

Opportunities for Sponsors

ATypI 16

Convergence

**13–17 September
Warsaw, Poland**

ATypI 16

Convergence

13–17 September
Warsaw, Poland

PRESENTED BY

Association Typographique Internationale

IN PARTNERSHIP WITH

Academy of Fine Arts

National Audiovisual Institute

Polish-Japanese Academy of Information Technology

JOIN US IN OUR MISSION TO SUPPORT THE INTERNATIONAL TYPE COMMUNITY

Journey to Poland's exciting capital city as ATypI celebrates a milestone anniversary. ATypI 2016: Convergence is the 60th annual conference of the Association Typographique Internationale, an organization dedicated to the education and development of the global type community.

ATypI is a volunteer-driven 501(c)(3) non-profit based in the United States, but our impact is felt around the world. We present our conference in a different international city each year, providing an inclusive, stimulating environment for all who are interested in type. It is only through the extraordinary generosity of sponsors and partners like you that we are able to keep attendance fees as low as possible, so that everyone from students and academics to professional practitioners may participate in the program.

We are committed to providing a platform for new voices while giving type legends a space to share wisdom gained from years of experience. In recent years, we have drastically reduced admission fees in order to broaden the accessibility of our conference. Your support means everything as we expand our outreach and help grow and strengthen this amazing community. In addition to what your charitable giving contributes to the community, your ATypI sponsorship offers a terrific return on investment—you will increase your visibility in the type world, and gain an exceptional opportunity to share what you're working on to an engaged audience. ATypI is a global forum where groundbreaking advances in type technology and unparalleled creativity are revealed. Networking with clients, partners, team members, and friends is effortless in ATypI's collegial atmosphere.

ATypI attendees represent a diverse mix of type and typography professionals, students, and enthusiasts. We welcome type designers, graphic designers, UX designers, project managers, software engineers, web designers, information designers, researchers, historians, educators, writers, publishers, lettering artists, calligraphers, students, and interested others from around the world.

We are deep in the middle of planning a celebration of all things type in a fascinating location. Poland is a country unusually interested in type and design, its tradition of excellence and experimentation recognized worldwide. Warsaw is a cultural mecca, a city of history, of progress, of adventure; its citizens deeply committed to the arts and technology. Typographic activities are being planned in other Polish cities during ATypI week.

In addition to our organizing partners—Warsaw's Academy of Fine Arts, National Audiovisual Institute, and Polish-Japanese Academy of Information Technology—we are working with other educational institutions and cultural organizations in presenting ATypI 2016, including the Poster Museum at Wilanów (a division of the National Museum in Warsaw) and Poland's first Neon Museum.

ATypI 2016 will feature hands-on workshops, demonstrations, and tutorials; a forum day focused on type technology, business, and education; and a three-day general session packed with presentations and panel discussions. ATypI features a variety of special events and exhibitions to complement the activities taking place on stage and in the classroom.

ATypI regularly partners with the design and mainstream press to further promote the type community. Members of the press will be in attendance in Warsaw, eager to report on the exciting announcements that are always part of the event. We will use social media and other communications to create buzz about ATypI while its happening and long after. This enhanced exposure increases public awareness about type and technology and the innovative members of our community.

We promote ATypI and our sponsors and partners heavily before, during, and after the conference. We love to brag about the wonderful sponsors, partners, and volunteers who make the conference possible. ATypI attendees are enthusiastic, ready to soak in every experience. If you want to put your company in the spotlight, ATypI Warsaw is the place to be.

You will reap great rewards by using your marketing and charitable dollars to sponsor ATypI 2016. Your support enables us to make ATypI a truly enriching and rewarding event. Our attendees will make memories to last a lifetime, and they'll remember you, because you help make ATypI possible. You have an exceptional opportunity to support our community while promoting your business to a highly targeted audience.

Please consider becoming a sponsor of ATypI 2016. Levels and benefits are outlined on the following pages. In addition to financial contributions, donations of essential goods and services are welcome and encouraged. If you are interested in a one-of-a-kind sponsorship, please contact us to discuss building your custom package. We look forward to working with you to make our 60th conference the best ATypI ever.

