

READ.EMPOWER.TRANSFORM:

THE ROLE OF READING FOR THE FUTURE OF THE ARAB WORLD

SPONSORSHIP OPPORTUNITIES

AMMAN 30 Sep – 1 Oct 2019



Organised by



international
publishers
association

union of
jordanian
publishers





REWRITE THE FUTURE OF THE REGION AT AMMAN'S MOST IMPORTANT PUBLISHERS SEMINAR

The International Publishers Association (IPA) and the Union of Jordanian Publishers (UJP) are hosting the first of its kind Middle East Publishers Seminar in Amman.

The seminar will take a fresh look at the publishing industry in the region and worldwide to answer the pivotal question—*How can reading change the course of history?*

A hub for key industry leaders, policy makers, and investors to come together to find solutions to the most pressing challenges we face in the region, the seminar will have an immersive range of activities including keynotes from industry leaders, workshops to improve your business and 10 inspiring panel discussions to join the debate and expand your knowledge. Discussions will include how reading can contribute to socio-economic development; pressing publishing industry issues and scalable solutions; analysis of education and literacy; the use of reading as a humanitarian response and therapy; and the rise of the digital era and the importance it plays in the future of the region.

BECOME A SPONSOR

Your sponsorship creates a long-lasting partnership with the International Publishers Association and gives your business the right support it needs. You'll put the leading publishers' event in the region to work for you and your business. Showcase your products and services to increase your exposure, strengthen credibility and build new networking opportunities that will last.

Choose from a wide variety of sponsorship opportunities that's right for you and your budget.



PLATINUM SPONSORSHIP

\$100,000

This opportunity is available to a select few entities providing your company with visibility across all sessions and seminar materials.

PRE-EVENT EXPOSURE

- Logo placement on the page announcing the event on IPA and UJP websites.
- Mention in the press release announcing the event.

EXCLUSIVE EVENT ACCESS

- Priority seating during the opening ceremony and panels.
- Speaking opportunity during the closing ceremony.
- Priority seating for three attendees at the gala dinner.
- Official Certificate of Appreciation.

EVENT EXPOSURE

- Logo placement in the event registration area.
- Prominent exhibition space to display promotional materials.
- Special mention in the opening ceremony.
- Name and logo on event programme.
- Prominent display of logo on the main stage during panel sessions.
- Opportunity to distribute brochures during event.
- Prominent logo placement on all conference publications.
- Prominent logo placement on the backdrop for media interviews.

POST-EVENT EXPOSURE

- Thank you message on IPA and UJP social media accounts.
- Special mention in post-conference press release.

GALA DINNER SPONSORSHIP

\$50,000

- Prominent exhibition space to display promotional materials.
- Logo placement on all conference publications.
- Prominent logo placement in dinner area.
- Short welcome address before dinner.
- Priority seat for 10 guests at gala dinner.
- Introduction to all VIP guests.
- Official Certificate of Appreciation.

PANEL SESSION SPONSORSHIP

\$25,000

Panel sessions will host globally renowned experts, senior governmental leaders, and industry rising influencers. The panel session sponsorship is an ideal fit for philanthropic giving and corporate social responsibility programmes focused on education, economic development, creative industry development, job creation and entrepreneurship.

10 PANEL DISCUSSION OPPORTUNITIES

- Digital Disruption: Solving The Arab World's Book Distribution and Retail Challenges with Technology.
- The Role of the Publishing Industry in Humanitarian Response and Refugee Resettlement.
- Literacy and Book Accessibility in Conflict.
- The Role of Technology in Overcoming Illiteracy and Promoting a Reading Culture.
- Digital Publishing and the Arab Classroom of the Future.

- Building a Creative Nation: Developing the Next Generation of Publishers, Writers, and Artists.
- Bringing the Voice of Arab Writers, Publishers, and Content Creators to the World.
- The Future of Arab Libraries: Transforming Libraries from Print to Digital.
- Freedom to Publish and New Media.
- Towards an Arab Digital Single Market: Does the Arab World Need its Own Copyright Directive?

SPONSORSHIP BENEFITS

- Name and logo on event programme.
- Special mention in the session introduction.
- Prominent logo placement on the main stage during the session.
- Logo placement on all conference publications.
- Prominent logo placement on the backdrop for media interviews.
- Reserved seating for two attendees at the closing ceremony.
- Official Certificate of Appreciation.

TRANSPORTATION SPONSORSHIP

\$ 20,000

- Logo placement on all conference publications.
- Special mention in the opening and closing ceremonies.
- Official Certificate of Appreciation.

WORKSHOP SPONSORSHIP

\$15,000

- Prominent logo placement in workshop area.
- Logo placement on all conference publications.
- Priority seating for two guests at the gala dinner.
- Special mention during the closing ceremony.
- Official Certificate of Appreciation.

GOLD SPONSORSHIP

\$10,000

- Prominent logo placement in lunch area.
- Logo placement on all conference publications.
- Short presentation during lunch break.
- Special mention before lunch break.
- Official Certificate of Appreciation.

SILVER SPONSORSHIP

\$5,000

- Prominent logo placement in break area.
- Logo placement on all conference publications.
- Special mention before first break.
- Official Certificate of Appreciation.

BRONZE SPONSORSHIP

\$2,500

- Logo placement on all conference publications.
- Official Certificate of Appreciation.

PARTICIPATE AS AN EXHIBITOR

\$3,000

As an exhibitor, you will have a unique opportunity to showcase your brand to visitors, VIPs, investors and influencers from 50+ countries. Reinforce your brand, establish industry contacts, and connect with qualified and interested buyers in Amman's largest publishing seminar. As an exhibitor you will enjoy:

- Prominent exhibition space to display promotional materials.
- Priority seating for two guests at the gala dinner.
- Official Certificate of Appreciation.



ABOUT THE INTERNATIONAL PUBLISHERS ASSOCIATION (IPA)

The IPA is the world's largest federation of national, regional and specialist publishers' association. Its membership comprises 81 organisations from 69 countries in Africa, Asia, Australasia, Europe and the Americas. Through its members, IPA represents thousands of individual publishers around the world who service markets containing more than 5.6 billion people.

Based in Geneva, Switzerland, IPA represents the interests of the publishing industry in international fora and wherever publishers' interests are at stake.

IPA was founded in 1896 in Paris by the leading publishers at the time. Its initial aim was to ensure that countries throughout the world showed respect for copyright, and properly implemented the 'Berne Convention for the Protection of Literary and Artistic Works'. The promotion and defence of copyright is still one of IPA's main objectives. IPA also promotes and defends freedom to publish, a fundamental aspect of the human right to freedom of expression.

IPA also stands for the promotion of literacy and reading, and has always been a meeting place for publishers to network, exchange views and conduct business.

IPA is an accredited non-governmental organisation (NGO) enjoying consultative relations with the United Nations.

CONTACT

For sponsorship, queries or suggestions, please contact us at:

sponsors@iparegionalseminars.com

