Sponsorship opportunities

Abu Dhabi National Exhibition Centre (ADNEC)
Abu Dhabi, United Arab Emirates

16 - 20 November 2020
Abu Dhabi National Exhibition Centre (ADNEC)
Abu Dhabi, United Arab Emirates
Welcome

On behalf of the ICA it is my great pleasure to invite you to Abu Dhabi for the quadrennial Congress of the International Council on Archives. Held every four years since its inaugural session in 1950, the ICA Congress today is universally recognised to be the most important international event for professionals, institutions and industries engaged with archives, records and information management in this rapidly evolving digital age.

The theme for the 2020 Congress is “Empowering Knowledge Societies”. This recognises the transformational power that access to information can have within our modern society, and the significant role that archives can play by ensuring the ready access to complete and authentic records that represent the collective memory of humanity. An added advantage of this particular instance of Congress in Abu Dhabi is its coincidence with the International Expo close by in Dubai. The theme of Expo is “Connecting Minds, Creating the Future” and will complement the program of the Congress, allowing delegates visiting the UAE for the ICA Congress to also experience the broader technological and societal developments showcased by the many national pavilions of Expo – a truly inspirational experience in perhaps the most exciting venue on the planet!

For our sponsors, the event in Abu Dhabi will provide a rare and valuable opportunity to engage with an expected 3000 delegates from all over the world, but also to directly establish a presence in the Middle East, at a time of unprecedented investment in the fields of archival collection management and public programs for interaction with cultural heritage.

I invite you to join us in Abu Dhabi for ICA Congress 2020 – “Empowering Knowledge Societies” – to hear first-hand the insights and visions of international thought leaders, but most importantly as an opportunity for you to join the conversation and have an international impact that shapes the way ahead.

David Fricker
President, International Council on Archives,
Director General, National Archives of Australia
Dear friends and colleagues,

With the guidance and strong support of His Highness, Sheikh Mansour bin Zayed al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs, and on behalf of all the staff of the National Archives, I am honoured to invite you to attend the 19th Congress of the International Council on Archives. This will be held in our capital city, Abu Dhabi, from November 16 to 20, 2020. It will coincide with the excitement of EXPO 2020 close by in Dubai, when visitors from around the world will be welcomed to the United Arab Emirates.

The theme chosen for Congress 2020, Empowering Knowledge Societies, was inspired by Sheikh Zayed bin Sultan al Nahyan, whose centenary and life we celebrated this past year. Deeply respected as the father of the United Arab Emirates, his vision for the future of the nation was solidly rooted in a strong sense of tradition and respect for the ability of people. In beginning the national archives program, he recognized that all of our experience and all our knowledge is of the past, while all our decisions are about the future. The theme for this Congress is intended to be an inclusive and encouraging multi-disciplinary thinking and exploration of new approaches and technologies across all information and heritage disciplines.

The sub-themes, dealing with artificial intelligence, sustainable knowledge and the integrity of the record, will enable us to explore the information requirements of the United Nations Sustainable Development Goals and address key professional issues. International experts will offer practical continuing education in specialized areas. Stimulating keynote presentations should challenge all of us while the meetings of regional branches and the ICA sections, working groups and governing bodies will shape our collective efforts over the coming four years.

The Abu Dhabi National Exhibition Center provides a modern flexible venue, conducive to discussion and reflection. To encourage networking, a gala banquet, special tours and programs for spouses and other features will ensure that your participation in ICA Congress 2020 will be not only informative and productive, but also enjoyable and memorable.

We look forward to welcoming you to Abu Dhabi for the ICA Abu Dhabi 2020 Congress: Empowering Knowledge Societies.

Abdulla Alraisi, Ph.D.
Director General - Under Minister
The National Archives of UAE, Ministry of Presidential Affairs
The International Council on Archives (ICA) was founded in 1948 to promote the preservation of and access to archives worldwide. Working in collaboration with UNESCO, The Blue Shield and other international non-governmental organizations representing librarians, records managers, and heritage disciplines, the ICA advances training, the development of standards, and public awareness of the importance of the documentary record.

Through its 13 regional branches, 12 professional sections and a series of expert groups, the ICA is active globally with decision-makers in both the public and private sectors seeking to encourage effective recordkeeping and to provide the essential documentary record of humanity. This is the social memory, essential for the rule of law and vital for understanding our past as the foundation for the future. With its expert professional network, the ICA is addressing issues such as the permanent preservation of complex digital records, technologies for enabling broad public and educational access to very fragile documents and standards and legal requirements for modern recordkeeping.