Thank you for your support! See you in Warsaw.

Tamye Riggs
Executive Director
ATypI

EMAIL secretariat@atypi.org
WEB www.atypi.org
TWITTER [@atypi](https://twitter.com/atypi)
TEL +1.469.629.8973 (TYPE)

ATYPI 2016 WARSAW SPONSORSHIP LEVELS AND BENEFITS

TITANIUM SPONSOR: \$20,000 AND UP

Pre-conference promotions

- Your company logo and a 50-word profile (with link to your site) displayed on the ATyPI website
- Your company named as a major sponsor in press releases
- Your company named as a special event sponsor on the ATyPI website
- Your company promoted multiple times as a major sponsor on social media channels (including Facebook and Twitter)
- Your company name, URL, and 50-word profile included in an ATyPI news blast
- Your company logo displayed on most print advertising and promotional material

During ATyPI

- Your company named as sponsor of a high-profile special evening event
- Your company representative may make a 5-minute presentation during your sponsored special event
- Your company name and sponsorship status announced multiple times during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity for a chair drop: place your keepsake or other giveaway on each attendee chair prior to one session
- Opportunity to display your banner or placard in the main conference room or foyer (you provide materials)
- 2 complimentary standard exhibit tables or equivalent space for your custom booth for demos, meetings, or displays
- Complimentary ad placement in the conference program guide (2-page spread or 2 individual ad pages)
- Your company logo and a 50-word profile with your URL prominently displayed in the conference program guide
- 5 complimentary conference admissions for your team members (excludes optional workshops)
- 3 complimentary "partner passes" for admission to evening social events

Post-conference promotions

- Your company further acknowledged on the ATyPI website, social media channels, and opt-in email news list
- Your company mentioned in post-conference press release

DIAMOND SPONSOR: \$15,000

Pre-conference promotions

- Your company logo and a 50-word profile (with link to your site) displayed on the ATyPI website
- Your company named as a major sponsor in press releases
- Your company named as a programming track sponsor on the ATyPI website
- Your company promoted multiple times as a major sponsor on social media channels (including Facebook and Twitter)
- Your company name, URL, and 50-word profile included in an ATyPI news blast
- Your company logo displayed on most print advertising and promotional material

During ATyPI

- Your company named as the sponsor of a track of main-stage programming (business, education, or technology forums, or one afternoon or morning during the general session day)
- Your company representative may introduce the first speaker during your sponsored programming track
- Your company name and sponsorship status announced multiple times during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity for a chair drop: place your keepsake or other giveaway on each attendee chair prior to one session
- Opportunity to display your banner or placard in the main conference room or foyer (you provide materials)
- 2 complimentary standard exhibit tables or equivalent space for your custom booth for demos, meetings, or displays
- Complimentary ad placement in the conference program guide (1-page ad)
- Your company logo and a 50-word profile with your URL prominently displayed in the conference program guide
- 4 complimentary conference admissions for your team members (excludes optional workshops)
- 2 complimentary "partner passes" for admission to evening social events

Post-conference promotions

- Your company further acknowledged on the ATyPI website, social media channels, and opt-in email news list
- Your company mentioned in post-conference press release

SPONSORSHIP LEVELS AND BENEFITS CONTINUED ON THE NEXT PAGE

ATYPI 2016 WARSAW SPONSORSHIP LEVELS AND BENEFITS (CONTINUED)

PLATINUM SPONSOR: \$10,000

Pre-conference promotions

- Your company logo and a 50-word profile (with link to your site) displayed on the ATypl website
- Your company named as a major sponsor in press releases
- Your company named as a lunch sponsor on the ATypl website
- Your company promoted multiple times as a major sponsor on social media channels (including Facebook and Twitter)
- Your company name, URL, and 50-word profile included in an ATypl news blast
- Your company logo displayed on most print advertising and promotional material

