

# INTERNATIONAL CONFERENCE

## SOLIDARITY IN CULTURE: HERITAGE PROTECTION UNDER CONDITIONS OF CRISIS

National and University Library in Zagreb,  
18 – 20 March 2021, Zagreb, Croatia



NACIONALNA I  
SVEUČILIŠNA  
KNJIZNICA  
U ZAGREBU

<http://hpcc.nsk.hr/>

## ABOUT THE CONFERENCE

Taking into consideration the current global threats to world heritage and the urgent need for developing a comprehensive heritage protection strategy, as well as for establishing a solidarity network of cultural institutions, the National and University Library in Zagreb is organising ***Solidarity in culture: Heritage Protection under Conditions of Crisis***, an international conference that it will host from 18 to 20 March 2021.

**The aim of the conference** is to highlight the significance of a carefully thought out, integrated and inclusive approach to the protection of cultural heritage, provide a platform for wider professional debate on various aspects of intra- and inter-sector cooperation and promote the spirit of cooperation and solidarity between cultural institutions in this context.

**The conference programme** is expected to bring together Croatian and foreign professionals in the field of preventive and curative conservation of material cultural heritage, as well as those specialising in safety policies and civil protection management. The conference participants will have the opportunity to present research results and their specific insights and experiences in the context of heritage management during crisis.

**The conference participants** will present new perspectives on the work in cultural heritage sector, research results and their specific insights and experiences in the context of heritage management in times of crisis.

The mix of **formal and virtual presentations, workshops, panels, plenaries, breakouts** and **an exhibition of conservation projects** is designed to inspire audience participation and collaboration.

# SPONSORSHIP PACKAGES

## GENERAL SPONSOR – 10,000 EUR + VAT

(exclusive sponsorship opportunity available to 1 company)

### **Sponsorship package includes:**

Recognition as a General Sponsor in all forms of communication to the public

Acknowledgement at the opening and closing sessions of the Conference

A 20-minute presentation included in the Conference program

Sponsor banner in the Conference room

Promotional exhibition space in the Conference space

Sponsor logo on the Conference website with link to the company website

Sponsor logo on the Conference promotional items

Recognition of sponsor status in news published on the NSK web pages and social networks

Recognition of sponsor status in all media appearances, reports, and correspondence related to the Conference

Recognition of sponsor on the first page of the Conference programme

One promotional flyer (8 pages max) given out to delegates on arrival at the Conference

Four full Conference registrations

1 year membership of the National and University Library in Zagreb for four people

## **GOLD SPONSOR – 7,000 EUR + VAT**

### **Sponsorship package includes:**

Recognition as a Gold Sponsor in all forms of communication to the public

Acknowledgement at the opening and closing session of the Conference

Promotional exhibition space in the Conference space

Sponsor logo on the Conference website with link to the company website

Recognition of sponsor status in news published on the NSK's web pages and social networks

One promotional flyer (5 pages max) given out to delegates on arrival at the Conference

Three full Conference registrations

1 year membership of the National and University Library in Zagreb for three people

## **SILVER SPONSOR - 5,000 EUR + VAT**

### **Sponsorship package includes:**

Recognition as a Silver Sponsor in all forms of communication to the public

Acknowledgement at the opening and closing session of the Conference

Promotional exhibition space in the Conference space

Sponsor logo on the Conference website with link to the company website

Recognition of sponsor status in news published on the NSK's web pages and social networks

One promotional flyer (2 pages max) given out to delegates on arrival at the Conference

Two full Web Archiving Conference registrations

1 year membership of the National and University Library in Zagreb for two people

## **BRONZE SPONSOR – 2,000 EUR + VAT**

### **Sponsorship package includes:**

Recognition as a Bronze Sponsor in all forms of communication to the public

Acknowledgement at the opening and closing session of the Conference

Promotional exhibition space in the Conference space

Sponsor logo on the Conference website with link to the company website

Recognition of sponsor status in news published on NSK's web pages and social networks

One promotional flyer (2 pages max) given out to delegates on arrival at the Conference

One full Conference registration

One annual membership in the National and University Library in Zagreb

## **ADVERTISING OPPORTUNITIES**

### **PRESENTATION INCLUDED IN THE CONFERENCE PROGRAM**

#### **1500 EUR + VAT**

**Theme** Your company/product/service

**Date** 18 – 20 March 2021

**Duration** 20 min

#### **Includes**

A 20-minute presentation included in the Conference program

A promotional stand of up to 2 m<sup>2</sup> in size for presenting products/services

Placement of a standing sign of up to 2 m<sup>2</sup> in size in the conference hall

An advertisement in the conference program and on the conference website

## **PROMOTIONAL VIDEO**

**500 EUR + VAT**

**Theme** Your company/product/service

**Date** 18 – 20 March 2021

**Duration** Up to 5 minutes

### **Includes**

A promotional video between the sessions and on the Conference website

## **PROMOTIONAL STAND**

**300 EUR + VAT**

**Theme** Your company/product/service

**Date** 18 – 20 March 2021

**Placement** Conference hall

### **Includes**

A promotional stand of up to 2 m<sup>2</sup> in size for presenting products/services

Placement of a standing sign of up to 2 m<sup>2</sup> in size in the conference hall

An advertisement in the conference program and on the conference website

## **BANNER**

**70 + VAT**

**Theme** Your company/product/service

**Date** 18 – 20 March 2021

**Placement** Conference hall

### **Includes**

Placement of a standing sign of up to 2 m<sup>2</sup> in size in the conference hall

An advertisement in the conference program and on the conference website

## **GIFTS WITH COMPANY/PRODUCT/SERVICE LOGO**

Conference bags

Pens

Notepads

Conference badges

Other gifts

For any additional information regarding the sponsorship options and advertising opportunities please contact the Marketing and PR Department of the National and University Library in Zagreb at **hpcc@nsk.hr**.

We hope that you will contact us as soon as possible, no later than the end of October, so that we can have more time to promote your company.

More information about the Conference is available on the Conference website **<http://hpcc.nsk.hr/>**