UNESCO has emphasized the fundamental importance of the archival record. In 2015 the UNESCO General Assembly began its policy paper on documentary heritage stating: “CONSIDERING that documents produced and preserved over time, in all their analogue and digital forms through space and time, constitute the primary means of knowledge creation and expression, having an impact on all areas of humanity’s civilization and further progress…” The ICA with more than 2,000 members in 199 countries and territories, is the primary non-governmental organization coordinating international efforts to give life and meaning to this powerful statement.

The strength of the ICA lies in its global network, linking national archives both large and small, professional associations of archivists, regional, local and institutional archives and individuals as a collaborative community for joint action and mutual support. This is a dynamic and fully engaged body, advancing professional practice, training and public awareness.

For over 70 years the ICA has been the international advocate for modern record systems and the careful protection of our recorded heritage. The ICA has encouraged dialogue and understanding across cultures, dealing with issues of shared heritage, the integrity of the official record and with the transmission of knowledge across national boundaries and across the generations.
ICA in 2019

Training Programme

ICA has launched its new online training that has already attracted more than 60 active learners with 2 courses in 2019:

1- Introduction to Records Management
2- Understanding and Using of the Universal Declaration on Archives

IAW 2019

The IAW took place this year from 3 to 9 June and more than 260 events were highlighted on the international map.

Conference #DTAAdeelaide2019

More than 700 participants attended the ASA ICA ARANZ PARBICA joined conference which took place in Australia under the theme “Designing the Archive” from 21 - 25 October 2019.
Sheikh Zayed bin Sultan, Father of the Nation and first President of the United Arab Emirates, recognized the value of archives in the life of the new nation.

From the beginning, the National Archives has developed as a modern institution with its mandate defined by legislation in 2008 and a state-of-the-art building opened during the ICA Roundtable on Archives in 2005. The Archives capacity has now been extended substantially with the opening of a preservation centre close to Abu Dhabi.
About the United Arab Emirates

On December 2nd 1971, the United Arab Emirates (UAE) was promulgated as an independent, sovereign and federal state. The UAE comprises 7 Emirates; Abu Dhabi, Dubai, Sharjah, Ras Al Khaimah, Ajman Umm al Qaiwain and Fujairah. The UAE federal authorities consist of the UAE Supreme Council, the UAE President, Vice-President, Prime Minister, the National Federal Council and the Federal Judiciary.

The ambition, integrity and determination of the United Arab Emirates has the nation into numerous international recognitions - some of the most recent including:

- Hazza Al Mansoori’s historic mission to space, spending eight days aboard the International Space Station from 25 September as he represented the UAE as the first Emirati astronaut
- Pope Francis 48-hour visit to the country in February this year which included meetings with Muslim clerics and open-air masses for 135,000+ Catholics
- The 2.7 billion Dirham project Dubai Water Canal opened its gates as a 3.2km long waterway supporting 9 marine stations which winds its way to the Arabian Gulf from the Creek in Old Dubai
- The Dhow-shaped Dubai Opera opened its doors taking on the title as the youngest opera house in the world with immaculate interiors and now a host to world-class entertainment
- Women in leadership took on priority as 7 new women were appointed to the country’s cabinet, including Ohood Al Roumi, the country’s first-ever Minister of State for Happiness
- Plans for the Dubai - Abu Dhabi Hyperloop were announced, seeing passengers to travel between the Emirates in special pods at 1,200 kilometres per hour, only a 12-minute journey

Capital of UAE: Abu Dhabi
National Day: December 2nd
National Currency: AED / DHS
National Language: Arabic
Religion: Islam
Official Working Days: Sunday - Thursday
Time Zone: (UTC+04:00) Abu Dhabi, Muscat

National Flag: Three equal horizontal lines with green at the top, white in the middle and black at the base. There is also a wider vertical red ribbon in the direction of the flagpole.
Embracing authentic tradition and culture – Al Sadu

The versatile handicraft behind the Congress event symbol

1. History

From tents to carpets to belts for camel saddles, this traditional weaving technique is central to the culture and lifestyle of the Bedouin.

In the resource-scarce lands of the Arabian Peninsula, from Bedouin ingenuity emerged the craft of Al-Sadu, the traditional technique of weaving the hair of camels and the wool of goats and sheep into fabric for blankets, carpets, pillows, tents and the decoration of camel saddles and belts.

Al-Sadu holds a place of particular honour in Emirati society, recognised for its essential role in Bedouin life and as a tangible example of adaptation and creativity. Al-Sadu also played a central role in the social lives of traditional Emirati women.

Traditionally, weavers would gather in small groups to spin and weave, exchanging family news and occasionally chanting or reciting poetry, such as Al-Taghrooda.

Because of Al-Sadu’s significance, it was inscribed in 2011 on the UNESCO ‘List of Intangible Cultural Heritage in Need of Urgent Safeguarding’.

