

# The Memory of the World in the Digital age: Digitization and Preservation

An international conference on permanent access to digital documentary heritage



United Nations  
Educational, Scientific and  
Cultural Organization



Memory of the World  
20<sup>th</sup> Anniversary

Hosted by:



**a place of mind**  
THE UNIVERSITY OF BRITISH COLUMBIA

In collaboration with



UNIVERSITY OF  
**TORONTO**

**26 to 28 SEPTEMBER 2012**

Vancouver, British Columbia, Canada  
Sheraton Vancouver Wall Centre



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**The safeguard of digital documents** is a fundamental issue that touches everyone, yet most people are unaware of the risk of loss or the magnitude of resources needed for long-term protection. The UNESCO International Conference on The Memory of the Word in the Digital age: Digitization and Preservation will provide a platform to showcase major initiatives in the area while scaling up awareness of issues in order to find solutions at a global level.

### Conference Goals

Ensuring digital continuity of content requires a range of legal, technological, social, financial, political and other obstacles to be overcome. It is hoped that the Conference will lead to:

- ▶ the launch of specific initiatives related to digital preservation and to the fostering of access to documentary heritage through digitization;
- ▶ development of digitization policy guidelines;
- ▶ the upgrading or revision of the UNESCO Charter on the Preservation of Digital Heritage;
- ▶ the identification of the legal frameworks that would facilitate long-term digital preservation;
- ▶ agreement on the promotion or development of exchange standards; and
- ▶ the definition of the respective roles of professions, academics, industry and governments in addressing various issues and of a model for their cooperation.

### The Audience

The conference will bring together 500+ professionals from at least 80 countries in the heritage sectors, government, IT industry, rights holders and others with an interest or background in the preservation of digital heritage. UNESCO's 203 Member and Associate States are invited to participate.

### Programme

Conference sessions will explore the main issues affecting the preservation of digital documentary heritage globally. Participants will be engaged in discussions that assess current policies in order to propose practical recommendations concerning permanent access to digital documentary heritage. Keynote speakers include leading international experts in the preservation of and digital access to cultural heritage.

A call for abstracts for oral presentation elicited 240 submissions globally; approximately 100 will be accepted. The programme is still in the development stage and updates will be available soon on the conference website at

[www.buksa.com/UNESCO/index.aspx](http://www.buksa.com/UNESCO/index.aspx)

# Why Sponsor?

- ▶ Interact with international leaders and change agents in the digital preservation of heritage
- ▶ Meet key VIPs at a VIP reception to which all sponsors will be invited
- ▶ Engage in the global discussion on key topics in the area, including legal frameworks, exchange standards and access to digital heritage
- ▶ Support the offering of practical educational sessions and information exchange provided by participants from around the world
- ▶ Receive benefits only offered to sponsors, such as confirmed conference registration, delegate kit inserts, display space, and logo recognition on signage, the website and promotional material
- ▶ Show your support for the digital preservation of heritage

## To Sponsor ...

There is no minimum amount you can sponsor! Contact the Conference Secretariat or one of the Conference Hosts to confirm your interest in sponsoring as well as the level of your commitment.



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## Sponsorship Options and Benefits

### Diamond 100,000 +

- ▶ Your company will be recognized as one of the pre-eminent sponsors of the event
- ▶ Your company logo will be included among sponsor listings on the front cover of the final programme booklet
- ▶ Your company will receive top billing on signage throughout the event
- ▶ Your company logo will be included among sponsor listings on the conference website and on promotional material
- ▶ Your company will have the opportunity to provide a full page advertisement for the final programme booklet
- ▶ Your company will be given the opportunity to have a double-sized display at the conference
- ▶ Eight confirmed registrations will be provided for use by company representatives
- ▶ These company representatives will be specially recognized on their nametags to clearly identify them as sponsors
- ▶ You may provide sufficient quantities of an educational item, approved by the Organizing Committee, to be inserted into the delegate package
- ▶ Your company will be given a speaking option at the opening session

### Platinum \$50,000

- ▶ Your company will be recognized as one of the pre-eminent sponsors of the event
- ▶ Your company logo will be included among sponsor listings on the front cover of the final programme booklet
- ▶ Your company will receive top billing on signage throughout the event
- ▶ Your company logo will be included among sponsor listings on the conference website and on promotional material
- ▶ Your company will have the opportunity to provide a half page advertisement for the final programme booklet
- ▶ Your company will be given the opportunity to have a display at the conference
- ▶ Four confirmed registrations will be provided for use by company representatives
- ▶ These company representatives will be specially recognized on their nametags to clearly identify them as sponsors
- ▶ You may provide sufficient quantities of an educational item, approved by the Organizing Committee, to be inserted into the delegate package

## Gold \$25,000

- Your company logo will be printed among sponsor listings on promotional material, the conference website, and in the final programme booklet
- Your company will be recognized as a gold sponsor throughout the event, and on special signage
- Your company will have the opportunity to provide a quarter page advertisement for the Conference Programme
- Your company will be given the opportunity to have a display at the conference
- Three confirmed registrations will be provided for use by company representatives
- These company representatives will be specially recognized on their nametags to clearly identify them as sponsors
- You may provide sufficient quantities of an educational item, approved by the Planning Committee, to be inserted into the delegate package

## Silver \$15,000

- Your company logo will be printed among sponsor listings on promotional material, the conference website, and in the final programme booklet
- Your company will be recognized as a silver sponsor throughout the event
- Your company will be given the opportunity to have a display at the conference
- Two confirmed registrations will be provided for use by company representatives
- These company representatives will be specially recognized on their nametags to clearly identify them as sponsors

## Supporter < \$15,000

- Your company logo will appear among sponsors listings on the conference website and in the final programme booklet



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## Conference Hosts

### **UNESCO**

#### ***Joie Springer***

Senior Programme Specialist  
Knowledge Societies Division

### **University of British Columbia**

#### ***Ingrid Parent***

University Librarian

#### ***Caroline Haythornthwaite***

Professor and Director  
School of Library, Archival & Information Studies

## Conference Secretariat

### **BUKSA Strategic Conference Services**

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