

## FLA/LAA 1988 Conference Sponsorship

Sponsoring this prestigious event in Australia will give our organisation the opportunity to develop and consolidate links between Australia, Asia/Pacific and our international network'. So said Mr Colin Harrison (Managing Director of the John Menzies Library Network) when he announced the \$30,000 sponsorship at the Collaroy offices of James Bennett Library Services during his recent visit to Australia. The Network, incorporating James Bennett Library Services, John Menzies Library Services, Coutts, and Readmore, is the first major sponsor of the 1988 IFLA/LAA Conference.

LAA President Mr Peter Dawe commented on the importance of this sponsorship — 'Staging the conference in Australia is the biggest venture undertaken by the Associa-

tion. Without the John Menzies Network sponsorship it is likely that the conference program would have been cut back and the quality of the conference would have suffered'.

Further sponsorship is being sought in a drive headed by Mr Hans Groenewegen and negotiations are underway with potential sponsors. The Association has developed a package of sponsor benefits and is willing to negotiate special benefits for each sponsor

For example, *InCite* will cover the functions and operations of John Menzies, James Bennetts, Coutts and Readmore in the months leading up to the conference. This special benefit was offered because The Network was first to sign as sponsors of the conference.

## Sponsorship Benefits

The LAA is actively seeking sponsorship for the 1988 IFLA/LAA Conference. The conference will attract more than 2,500 leading librarians from Australia and over 80 other countries. Special efforts have been made to exploit links with Asia and the Pacific, thus providing a unique opportunity to reach key decision makers in our region. This gives companies an ideal opportunity to sell their products and services through sponsorship promotion at the conference.

Please contact the Association's Director if your organisation wants to know more about sponsoring the Conference or if you have ideas on how to get sponsorship.

The LAA has taken a precedent-setting position in marketing cultural services and therefore views a major sponsorship to be a partnership between the sponsor and the Association. In this way, every effort will be made to ensure that sponsors will be:

- involved in all aspects of the conference;
- given full recognition for supporting the conference;
- given maximum opportunity to maximise the marketing and communication benefits of the conference.

### Summary of the sponsor benefits for the conference:

1. The IFLA/LAA logo is available to use in conference related material.
2. Acknowledgements and company logo on all promotional material including brochures, publications, posters and videos.
3. Prominent signage referring to the sponsor at key conference venues and in the trade exhibition.
4. Publicity in press releases about the conference.
5. Opportunities to hold special events at the conference.
6. First choice for prime locations at the trade fair.
7. Full co-operation and endorsement for promotional and advertising initiatives taken by the sponsor which are connected to the conference.
8. Relevant tax deductions at the prevailing rate of company tax.
9. Entree to this large and relatively untapped market.

Additional special benefits can be tailored for each sponsor.

## Preservation Seminar and Workshop

The Management and Policy Studies Centre, Canberra CAE, in conjunction with the LAA, will be conducting a one-day seminar on Library Preservation and Management on 30 November, and a four-day workshop on the Preservation of Library Materials from 1-4 December.

The seminar introduces librarians to the essential components of a library preservation program. All aspects of library preservation will be outlined and methods of formulating and implementing programs will be discussed.

The workshop will cover cleaning, encapsulation, mounting, framing, storage and display, and basic repairs, and will include practical sessions and a field trip to the National Library. It will utilise teaching laboratories, a photographic studio and dark room, X-ray room workshops, information resource centre and an extensive library collection.

It is essential for workshop participants to have either attended the one day introductory seminar or an equivalent course. The cost of attending the one-day seminar is \$125 LAA members, \$165 non-members. The four-day workshop costs \$500 LAA members, \$660 non-members. The venue is the MAPS Centre, Canberra CAE.

For registrations or further information contact: Ms Alison Vandebroek, Conference Officer, Management and Policy Studies Centre, School of Administrative Studies, Canberra CAE, PO Box 1, Belconnen ACT 2616, (062) 52 2560.

**Guide to Collections in Victorian Special Libraries a companion to Directory of Collection Strengths in Victorian Libraries is now available. Over 400 entries provide information on subjects covered in Victorian Special Libraries including information on holdings, when the collection commenced, level of collecting, retention policy, special features etc. LAA members \$20; \$30 non members (\$2 postage). Order now!**

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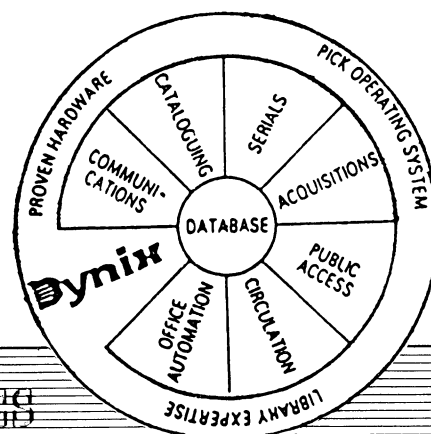
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