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
   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)
   11.000 euro

b) Co-Sponsorship
   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)
   8.000 euro
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 € | ▪ 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 | ▪ Co-sponsorship benefits +  
| ▪ Signage displayed during the sponsored luncheon |
| Gala Dinner Concert | 5,000 € | ▪ Co-sponsorship benefits +  
| ▪ Signage displayed during the conference dinner |
| End of Conference Cocktail | 2,000 € | ▪ Co-sponsorship benefits +  
| ▪ Signage displayed during the Welcome Reception |
| Translation | 2,000 € per language | ▪ Co-sponsorship benefits +  
| ▪ Signage displayed in the theatre |
| Web cast | 3,000 € | ▪ Co-sponsorship benefits +  
| ▪ Signage displayed in the theatre |
| Delegate Satchel | at cost | ▪ Co-sponsorship benefits +  
| ▪ Satchel of choice in negotiation with conference organisers |
| Coffee Break | 1,000 € each | ▪ 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 email Giorgio Da Bormida (g.dabormida@giuntilabs.com).