2. Process

The Al-Sadu process begins with the cutting of wool and goat hair, and the collecting of camel hair. The wool or hair is then sorted according to colour and length. The cleaning process begins with the hair being blown and shaken to rid it of any plant matter, thorns, dust or soil. It is then combed. The process continues with cleaning with hot or cold water three or more times using clay, ash, soap or special Al-Sadu powder as detergent. Next, the hair or wool is spun into yarn using a drop spindle, then dyed – often in bright colours – using local plants and spices available in the United Arab Emirates, such as henna, turmeric, saffron, cactus and indigo. Traditional Al-Sadu colours are black, white, brown, beige and red. The yarn is then woven on a floor loom made of palm or jujube wood. When a large amount of Al-Sadu material is required, such as for a tent or use at a wedding, multiple looms would be used.
3. Designs and motifs

Elements of the desert environment and other important aspects of Bedouin life are often incorporated into the Al-Sadu decorations, symbols, shapes and inscriptions.

Common motifs include geometric patterns evocative of the region’s undulating grasslands and sand dunes; palm trees and flowers; camels, sheep and falcons; Koranic verses; mosques and the names of tribes. These motifs can symbolise specific ideals. For example, a chain with overlapping rings symbolises the unity and cohesion among members of a tribe.

The names of the most frequently used Al-Sadu motifs are: The Masters’ Design, the Tree Design, Al Owerayan Pattern, Spotted Leather Skin Design, Ammunition Passer Design, Grain Design, Asnan Al Khail (Horse Teeth) Design, Scissors Design and Ain Al Ghadeer pattern.
Experience Arabian hospitality and heritage in Abu Dhabi

The culture-rich capital of the United Arab Emirates, Abu Dhabi, will see world-renowned archive industry and trade professionals unite under one roof for the upcoming quadrennial Congress, driving high-value networking and business exchange.

Climate
This is a destination with almost year round sunshine, little rainfall and near perfect winter temperatures.

Abu Dhabi has a sub-tropical, arid climate. Sunny blue skies and high temperatures can be expected most of the year. Rainfall is sporadic, falling mainly in winter (November to March) and averaging 12 cms per year in most of the Emirate. Rain is more common in the ‘Oasis City’ of Al Ain, the Emirate's second largest city, due to its proximity to the Hajar mountains.

Temperatures range from a low of around 13C (50F) on a winter's night, to a high of around 42C (118F) on a summer’s day. The cooler months, November to April, are the most pleasant time to visit, when temperatures are around 24C (75F) during the day and 13C (56F) at night.

Dress code
Lightweight summer clothing is suitable for most of the year, but something slightly warmer may be needed for the winter months. Be sure to take some warm clothing or sweaters when visiting hotels or the cinema, and indoors have cooler temperatures to the warm outdoor weather.

Although the attitude towards dress is fairly liberal throughout the Emirates, a healthy amount of respect for local customs doesn’t go amiss, especially when shopping or sightseeing. Malls, health clubs and resort facilities are fashionable, but when visiting government offices it is best to cover your shoulders and legs. It is especially recommended that you dress more conservatively during if visiting during the Ramadan period. In the evenings, restaurants and clubs usually have a mix of western, Arabic and Asian styles.
Getting a VISA

Citizens of Australia, Andorra, Austria, Brunei, Belgium, Bulgaria, Canada, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, Ireland, Italy, Japan, Latvia, Liechtenstein, Lithuania, Luxembourg, Malaysia, Malta, Monaco, The Netherlands, New Zealand, Norway, Poland, Portugal, Romania, San Marino, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, United Kingdom, United States of America and the Vatican State can get a free-of-charge entry visa upon arrival at Abu Dhabi International Airport.

GCC citizens do not need a visa to enter the UAE. For the ICA Abu Dhabi 2020 Congress, official travel partner Nirvana Travel and Tourism will facilitate attendees with all Visa proceedings for a convenient experience - info@icaabudhabi2020.com.

Language

Arabic is the official language, although English is widely spoken across all Emirates and all road and shop signs and restaurant menus are available in English. It is always good to know general greetings and common phrases and the Emirati community is very welcoming to tourists.

As-salāmu ʿalaykum is a greeting in Arabic that means "Peace be upon you". The salaam is a religious salutation among Muslims when greeting, though it is also used by Arabic speakers of other religions, such as Arab Christians. The typical response to the greeting is wa ʿalaykumu s-salām "And peace be upon you, too."
A destination for both business and leisure, attractions include:

**Sheikh Zayed Grand Mosque**
With minarets over 100 meters tall, 82 domes of white marble and one of the world's largest hand-knotted carpets, the world-famous Sheikh Zayed Mosque is awe-inspiring to say the least.

**Saadiyat Island**
Saadiyat Island is a man-built paradise on earth; a miniature city offering the greatest possible mix of leisure, business and culture including the famous Abu Dhabi Louvre museum.

