



IAM 2020

Information Awareness Month

Eyes on Information

**International Summit
&
One Day Seminar
28th April – 1st May 2020**

In collaboration with:



Australian Society of Archivists



Australian Library and Information Association

A Strategic Asset[®]

SPONSORSHIP PROSPECTUS

This year RIMPA are collaborating with many of the Information Management peak industry bodies (IIM, ASA, ALIA, InfoGov ANZ, DAMA, HIMAA and NAA) to host a major inaugural event for records and information professionals worldwide.

The week of events includes a three-day Summit to discuss global issues impacting records and information professionals. Four round table discussions will be held to discuss topics that will be instrumental to the future of the profession.

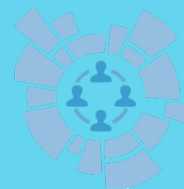
The official launch of Information Awareness Month will occur on Friday 1st May with a full day seminar providing an International perspective on records and information professionals.

Countries such as Norway, Canada, Germany, Singapore, UAE and many more will be in Australia to share their ideas and concerns on the future of our industry.

Vendors are invited to partner with the Collaborative bodies to sponsor and participate in this first of its kind event.



For any sponsorship enquiries
please contact Jo Kane
jo.kane@rimpa.com.au
0438 314 533



\$5,000 Gold Sponsor International Summit and Launch of IAM One Day Seminar (Only 2 Opportunities available)

As a Gold sponsor, your organisation will receive some of the highest exposure and recognition during IAM's International Summit and One Day Seminar for the official launch of Information Awareness Month 2020. As the sponsor of an international delegate and keynote speaker as well as global brand awareness opportunities, the presence of your organisation will be felt across the entire event.

This exclusive package is divided into three benefit areas.

International Summit

1. Verbal recognition as a Gold sponsor during opening and closing of the International Summit
2. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (E.g.: Norwegian Society of Records Managers and Archivists)
3. Sponsorship of one international delegate wanting to attend the Summit from countries such as Indonesia, Vanuatu, Fiji, Papua New Guinea or India.
4. Brand recognition of sponsored delegate via IAM media releases and social media posts
5. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (Eg: Norwegian Society of Records Managers and Archivists)
6. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
7. Advertising via live streaming of Brand across the world during summit break periods. Options include:
 - Video promoting company (maximum five minutes in length)
 - Static Image
 - Link card –allows viewer to link to a nominated website.
8. Recognition on promotional collateral of the Summit with organisations logo and link.
9. Four posts on RIMPA's social media channels: Linked In, Twitter, Instagram & Facebook
10. Two tickets to the Summit Dinner
11. Two tickets to the official welcome event for International delegates – 28th April 2020

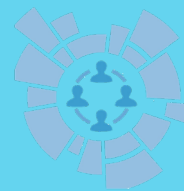
One Day Seminar – Eyes on Information a Global Perspective

1. Verbal recognition as a Gold sponsor during opening and closing of one day seminar
2. Recognition as keynote sponsor (live streaming)
3. Static image on stream during presentation
4. Scrolling ticker tape text on stream during presentation
5. Four (4) one day seminar registrations, including day catering
6. All sponsor logos featured on holding slides in seminar room
7. Four posts on RIMPA's social media channels: Linked In, Twitter, Instagram & Facebook
8. Trade table at event

IAM Sponsor for the month of (Insert association) IAM Events

1. Verbal recognition as a partner for all (insert association) associated IAM events – 2020 IAM Supported by (insert vendor name)
2. Logo's featured on IAM event calendar listings for all events and supported events held in May
3. Identified as sponsor of the month in media releases and social media postings.
4. Additional or included half page advertisement in association publication or newsletter focusing on delegate support.
5. Brand recognition in post event article in association's publication to include photos.





\$2,500 Silver Sponsor - Meet & Greet Farm to Plate Lunch

The Farm to Plate Lunch is sure to be one of the highlight social events of the International Summit & One Day Seminar. With the opportunity to address the delegates and have two persons in attendance, this package is the ultimate exposure for your organisation. Plus, receive additional brand awareness through our pre and post event marketing, live streaming coverage and a trade table.

Meet & Greet Farm to Plate Lunch (Tuesday 28 April 2020) (1 only)

This package is divided into two benefit areas.

