



46th ANNUAL CONFERENCE

Conference Sponsorship Invitation

The 46th Annual Conference of the Association for Recorded Sound Collections (ARSC) will be held in Rochester, New York on May 16-19, 2012. All conference sessions will take place at the Rochester Riverside Radisson, located on the banks of the Genessee River and in the heart of downtown Rochester, a short walk from the Eastman School of Music. The meeting rooms and exhibit hall are located on the second floor conference level of the Radisson.

During the conference, over 200 leading academics, historians, musicians, librarians, archivists, record collectors, dealers, audio engineers, and producers will convene to explore a wide range of topics related to the history and preservation of recorded sound. On May 16 there will be a special pre-conference workshop on “Copyright and Sound Recordings” which will be held in a lecture hall at the Eastman School of Music. Other highlights include sessions devoted to best professional practices and preservation issues, a forum on sticky shed syndrome, a report on the Library of Congress National Recorded Sound Preservation Plan, a history of recording in the Rochester region, and a wide range of repertoire and artists from around the world, across all recorded history.

The ARSC conference offers an excellent opportunity to showcase your publications, recordings, equipment, software, and services. By creating a positive, lasting impression on the attendees—many of whom recommend or approve purchases and acquisitions for their organizations—you will significantly broaden your product and brand-name recognition.

Your sponsorship will be rewarded with multiple online, on-site, and printed acknowledgements. Your logo and message will reach the full ARSC membership, totaling some 1000 people. Major sponsors will receive a number of additional benefits, including logo placement on the ARSC website, advertising in the conference program and inserts in the conference registration bags.

Sponsorship levels start at just \$150. Select a standard level from the attached table or contact us with your own proposal, customized to suit your individual marketing strategy.

Sponsors at the Bronze level and higher may request that their contribution be associated with a specific conference event. Such associations will be allocated on a “first come, first served” basis, and will receive appropriate recognition, as shown in the table. Events and sessions that may be sponsored include:

- The Opening Reception (Wednesday evening, May 16)
- Coffee Breaks (Thursday, Friday, or Saturday mid-morning or mid-afternoon)
- A Hosted Bar and/or Entertainment for the Banquet (Saturday evening, May 19)



Note that exhibit space will automatically be provided at no extra charge for Official Conference Sponsors contributing at the Silver Level or higher. Others may reserve exhibit tables for Thursday through Saturday at \$150 per table. Additional hotel fees may apply for use of electrical outlets, internet connections, and loading-in.

Vendors who have already reserved exhibit space are encouraged to upgrade to a Sponsor Level for greater exposure and recognition. Further details for exhibitors and advertisers may be found at our conference website.

To discuss or arrange sponsorship, exhibits, or advertising please contact:

Callie Holmes (Sponsors & Exhibit Manager)

202-707-5246

caholm@loc.gov

Deadlines: You may submit your logo at any time to be added to the conference website. In order to include your logo and advertising material in the official Conference Program Booklet, we must receive your logo, artwork and ad copy by April 16, 2012. The last date for accepting event sponsors will be May 1, 2012.

Ad Specs: The conference program is a perfect bound book 5 1/2" wide x 8 1/2" tall. It has half-inch margins, which makes the live area 4 1/2" wide x 7 1/4" tall.

- Full page: 4 1/2" wide x 7 1/4" high
- Half page: 4 1/2" wide x 3 1/2" high
- Quarter page: 4 1/2" wide x 1 3/4" high (or business card size)

Learn more about ARSC and the 2012 conference at:

www.arsc-audio.org/conference

Events, times and venues are subject to change pending finalization of the conference schedule.

SPONSORSHIP LEVELS and BENEFITS

BENEFITS	PLATINUM \$2,500 <i>one available</i>	GOLD \$1,000	SILVER \$500	BRONZE \$250	SUPPORTING \$150
Event sponsorship: exclusive or shared funding of refreshments (Events subject to change and availability)	Reception, exclusive	Reception, shared	Coffee Break, exclusive	Coffee Break, shared	
Banner continuously displayed in the registration area	Yes				
Banner displayed during the sponsored event	Yes	Yes			
Signage continuously displayed in the registration area	Yes	Yes			
Signage displayed during the sponsored event	Yes	Yes	Yes	Yes	
Exclusive opportunity to welcome attendees at opening session	Yes				
Prime location for exhibit space	Yes				
Exhibit tables included	3	2	1		
Full-conference registration(s)	3	2	1		
Logo on Conference Web Page with a link to your corporate site	Yes	Yes	Yes		
Logo on all printed materials as an Official Conference Sponsor	Yes	Yes	Yes		
Listing on Conference Web Page as a sponsor	Yes	Yes	Yes	Yes	Yes
Listing on selected printed materials as a sponsor	Yes	Yes	Yes	Yes	Yes
Marketing material included in Conference Packets for attendees	Yes	Yes	Yes	Yes	Yes
Advertisement in the Conference Program Booklet	back cover	full-page	full-page	half-page	half-page