**Capital Gate**
Inclined at a whole 18 degrees, Abu Dhabi’s Capital Gate has stolen the Leaning Tower of Pisa's claim to the world's most lopsided building!

**Yas Island**
Whether you want to stay in a luxurious hotel, watch the Formula One Grand Prix, or chase thrills at a water park, Yas Island is the entertainment and leisure world that has it all.

**Marina Mall**
Located in one of the city's most prominent districts, the Marina Mall expands over 122,000 sq. m of retail space, housing more than 400 high end and high street stores, a Mercedes-Benz car showroom, specialty shops, bank offices and a hypermarket. Spend the day indulging in one of the many upscale cafes, playing a hand at the state-of-the-art bowling alley or visit the 9-screen VOX cinema.

**Ferrari World Abu Dhabi**
Ferrari World is the world’s largest indoor theme park. Among its many exhilarating rides it boasts the Formula Rossa, which at 150mph is the world's fastest roller coaster.

ICA Abu Dhabi 2020 at a glance:

2,500+ professional attendees

1,500+ SQM exhibition space

20+ exhibiting countries

15+ sponsors

130+ countries represented

80+ exhibitors

5+ keynote speakers

60+ sessions

10+ workshops

*All figures are estimated and may be subject to change.*
Empowering Knowledge Societies

The archival, records and data landscape in the 21st century is changing public expectations, how we do our work, what constitutes credible evidence and how we protect our holdings. It is time for our profession to discuss, reflect and challenge existing practices to explore and expand the critical role played by archives and information professionals in the 21st century knowledge societies.

The ICA Congress 2020, Empowering Knowledge Societies, will be an opportunity for the profession from all over the world to share innovative ideas and research and for colleagues from allied and other professions to join us at this important event. We encourage the community to submit its proposals, but we would also encourage you to reach out to librarians, museum professionals, data managers, journalists and people working in civil society to be part of this conversation. The 21st century information challenges do not simply belong to archives and records professionals, they belong to everyone, so let’s share ideas, build networks to empower our knowledge societies!

The Congress will be structured against three broad sub-themes:

**Artificial intelligence, digital preservation and emerging technologies**
Artificial intelligence and emerging technologies are quickly changing how we do our work, but we need to understand both the strength and weaknesses of these technologies in archives and records endeavours. What do they do well? What can they help us do better? How do we engage with these new practices? What are the ethical implications?
Technology companies in the archives and records community impact how we preserve information and make accessible information (records and data). We welcome sponsors to showcase how to preserve records and data in reliable, practical and cost-effective ways, adaptable to the realities varying climates and budgets.

**Sustainable knowledge**
Sustainable knowledge is fundamental to sustainable development and the achievement of development initiatives like the Sustainable Development Goals (SDGs). At core of these initiatives is the need for trustworthy permanent information, regardless of format.
If your organisation offers solutions on how we can protect our holdings from climate change, theft, looting and illicit trafficking. It is also about your opportunity to create awareness beyond what is done to the archives and records institutions and examining our impact on society and the environment. Under one roof across the Congress programme.

**Trust and evidence**
In the age of ‘alternative facts’, ‘fake news’, misinformation and cyber security threats, the need for trustworthy evidence (records, information, data) has become ever more essential. What is your role in this space? Who are your allies? How can you leverage your products, solutions and services to support the role of records and archives professionals in the area of internet governance?
Trust and evidence also mean reaching out and understanding what our users need, so that they can believe in what we do and how we acquire, preserve and make accessible information. How can you empower them...to empower us?
Abu Dhabi National Exhibition Centre - ADNEC

The venue for ICA Abu Dhabi 2020, ADNEC is a world-class exhibitions and conferences hub in the heart of the city, surrounded by urban architecture and international hotel chains.

The contemporary spaces feature purpose-built conference halls offering a superior environment for business functions, with premium facilities and stylish modern interiors.

A strong presence at ICA Abu Dhabi 2020 = return on investment

Generate new business
With more than 2,500 attendees of your target audience, your opportunities to gain competitive edge are endless. An exclusive opportunity available only once every 4 years, it’s your time to meet new clients and make a lasting impression at this quadrennial gathering of ICA members, archivists and records managers and industry specialists capable of recognising the value of your solutions.

Introduce new products and services
The 2020 edition of the ICA Congress will showcase innovations at the forefront of the archives and records sectors from around the world. Capitalise on the long-term benefits of introducing your company’s best technology to a targeted audience of industry professionals with significant purchasing power all under one roof.

Increase your international presence
Over 130 countries are represented at the show. If there was an opportunity for you and your team to achieve your annual KPIs in a shorter period, ICA Abu Dhabi is the perfect platform to do so in just 5 days!

