

institute for the study of typography & visual communication

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8th International Conference on Typography & Visual Communication

Beyond the Obvious



Thessaloniki, Greece

July 2022

The 8th International Conference on Typography & Visual Communication ([ICTVC](#)) with the theme “Beyond the Obvious” will take place in Thessaloniki, Greece, from 5 to 9 July 2022.

The conference is organised by the Institute for the Study of Typography & Visual Communication ([ISTVC](#)) and will be supported by academic and professional organisations. A series of workshops will precede the conference (5–6 July) 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 8th ICTVC 2022 theme is “Beyond the obvious; typography and visual communication in times of disruption”. The aim of the conference is to ‘see’ beyond the obvious, discussing examples from the past, deepening into the present, and raising important issues for the future in the areas of history, theory and practice. Among the plans of the Organizing Committee of the 2022 ICTVC is to have a special section on education, the challenges and opportunities in turbulent and uncertain times like these.

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. 2022 events will include a number of workshops, round-table discussions, debates, important design exhibitions, competitions, and company presentations of new technologies, services and products in this field. A large number of participants are expected to attend the 8th ICTVC events in Thessaloniki.

We invite you to consider sponsorship opportunities at the 8th ICTVC 2022. 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*
8th ICTVC Gen. Secretary

GOLD Sponsor

10.000 €

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

6.000 €

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

3.000 €

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

200 €

- › 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 €

DISTRIBUTION OF PROMOTIONAL MATERIAL

200 €

- › Promotional material (leaflet etc.) in delegates' goodie bags



ΙΜΕΤΥΠΟΕ

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ISTVC

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