International Summit

1. Verbal recognition as one of the Silver sponsors during opening and closing of the International Summit
2. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (Eg: Norwegian Society of Records Managers and Archivists)
3. Two persons attendance at Welcome Lunch (Meet & Greet @ Pialligo Estate)
4. Welcome and presentation to guests at the Meet & Greet Function (5 Mins)
5. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
6. Advertising during break time of round table discussion scheduled to be held on 28th April 2020 using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link card –display which will link to nominated website.
7. Recognition on marketing/promotional collateral in the lead up to and during the Summit with organisation's logo and link.
8. Two posts on RIMPA's social media channels: Linked In, Twitter, Instagram & Facebook.
9. Two persons to attend Summit Dinner

One Day Seminar

1. Verbal recognition as one of the Silver sponsors during opening and closing of one day seminar
2. International Live Streaming coverage during seminar breaks using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link Card – display which will link to nominated website
3. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
4. All sponsor logos featured on a holding slide in seminar room.
5. Two one day seminar registrations, including all sessions and catering.
6. Two posts on RIMPA's social media channels: Linked In, Twitter, Instagram & Facebook
7. Trade Table at the event





\$2,500 Silver Sponsor- Coach Transfers for International Guests and Seminar Delegates

Stand out from the crowd as a Silver sponsor of the Coach transfers for International Guests and Seminar Delegates. Your organisation will receive the ultimate brand exposure during each daily coach transfer with signage, marketing materials and also the opportunity to address the delegates. This will be the perfect opportunity to build lasting relations and generate leads for your organisation.

Coach Transfers for International Guests and Seminar Delegates (Tuesday 28th – Friday 1st May) (2 only)

This package is divided into two benefit areas.

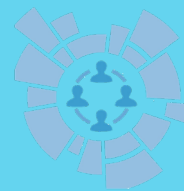
International Summit

1. Verbal recognition as one of the Silver sponsors during opening and closing of the International Summit
2. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (Eg: Norwegian Society of Records Managers and Archivists)
3. Recognition as sponsor during coach transfers
4. Presentation or marketing material made available to guests whilst travelling on coach daily
5. Logo signage displayed on front window
6. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
7. Advertising during break time of round table discussion scheduled to be held on 28th April 2020 using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link card –display which will link to nominated website.
8. Recognition on marketing/promotional collateral in the lead up to and during the Summit with organisations logo and link.
9. Two posts on RIMPA's social media channels: Linked In, Twitter, Instagram & Facebook
10. Two persons to attend Summit Dinner

One Day Seminar

1. Verbal recognition as one of the Silver sponsors during opening and closing of one day seminar
2. International Live Streaming coverage during seminar breaks using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link card –display which will link to nominated website.
3. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
4. All sponsor logos featured on holding slides in seminar room.
5. Two one day seminar registrations, including all sessions and catering
6. Two posts on RIMPA's social media channels: Linked In, Twitter, Instagram & Facebook
7. Trade table at the event





\$2,500 Silver Sponsor- Seminar Lunch

Create a lasting impression as the Silver sponsor of the One Day Seminar Lunch. This package includes the ultimate brand awareness opportunities with brand exposure on a global scale, live streaming coverage, a trade table, two delegate registrations and additional coverage before, after and during the event.

Seminar Lunch (Friday 1st May) (1 only)

This package is divided into two benefit areas.

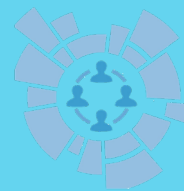
International Summit

1. Verbal recognition as one of the Silver sponsors during opening and closing of the International Summit
2. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (Eg: Norwegian Society of Records Managers and Archivists)
3. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
4. Advertising during break time of round table discussion scheduled to be held on 28th April 2020 using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link card –display which will link to nominated website.
5. Recognition on marketing/promotional collateral in the lead up and during the Summit with organisations logo and link.
6. Two posts on RIMPA's social media channels: Linked In, Twitter, Instagram & Facebook
7. Two persons to attend Summit Dinner

One Day Seminar

1. Verbal recognition as one of the Silver sponsors during opening and closing of one day seminar
2. Recognition as Lunch sponsor with logo displayed on catering stations
3. International Live Streaming coverage during seminar breaks using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link Card – display which will link to nominated website
4. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
5. All sponsor logos featured on holding slides in seminar room.
6. Two one day seminar registrations, including all sessions and catering (including lunch),
7. Two posts on RIMPA's social media channels: Linked In, Twitter, Instagram & Facebook
8. Trade Table at the event





\$2,000 Bronze Sponsor- Collaborate, Converse & Connect in Canberra Drinks

Collaborate, Converse & Connect in Canberra Drinks; the name says it all! As the sponsor of this social event this is the perfect opportunity to network and connect with the delegates to create a meaningful impression. As a Bronze sponsor you will gain brand awareness on a global scale through pre and post event marketing as well as live streaming coverage, a trade stand and two delegate registrations.

Collaborate, Converse & Connect in Canberra Drinks (Thursday 30 April) (1 only)

This package is divided into two benefit areas.