Increase brand exposure
As a sponsor at the show, you will gain significant digital and print brand exposure ahead of the show, as well as during and after. The list of brand awareness opportunities is limitless and customisable.
Network directly with industry leaders and buyers

75% of the show’s attendees are international, with a staggering 40% of them expected to have senior purchasing authority. The high-impact commercial opportunities will help you direct their attention to strengthen ties in the region and beyond, as you stand out from your competition.

Understand your product in the market

Many exhibitors look forward to face-to-face feedback onsite on their latest products and solutions. Market testing is central to continued prosperity and for your brand to maintain its cutting-edge offering. While exhibiting is a chance for your team to communicate your offerings, it is also where your customers express themselves.

Stay connected & top of mind

Gain direct access to learn about the latest trends, challenges, opportunities and threats in archives and records sectors in your target markets as you connect and share insights on the event floor. Moreover, make sure you’re one step ahead of your competitors and one step closer to your future clients!
The delegate profile

Geographical statistics

- **5%** Africa
- **15%** Asia
- **20%** Middle East
- **25%** Americas
- **35%** Europe

Who will you meet?

- **65%** Archivists and records managers
- **5%** Directors of National Archives
- **20%** Decision makers in the field of archives and new technologies
- **3%** International organizations
- **5%** Service providers and suppliers in the field of archives and records
- **2%** Other government institutions

*The ICA Abu Dhabi 2020 Congress is open to all archive industry enthusiasts and invites you to join this valued gathering. All are welcome.*
## Your diversified opportunities

The Programme is the value of the Congress because it will attract decision makers and experts. The sponsors which will be on site during the Congress will be introduced as the accurate partners.

ICA Abu Dhabi 2020 is the place to be for sponsors which want to be involved in the archival sector.

### Exhibition booth

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<tr>
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<th>Early Bird (AED)</th>
<th>Standard (AED)</th>
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<td>9m² + equipment</td>
<td>AED 10,984</td>
<td>AED 12,611</td>
<td>EUR 2,700</td>
<td>EUR 3,100</td>
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<tr>
<td>Floor space per m² (&gt; 9m²)</td>
<td>AED 1,139</td>
<td>AED 1,342</td>
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<td>EUR 330</td>
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<tr>
<td>Tabletop display</td>
<td>AED 4,882</td>
<td>AED 6,509</td>
<td>EUR 1,200</td>
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### Spent on sponsorship items

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<tr>
<td>Diamond Sponsor</td>
<td>AED 223,759</td>
<td>AED 142,392</td>
<td>AED 81,367</td>
<td>AED 40,683</td>
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<tr>
<td>Titanium Sponsor</td>
<td>AED 244,101</td>
<td>AED 162,734</td>
<td>AED 101,708</td>
<td>AED 61,025</td>
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<td>Platinium Sponsor</td>
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<td>EUR 35,000</td>
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<td>Gold Sponsor</td>
<td>EUR 60,000</td>
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<td>Silver Sponsor</td>
<td>EUR 60,000</td>
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### Benefits of sponsorship

- **Opening ceremony**
  - Diamond Sponsor
  - Titanium Sponsor
  - Platinium Sponsor
  - Gold Sponsor
  - Silver Sponsor

- **Discount on stand fees/free stand space**
  - Discount/60sqm free
  - Discount/45sqm free
  - Discount/30sqm free
  - 50% Discount
  - 30% Discount

- **Complimentary full participant registrations**
  - 10
  - 6
  - 4
  - 2
  - 2

- **Product demonstration**
  - Yes

- **Advertisement in the Congress Programme**
  - 1 page
  - 1 page
  - 1/2 page

- **One Email Blast (HTML mailing) to registered delegates**
  - Yes
  - Yes
  - Yes

- **Congress Bag Insert**
  - Yes
  - Yes
  - Yes

- **Logo on Congress website with link to your corporate website**
  - Yes
  - Yes
  - Yes

- **Featured company video on official event YouTube channel**
  - Yes
  - Yes
  - Yes

- **Logo on Congress website (no link)**
  - Yes
  - Yes

- **Use of Congress logo**
  - Yes
  - Yes

- **Acknowledgement on the Congress Social Medias upon confirming sponsorship**
  - Yes
  - Yes

- **Acknowledgement in Congress literature**
  - Yes
  - Yes

- **Congress programme editorial with logo**
  - Yes
  - Yes

- **Company name and logo on sponsors’ acknowledgement boards throughout venue**
  - Yes
  - Yes

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www.icaabudhabi2020.com
Diamond Sponsor