During ATypl

- Your company named as the sponsor of a lunch during forum day or one day of the general session
- Your company may place signage indicating your meal sponsorship in the lunch area
- Your company name and sponsorship status announced multiple times during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity for a chair drop: place your keepsake or other giveaway on each attendee chair prior to one session
- Opportunity to display your banner or placard in the main conference room or foyer (you provide materials)
- 1 complimentary standard exhibit table or equivalent space for your custom booth for demos, meetings, or displays
- Complimentary ad placement in the conference program guide (1-page ad)
- Your company logo and a 50-word profile with your URL prominently displayed in the conference program guide
- 4 complimentary conference admissions for your team members (excludes optional workshops)
- 2 complimentary "partner passes" for admission to evening social events

Post-conference promotions

- Your company further acknowledged on the ATypl website, social media channels, and opt-in email news list
- Your company mentioned in post-conference press release

GOLD SPONSOR: \$7,500

Pre-conference promotions

- Your company logo and link to your site displayed on the ATypl website
- Your company named as a sponsor in press releases
- Your company named as a coffee break sponsor on the ATypl website
- Your company promoted multiple times as a sponsor on social media channels (including Facebook and Twitter)
- Your company name and URL included in an ATypl news blast
- Your company logo displayed on print advertising and promotional material

During ATypl

- Your company named as the sponsor of a morning or afternoon coffee break during forum day or one day of the general session
- Your company may place signage indicating your break sponsorship in the break area
- Your company name and sponsorship status announced during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity to display your banner or placard in the main conference room or foyer (you provide materials)
- 1 complimentary standard exhibit table or equivalent space for your custom booth for demos, meetings, or displays
- Complimentary ad placement in the conference program guide (1/2-page ad)
- Your company logo displayed in the conference program guide
- 3 complimentary conference admissions for your team members (excludes optional workshops)

Post-conference promotions

- Your company further acknowledged on the ATypl website, social media channels, and opt-in email news list

SPONSORSHIP LEVELS AND BENEFITS CONTINUED ON THE NEXT PAGE

ATYPI 2016 WARSAW SPONSORSHIP LEVELS AND BENEFITS (CONTINUED)

SILVER SPONSOR: \$5,000

Pre-conference promotions

- Your company logo and link to your site displayed on the ATypl website
- Your company named as a sponsor in press releases
- Your company promoted as a sponsor on social media channels (including Facebook and Twitter)
- Your company name and URL included in an ATypl news blast
- Your company logo displayed on print advertising and promotional material

During ATypl

- Your company name and sponsorship status announced during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- 1 complimentary standard exhibit table or equivalent space for your custom booth for demos, meetings, or displays
- Complimentary ad placement in the conference program guide (1/2-page ad)
- Your company logo displayed in the conference program guide
- 2 complimentary conference admissions for your team members (excludes optional workshops)

Post-conference promotions

- Your company further acknowledged on the ATypl website, social media channels, and opt-in email news list

BRONZE SPONSOR: \$2,500

Pre-conference promotions

- Your company logo and link to your site displayed on the ATypl website
- Your company named as a sponsor in press releases
- Your company promoted as a sponsor on social media channels (including Facebook and Twitter)
- Your company name included in an ATypl news blast

During ATypl

- Your company name and sponsorship status announced during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity to place additional promotional or giveaway materials on a shared table near the main conference room
- Complimentary ad placement in the conference program guide (1/4-page ad)
- Your company logo displayed in the conference program guide
- 1 complimentary conference admission for one of your team members (excludes optional workshops)

Post-conference promotions

- Your company further acknowledged on the ATypl website, social media channels, and opt-in email news list

COPPER SPONSOR: \$1,000—OUR NEW ENTRY-LEVEL SPONSORSHIP OPPORTUNITY

Pre-conference promotions

- Your company logo and link to your site displayed on the ATypl website
- Your company promoted as a sponsor on social media channels (including Facebook and Twitter)
- Your company name included in an ATypl news blast

During ATypl

- Your company name announced during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- Your company name listed in the conference program guide

Post-conference promotions

- Your company further acknowledged on the ATypl website, social media channels, and opt-in email news list

The opportunities detailed here represent standard ATypl 2016 sponsorship packages. ATypl package sponsors may take advantage of additional item-level sponsorships (see examples listed on the next page) or create custom sponsorship packages. Please email Tamy Riggs at secretariat@atypi.org or call +1.469.629.8973 between 9am and 9pm Eastern/New York Time to discuss options.