International Summit

1. Verbal recognition as a Bronze sponsor during opening and closing of the International Summit
2. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (Eg: Norwegian Society of Records Managers and Archivists)
3. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
4. Advertising during break time of round table discussion scheduled to be held on 28th April 2020 using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link card –display which will link to nominated website.
5. Recognition on marketing/promotional collateral in the lead up and during the Summit with organisations logo and link.
6. Two posts on social media channels: Linked In, Twitter, Instagram & Facebook
7. One vendor ticket to Summit dinner
8. Sponsored delegate ticket to Summit dinner.

One Day Seminar

1. Verbal recognition as a Bronze sponsor during opening and closing of one day seminar
2. International Live Streaming coverage during seminar breaks using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link Card – display which will link to nominated website
3. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
4. All sponsor logos featured on holding slides in seminar room.
5. Two one day seminar registrations, including all sessions, day catering, Summit Dinner
6. Two posts on social media channels: Linked In, Twitter, Instagram & Facebook
7. Trade Table at the Event



\$2,000 Bronze Sponsor- *International Summit Delegate Sponsorship*



Become a Bronze sponsor of the International Summit and IAM Seminar by sponsoring an International Summit Delegate. As a sponsor you will receive global brand coverage across social media platforms as well as publications. With numerous brand awareness opportunities as well as two delegates in attendance, this package will enable your organisation to build lasting connections.

International Summit Delegate Sponsorship (4 only)

This package is divided into two benefit areas.

International Summit

1. Verbal recognition as a Bronze sponsor during opening and closing of the International Summit
2. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit.
3. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
4. Advertising during break time of round table discussion scheduled to be held on 28th April 2020 using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link card –display which will link to nominated website.
5. Recognition on marketing/promotional collateral in the lead up and during the Summit with organisations logo and link.
6. Two posts on social media channels: Linked In, Twitter, Instagram & Facebook
7. One vendor ticket to Summit dinner
8. Sponsored delegate ticket to Summit dinner.
9. Contribution to travel costs for one international delegate wanting to attend the Summit from countries such as Indonesia, Vanautu, Fiji, Papua New Guinea or India.
10. Brand recognition of sponsored delegate via IAM media releases and social media posts
11. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (Eg: Norwegian Society of Records Managers and Archivists)
12. Additional or included half page advertisement in association publication or newsletter focusing on delegate support.

One Day Seminar

1. Verbal recognition as a Bronze sponsor during opening and closing of one day seminar
2. International Live Streaming coverage during seminar breaks using one of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link Card – display which will link to nominated website
3. Exposure of Brand to members and non-members associated with HIMAA, IIM, ASA, ALIA, DAMA, InfoGov ANZ, RIMPA and NAA.
4. All sponsor logos featured on holding slides in seminar room.
5. Two one day seminar registrations, including all sessions, day catering, Summit Dinner
6. Two posts on social media channels: Linked In, Twitter, Instagram & Facebook
7. Trade Table at the Event





\$950 Blue Sponsor International Summit and Launch of IAM One Day Seminar

As a Blue Sponsor of the International Summit and Launch of IAM One Day Seminar your organisation will attain many brand awareness opportunities. This package includes sponsorship of either the morning or afternoon tea, live streaming coverage, brand exposure on a global scale and more.

Two Package Options: Morning Tea or Afternoon Tea
Each package option is \$950 each

Morning Tea (Friday 1st May)

1. Verbal recognition as Blue sponsor during opening and closing of one day seminar
2. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (Eg: Norwegian Society of Records Managers and Archivists)
3. Morning Tea Advertising on Live-streaming with a choice of one or all of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link card – this is a pop up that appears at end of video or static image display which will link to nominated website.
4. One (1) x one day seminar registration, including all sessions, day catering, Summit Dinner
5. All sponsor logos featured on holding slides in seminar room.
6. One post on social media channels: Linked In, Twitter, Instagram & Facebook
7. Trade Table at event

Afternoon Tea (Friday 1st May)

1. Verbal recognition as Blue sponsor during opening and closing of one day seminar
2. Promotion of event sponsorship via international association's membership base from those countries involved in the Summit. (Eg: Norwegian Society of Records Managers and Archivists)
3. Afternoon Tea Advertising on Live-streaming with a choice of one or all of the following options:
 - Video promoting company (maximum three minutes in length)
 - Static Image
 - Link card – this is a pop up that appears at end of video or static image display which will link to nominated website.
4. One (1) x one day seminar registration, including all sessions, day catering, Summit Dinner
5. All sponsor logos featured on holding slides in seminar room.
6. One post on social media channels: Linked In, Twitter, Instagram & Facebook
7. Trade Table at event