- Opening ceremony exclusive branding and promotions
- Prime positioning of the company logo as the diamond sponsor
- Complementary 60 sqm exhibition space or discount on total stand fee Subject to details discussed with the sponsorship team
- x10 complimentary all-access delegate passes
- Product demonstration session
- Full page advertisement in the Congress guide
- One dedicated HTML email communication to registered delegates (pre event?)
- Congress bag insert item (flyer, brochure etc)
- Free use of the event logo to promote your sponsorship
- Featured company video on official event YouTube channel
- Acknowledgement of sponsorship on official social accounts
- Acknowledgement of sponsorship on Congress literature both offline and online
- Branding feature of logo and sponsorship title across all relevant Congress signage
- Branding feature of logo and sponsorship title on mobile app

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Titanium Sponsor

- Prime positioning of the company logo as the titanium sponsor
- Complementary 45 sqm exhibition space or discount on total stand fee
  Subject to details discussed with the sponsorship team
- x6 complimentary all-access delegate passes
- Full page advertisement in the Congress guide
- One dedicated HTML email communication to registered delegates
- Congress bag insert item
- Free use of the event logo to promote your sponsorship
- Featured logo and description on official website
- Featured company video on official event YouTube channel
- Acknowledgement of sponsorship on official social accounts
- Acknowledgement of sponsorship on Congress literature both offline and online
- Branding feature of logo and sponsorship title across all relevant Congress signage
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www.icaabudhabi2020.com
Platinum Sponsor

- Prime positioning of the company logo as the platinum sponsor
- Complementary 30 sqm exhibition space or discount on total stand fee. Subject to details discussed with the sponsorship team
- x4 complimentary all-access delegate passes
- Half page advertisement in the Congress guide
- One dedicated HTML email communication to registered delegates
- Congress bag insert item
- Free use of the event logo to promote your sponsorship
- Featured logo and description on official website
- Featured company video on official event YouTube channel
- Acknowledgement of sponsorship on official social accounts
- Acknowledgement of sponsorship on Congress literature both offline and online
- Branding feature of logo and sponsorship title across all relevant Congress signage
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16 - 20 November 2020 | #ICAAbuDhabi2020
Gold Sponsor

• 50% discount on exhibition space or discount on total stand fee
  Subject to details discussed with the sponsorship team

• x2 complimentary all-access delegate passes

• Half page advertisement in the Congress guide

• Congress bag insert item

• Free use of the event logo to promote your sponsorship

• Featured logo and description on official website

• Featured company video on official event YouTube channel

• Acknowledgement of sponsorship on official social accounts

• Acknowledgement of sponsorship on Congress literature both offline and online

• Branding feature of logo and sponsorship title across all relevant Congress signage

• Branding feature of logo and sponsorship title on mobile app

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www.icaabudhabi2020.com
Silver Sponsor

- 30% discount on exhibition space or discount on total stand fee
  Subject to details discussed with the sponsorship team
- x2 complimentary all-access delegate passes
- Quarter page advertisement in the Congress guide
- Free use of the event logo to promote your sponsorship
- Featured logo and description on official website
- Featured company video on official event YouTube channel
- Acknowledgement of sponsorship on official social accounts
- Acknowledgement of sponsorship on Congress literature both offline and online
- Branding feature of logo and sponsorship title across all relevant Congress signage
- Branding feature of logo and sponsorship title on mobile app

<table>
<thead>
<tr>
<th></th>
<th>Early Bird (AED)</th>
<th>AED 24,410</th>
<th>Standard (AED)</th>
<th>AED 32,546</th>
<th>Early Bird (EUR)</th>
<th>EUR 6,000</th>
<th>Standard (EUR)</th>
<th>EUR 8,000</th>
</tr>
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<tbody>
<tr>
<td>16 - 20 November 2020</td>
<td>#ICAAbuDhabi2020</td>
<td>24</td>
<td></td>
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</table>
1. Product demonstration

Holding a product demonstration is a great opportunity to raise your profile amongst the archives and records communities.

Along with the provision of a room to facilitate your workshop, this package includes the listing of your product demonstration on the official website and social media channels for added promotion to your target audience. A dedicated email campaign will also be released to extend awareness of this activity to the registered delegates ahead of the event.

Please contact the Congress secretariat for further details.

This is an ideal platform for you to:

- present your solutions to the archives and records communities
- raise awareness of your company profile
- direct attention from your target audience

Product demonstrations are available in 45 minute slots and will be written in the Official Programme.

There is no limit to the number of slots reserved by a single company.

Deadline:
Mid - June

Price: AED 6,916
Per slot: EUR 1,700
2. Congress materials

Note pads or pens
A versatile promotional option is the official Congress pen and notepad to be distributed to all Congress delegates. These items will not only position your brand during the event, they will be taken away to be used afterwards, offering extended visibility.

- Sponsor's logo on the pads or pens.

Produced items will be produced ahead of the event by the Congress Secretariat and your company logo will be featured.

Organiser will connect directly to coordinate and assist at a later stage.

