



CALL FOR SPONSORSHIP

Learning Anytime Everywhere **MLEARN 2004**

<http://www.mobilearn.org/mlearn2004>



AN ANNUAL INTERNATIONAL EVENT

MOBilearn and mLearning, the two mobile learning projects supported by the European Commission, are collaborating to organise a series of international conferences on Mobile and Ambient Learning. The conferences build upon the findings and knowledge shared in MLEARN 2002, held at the University of Birmingham, and MLEARN 2003, held at INMARSAT in London.

The third edition of MLEARN will take place in the Odescalchi Castle on the Bracciano's Lake in Rome, Italy on July 5-6 2004.

EXHIBITION OPPORTUNITIES

The conference will host an exhibition that will allow organisations to showcase their mobile learning products, give demonstrations, offer solutions and delivery mechanisms for handheld devices to an interested audience.

SPONSORSHIP OPPORTUNITIES

We would like to invite sponsorship from organisations who have an interest in mobile and ambient learning. A broad range of sponsorship options is available, which could take the form of the following:

a) *Lead Sponsorship* 11.000 euro

Single company sponsorship (it includes: prominent sponsor (colour) logo on venue signs; Sponsor (colour) logo on conference flyer; sponsor (colour) logo on conference web page with link to sponsor's website; corporate insert in conference pack (A4 insert); Exhibition spaces including table, 2 chairs and electricity; two complimentary delegate passes to attend conference)

b) *Co-Sponsorship* 8.000 euro

Sponsorship shared with among max. 4 organisations (it includes: sponsor (colour) logo on venue signs; sponsor (colour) logo on conference flyer (subject to deadlines); sponsor (colour) logo on conference web page; corporate insert in conference pack (A4 insert); plus all services described for exhibitors - see point d)

- c) *Drinks reception sponsor* 5.000 euro
 Single company sponsorship (it includes: logo featured on directional signs and programme; sponsors able to provide any banners with branding for drinks area; opportunity to provide gifts/items at drinks reception; corporate insert in conference pack (A4 insert); one complimentary delegate pass to attend conference)
- d) *Exhibitor* 2.000 euro
 Up to 20 companies (it includes: exhibition spaces including table, 2 chairs and electricity; two staff passes (including refreshments and lunch); corporate insert in conference pack (A4 insert). There will be an additional charge for the provision of an ISDN line)
- e) *Insert in delegate's pack* 700 euro
 Corporate insert in conference pack (A4 insert)

Other **Sponsorship Packages** can be discussed and adapted to suit your particular needs. Please do not hesitate to contact us: we will be pleased to accommodate your needs. Some examples:

Gala Dinner	10,000 €	<ul style="list-style-type: none"> ▪ Lead sponsorship benefits + ▪ Signage displayed during the conference dinner ▪ A ten minute address to the delegates during the conference dinner
Lunch Buffet	5,000 € each	<ul style="list-style-type: none"> ▪ Co-sponsorship benefits + ▪ Signage displayed during the sponsored luncheon
Gala Dinner Concert	5,000 €	<ul style="list-style-type: none"> ▪ Co-sponsorship benefits + ▪ Signage displayed during the conference dinner
End of Conference Cocktail	2,000 €	<ul style="list-style-type: none"> ▪ Co-sponsorship benefits + ▪ Signage displayed during the Welcome Reception
Translation	2,000 € per language	<ul style="list-style-type: none"> ▪ Co-sponsorship benefits + ▪ Signage displayed in the theatre
Web cast	3,000 €	<ul style="list-style-type: none"> ▪ Co-sponsorship benefits + ▪ Signage displayed in the theatre
Delegate Satchel	at cost	<ul style="list-style-type: none"> ▪ Co-sponsorship benefits + ▪ Satchel of choice in negotiation with conference organisers
Coffee Break	1,000 € each	<ul style="list-style-type: none"> ▪ Acknowledgment in the Registration Brochure and the Final Program ▪ 1 invitation to the conference and to the gala dinner ▪ One piece of promotional literature and/or corporate gift in the delegate satchels

SPONSORSHIP CONTACT

If you would be interested in sponsorship the MLEARN 2004 event, please e-mail Giorgio Da Bormida (g.dabormida@giuntlabs.com).