
**ATypI
Barcelona
2014**

**Typographic
Dialogues**

**17–
21.09.2014**

Aa Bb

Sponsoring the conference

www.atypi.org

Typography and type design has been at the core of Graphic communication since the early years of the printing press when typography was born. Graphic design has been largely based on the use of type as a means for communication.

The theme of the conference — “Typographic Dialogues” — wants to explore the relationships among type design, typography and graphic design, specially in a moment where great technological changes are occurring.

We welcome presentations that deal with all different aspects of type as part of the design culture, specially in those areas where interaction with graphic design is closer. We are grateful to our sponsors, who help us widen access to ATypI by keeping fees down, especially for students and delegates from countries with relatively low per-capital incomes.

A large, bold, blue graphic consisting of the letters 'S' and 's' in a sans-serif font. The 'S' is significantly larger than the 's', and both are rendered in a vibrant cyan-blue color. They are positioned in the bottom left corner of the page.

Platinum

\$10.000 +

Pp

Logo featured

Your logo is displayed as a Platinum level sponsor:

- on our event homepage
- on all marketing and show materials
- on a revolving basis between talks

Logo links

Your company logo is dynamically linked wherever it is used on the ATypI 2014 website

Sponsor possibilities

You may sponsor the evening event or an exhibition opening reception

Five-minute presentation

Your representative may make a five-minute presentation at the chosen dinner or reception

Banner or placard displayed

Your company banner or placard is displayed

prominently - Sponsor provides banner

Listed and quoted

You are listed as a Platinum sponsor and quoted in the show announcement press release

Two-page spread

You receive a two-page spread for your advertising in the ATypI 2014 Program Guide

Promotional material

Included in conference bag

Extras

- 3 full conference passes. 5 days
- 3 passes to the evening event or reception you sponsor
- Tabletop display or demonstration table in exhibition area. You may bring your own self contained display materials

Gold

\$10.000

Gg

Logo featured

Your logo is displayed as a Gold level sponsor:

- on our event homepage
- on all marketing and show materials
- on a revolving basis between talks

Logo links

Your company logo is dynamically linked wherever it is used on the ATypI 2014 website

Sponsor possibilities

You may sponsor one lunch of choice

Banner or placard displayed

Your company banner or placard is displayed prominently. Sponsor provides banner

Listed and quoted

You are listed as a Gold sponsor and quoted in the show announcement press release

Full-page

You receive a full-page for your advertising in the ATypI 2014 Program Guide

Promotional material

Included in conference bag

Extras

- 2 full conference passes. 5 days
- 2 tickets to the lunch you sponsor
- Tabletop display or demonstration table in exhibition area. You may bring your own self contained display materials

Silver

\$7.500

Ss

Logo featured

Your logo is displayed as a Silver level sponsor:

- on our event homepage
- on all marketing and show materials
- on a revolving basis between talks

Listed

You are listed as a Silver sponsor in the show announcement press release

Full-page

You receive a full-page for your advertising in the ATypI 2014 Program Guide

Promotional material

Included in conference bag

Extras

- 2 full conference passes. 5 days
- Tabletop display or demonstration table in exhibition area. You may bring your own self contained display materials

Bronze

\$5.000

Bb

Logo featured

Your logo is displayed as a Bronze level sponsor:

- on our event homepage
- on all marketing and show materials
- on a revolving basis between talks

Listed

You are listed as a Bronze sponsor in the show announcement press release

Half-page

You receive a half-page for your advertising in the ATypI 2014 Program Guide

Promotional material

Included in conference bag

Extras

- 1 full conference pass. 5 days

Other sponsorship opportunities

T-shirts — \$4.000

- Your logo is placed discreetly on the conference T-shirt
- You are sole sponsor, aside from conference descriptor text
- You will receive a quarter page space for advertising in the ATypI 2014 Program Guide
- Your promotional material is included in the conference bag
- Your logo is displayed on our event homepage and on all marketing and show materials

Shoulder bags — \$4.000

- Your logo is placed discreetly on the conference bag
- You are sole sponsor, aside from conference descriptor text
- You will receive a quarter page size space for advertising in the ATypI 2014 Program Guide
- Your promotional material is included in the conference bag
- Your logo is displayed on our event homepage and on all marketing and show materials

Refreshments — \$4.000 each

- Sponsor the morning or afternoon refreshments of your choice, or coffee/tea service for a day of your choice
- Your signage is placed on relevant break tables
- You will receive a quarter page size space for advertising in the ATypI 2014 Program Guide
- Your promotional material is included in the conference bag
- Your logo is displayed on our event homepage and on all marketing and show materials

Promotional materials — \$1.000

- We distribute to attendees your logo-bearing promotional material such as: bags, pens, or other gifts
- Your company logo is listed in the ATypI 2014 Program Guide
- Your promotional material is included in the conference bag
- Your logo is displayed on our event homepage and on all marketing and show materials

Student/academic scholarship — \$1000.00

- You sponsor a student, academic, or other participant of choice - except yourself
- Your company logo is listed in the ATypI 2014 Program Guide
- Your promotional material is included in the conference bag
- Your logo is displayed on our event homepage and on all marketing and show materials

- ### **Donation of services**
- You donate video production, printing for the ATypI 2014 Program Guide or poster series, or other in-kind contributions
- Your company logo is listed in the ATypI 2014 Program Guide
 - Your promotional material is included in the conference bag

Additional benefits may be available in return for in-kind donations, comparable to equivalent sponsorship levels

Other opportunities

We are always open to developing new ways for conference sponsors to communicate their messages. If you have a sponsorship idea and you don't see it here, please contact Barbara Jarzyna, Secretariat, Association Typographique Internationale: secretariat@atypi.org

How to sponsor

If you would like to discuss sponsorship, and have not been contacted directly by a representative of ATypI 2014, please contact Barbara Jarzyna, Secretariat, Association Typographique Internationale: secretariat@atypi.org

ATypI
Barcelona
2014

AaBb