Sponsors are responsible for the production and shipment of their own promotional materials, banners, giveaways, goodie bag items, etc., and are responsible for all shipping costs, customs charges, taxes, tariffs, and any other associated charges incurred. ATypl is not responsible for lost, damaged, or stolen merchandise, personal items, or promotional or other materials.

Sponsorship rates are quoted in US dollars, and are based on remittance made in advance. Please contact us to discuss in-kind sponsorships. Benefits are subject to change without notice. ATypl is a 501(c)(3) non-profit organization incorporated in the State of California and recognized by the United States Internal Revenue Service. Sponsorships are deductible only to the extent allowed by law. Please consult your tax professional or the taxing body in your country for information on charitable contributions.

ATYPI 2016 WARSAW ITEM LEVEL SPONSORSHIPS

GOODIE BAG SPONSOR: \$5,000

Pre-conference promotions

- Your company logo and link to your site displayed on the ATyPI website
- Your company promoted as a sponsor on social media channels (including Facebook and Twitter)
- Your company name included in an ATyPI news blast

During ATyPI

- Your company name and sponsorship status announced during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity to place additional promotional or giveaway materials on a shared table near the main conference room
- Complimentary ad placement in the conference program guide (1/4-page ad)
- Your company logo displayed in the conference program guide

Post-conference promotions

- Your company further acknowledged on the ATyPI website, social media channels, and opt-in email news list

T-SHIRT SPONSOR: \$5,000

Pre-conference promotions

- Your company logo and link to your site displayed on the ATyPI website
- Your company promoted as a sponsor on social media channels (including Facebook and Twitter)
- Your company name included in an ATyPI news blast

During ATyPI

- Your company name and sponsorship status announced during the conference
- Complimentary placement of your promotional materials in the conference goodie bags
- Opportunity to donate special items as prizes to be given away to conference attendees
- Opportunity to place additional promotional or giveaway materials on a shared table near the main conference room
- Complimentary ad placement in the conference program guide (1/4-page ad)
- Your company logo displayed in the conference program guide

Post-conference promotions

- Your company further acknowledged on the ATyPI website, social media channels, and opt-in email news list

STUDENT/ACADEMIC SCHOLARSHIP SPONSOR: \$1,000—PER CONFERENCE ADMISSION FOR SOMEONE OTHER THAN YOURSELF

Pre-conference promotions

- Your company name and link to your site displayed on the ATyPI website
- Your company promoted as a scholarship funder on social media channels (including Facebook and Twitter)
- Your company name included in an ATyPI news blast

During ATyPI

- Complimentary placement of your promotional materials in the conference goodie bags
- Your company name listed in the conference program guide (upgrade to logo displayed if sponsoring 5+ scholarships)

Post-conference promotions

- Your company further acknowledged on the ATyPI website, social media channels, and opt-in email news list

MEDIA PARTNER: VALUE TO BE DETERMINED—BASED ON AD PLACEMENT

Pre-conference promotions

- Your company logo and link to your site displayed on the ATyPI website
- Your company promoted as a media partner on social media channels (including Facebook and Twitter)
- Your company name included in an ATyPI news blast

During ATyPI

- Complimentary placement of your promotional materials in the conference goodie bags
- Your company logo displayed in the conference program guide
- 1 press pass for full-conference access for the purposes of covering the event

Post-conference promotions

- Your company further acknowledged on the ATyPI website, social media channels, and opt-in email news list

DONATION OF GOODS AND SERVICES: VALUE TBD

We are always in need of in-kind services such as catering, photography, videography, printing, computers, AV, and other tech services and equipment, special event venues, etc.

In-kind donations will be given benefits at the same level as sponsors at equivalent cash value levels. Please contact us to discuss opportunities.