<table>
<thead>
<tr>
<th>Note pads</th>
<th>Pens</th>
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</thead>
<tbody>
<tr>
<td><strong>Price</strong> : AED 10,170</td>
<td><strong>Price</strong> : AED 10,170</td>
</tr>
<tr>
<td>EUR 2,500</td>
<td>EUR 2,500</td>
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</tbody>
</table>

Congress bag
Have your logo showcased across all the delegate bags at the Congress. This item will be distributed to all delegates at the time of arrival at registration to assist delegate in securing and storing their event collectibles.

This is a sponsored item which delegates will not only appreciate during the event but also afterwards, offering you added exposure.

- Sponsor's logo on the Congress Bag.

Deadline:
Mid - September

<table>
<thead>
<tr>
<th>Price</th>
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<tbody>
<tr>
<td><strong>Price</strong> : AED 10,170</td>
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<tr>
<td>EUR 2,500</td>
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</tbody>
</table>
Congress bag insert or gift

Include your collateral in the highly sought-after delegate bags distributed to all delegates upon arrival. Through sponsorship, this material is guaranteed to be taken away from the event with the delegates for post-event review.

Production is not included.
The design must be submitted to the event board ahead of production for approval. Produced items must be delivered ahead of the event directly to the event organiser. Non-exhibitors pay an additional EUR 1,500 fee.

Organiser will connect directly to coordinate and assist at a later stage.

Pieces : 2,500
Price    : AED 10,166
          EUR 2,500
**Pocket programme**

The Pocket Programme is a partial version of the Congress Programme noting all important Congress information. It will be inserted in the badge holder for all attendees.

- Logo and advertisement
- Sponsor’s advertisement featured in the Pocket Programme
- Sponsor’s logo featured on the Pocket Programme
- Exclusive sponsorship on the front and back of the Pocket Programme

*Production of the Pocket Programme will be fully managed by the event organiser.*

**Deadline:**
Mid - June

**Price:**
AED 30,512
EUR 7,500

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**Badge lanyards**

Place your brand exclusively on the Congress lanyards worn by all delegates across the full event dates. This is a sponsorship item that is one of the key branded items and will ensure your brand is positioned at the forefront of this esteemed gathering.

- Sponsor’s logo on Lanyards.

*Production is not included.*

*The design must be submitted to the event board ahead of production for approval.*

**Exclusive option**

**Deadline:** Mid-september

**Price:**
AED 32,546
EUR 8,000
Badges

Showcase your company logo on the front and back of all ICA Abu Dhabi 2020 Congress badges - worn by all delegates throughout the event dates offering premium branding space.

Various badge types will be available where your logo will be prominently featured including delegate, exhibitor, sponsor, VIP, media etc.

- Sponsor's logo printed on badges

Production of attendee badges will be fully managed by the event organiser.

Exclusive option
Deadline: Mid-september

<table>
<thead>
<tr>
<th>Price</th>
<th>AED 24,410</th>
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</thead>
<tbody>
<tr>
<td>EUR 6,000</td>
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3. Congress services

Expo pavilion / Tech lab

The Expo pavilion / Tech lab will showcase industry product demonstrations and various cultural activities throughout the day during the exhibition opening hours.

- Expo pavilion / Tech lab named after the sponsor
- Sponsor's logo placed in the Expo pavilion / Tech Lab
- Short slide introduction of the sponsor before each session is replayed

The Expo Pavilion / Tech Lab may also be used as a Product Presentation Pavilion. The sponsor benefits from the continuous traffic flow of delegates.

<table>
<thead>
<tr>
<th>Price</th>
<th>AED 32,546+</th>
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<tbody>
<tr>
<td>EUR 8,000+</td>
<td></td>
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</table>
Advertisement space on the Congress website
The official Congress website holding all key information about the event is the most central marketing platform in the run up to the event. Have your logo featured here for targeted branding opportunity. The dedicated sponsors page will additionally feature your company logo, short event description and link to your official website.

**Square (290 x 290 pixels) price**

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<thead>
<tr>
<th>Price</th>
<th>EUR 4,000</th>
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**Banner (468 x 60 pixels) price**

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<tr>
<th>Price</th>
<th>EUR 3,000</th>
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Congress live stream  **NEW**
Taking the event engagement to its next level, the ICA Abu Dhabi 2020 Congress Live Stream is underway to break down the physical borders of this gathering, enabling our international community to connect with the programme online.

The richness of the educational agenda can be experienced and enjoyed by viewers to increase engagement with an even wider archives community audience that those attending in person.

Keynotes and select main sessions will be live stream, and the sponsorship opportunity is exclusive as this a new and exciting channel set to drive much awareness as it works to represent the innovation and thought-leadership behind the 2020 event.

Features include:

- branding on the landing page/slider of the live stream
- recognition across all marketing communications as live stream sponsor
- multi-channel promotion of this sponsorship

*All recorded sessions will be available online post event*

**Price :** AED 32,546+

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<tr>
<th>Price</th>
<th>EUR 8,000+</th>
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</table>
Event videography

The ICA Abu Dhabi 2020 Congress Capture is a high-visibility opportunity with significant exposure after the Congress to show your support for ICA’s educational mission. The ICA Congress 2020 Capture will include many hours of high quality content. Recorded sessions will be made available in the weeks after the Congress, giving this educational offering a significant exposure beyond the meeting. Open to exclusive or multiple supporters, the ICA Abu Dhabi 2020 Capture will extend your company’s visibility beyond the Congress and align your company prominently with the ICA’s educational mission.

Benefits

- Sponsor’s corporate branding on the landing/ welcome page of the ICA Abu Dhabi 2020 recorded sessions
- Recognition in all communications announcing and promoting the webcasts

Price: AED 1,22,050

Advertisement space on the Congress App

85% of event attendees depend on the mobile app for updated event information. Harness the opportunity to position your brand in the official Congress application across a variety of banner adverts, pop up notifications etc.

Limited spaces are available for mobile app sponsorship. Exclusive rights may be requested at a higher investment.

Benefits include:

- Application opening slide branding
- Featured online banner space

All artwork for the mobile app requires pre-approval by the event organiser. Branding guidelines for creatives will be shared at a later stage for convenient planning and preparation.

Price: AED 16,273

www.icaabudhabi2020.com
4. Communication

Email blast

Provide us with your branded HTML email communication message and we will facilitate its distribution to either the registered delegates or larger prospect attendee audience based on your preference.

x1 email capacity per company due to avoid SPAM. 10 limited slots available.

Your dedicated email communication can be timed for release either:

- ahead of the Congress
- during the Congress dates
- after the Congress ends (within 3 weeks)

*HTML email must be provided two weeks prior to scheduled release date for pre-approval. The communication will be sent out by the event organiser and all contents must fit the email guidelines shared at a later stage.*

Price: AED 8,136
EUR 2,000

5. Congress signage

With the 2020 event attracting more than 2,500 delegates, there are numerous diversified options to position your brand before the event traffic in and outside the ADNEC exhibition center for premium exposure.

Signage opportunities may be selected individually or as a combination of the below:

- Outdoor flag poles
- Digital screens
- Registration counters
- Directional signage
- Floor tiles
- Hanging banners

*Starting Price: AED 20,341+*

*Per option: EUR 5,000+*
Volunteer vests

Have your brand directly in front of all delegates when they enter the venue and engage with the support team.

Your sponsored logo will be prominently featured on the vests.

Pieces : 600

| Price | AED 20,346 | EUR 5,000 |

6. Advertisements in the Congress guide

The Congress guide is the utmost essential publication for the attending delegation as the key source of information.

The A5 size guide will be distributed to all delegates at registration across all event dates.

Non-exhibitors pay an additional AED 6,099 EUR 1,500

All artwork must be submitted ahead of the event as noted on the advertisement guidelines which will be shared at a later stage.

| Outside back cover | AED 32,533 | EUR 8,000 |
| Inside front cover | AED 32,533 | EUR 8,000 |
| Inside back cover | AED 20,333 | EUR 5,000 |
| Full page inside | AED 8,133 | EUR 2,000 |
| Bookmark in the Congress Programme | AED 24,410 | EUR 6,000 |
Closing ceremony

Given the importance of Archives to Emirati society, the Opening ceremony will attract the most senior officials from government, university, business and civil society. These officials will be invited to open and then tour the exhibition.

At the opening ceremony, the national committee will welcome all delegates to the congress. They will use this opportunity to showcase some of the national culture as well as invite a keynote speaker who reflects the professional standard of Abu Dhabi, UAE.

• The sponsor will be acknowledged and the company logo will be displayed during the session (+5 min speech)
• Exclusive opportunity

Price : AED 61,025+
       EUR 15,000+

Gala dinner

It is an event that is hosted for all Congress Delegates. Delegates are welcome to register their partners as accompanying persons during the Congress. They are offered a special programme including a tour to experience a highlight of Abu Dhabi, UAE.

• The sponsor will be acknowledged and the company logo will be displayed during the event.

The gala dinner sponsorship may or may not be exclusive.

Price : AED 81,367
       EUR 20,000
Get involved for maximum exposure

To exhibit / sponsor:
Aashifa Saleem
Commercial Manager
E: impact@icaabudhabi2020.ae
T: +971 (0)4 554 1434

Marketing communications:
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ICA International Council on Archives
E: trembleau@ica.org
T: +33 (0)1 81 70 55 66

www.icaabudhabi2020.com
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