



Sponsorship Guidelines

**13th International Conference of
University Librarians Association of Sri Lanka**

ICULA-2023

on the theme of

"Transforming Academic Libraries for a Sustainable Future"

Mount Lavinia Hotel, Colombo, Sri Lanka

26th of October 2023

INTRODUCTION:

The University Librarians’ Association of Sri Lanka (ULA) stands as a distinguished professional organization within Sri Lanka, steadfastly championing the interests of library practitioners within the nation's university library sector for over four decades. Comprising a dedicated cohort of full-time permanent Librarians, Deputy Librarians, Senior Assistant Librarians, Assistant Librarians, and faculty members from departments of Library and Information Sciences across universities and campuses, our association is an embodiment of expertise and commitment. Our shared governance structure underscores our collective proficiency in the university library sector and academic arenas, uniting us as Librarians, Consultants, Researchers, and Experts to facilitate national growth through the empowerment of Library and Information Science (LIS).

ULA serves as a dynamic platform, fostering the exchange of research and advancements achieved by university library professionals. Through our annual international research conferences, we pave the way to delve into contemporary subjects directly relevant to the university library profession. Over the years, these sessions have hosted an array of high-quality, standard research papers addressing diverse facets of the LIS profession. During this journey, ULA successfully orchestrated twelve editions of its prestigious international conference (ICULA). University librarians, LIS educators, researchers, and professionals from interconnected domains converge on this singular platform, facilitating vibrant discussions, ideation, and the exchange of both theories and practices.

This year, ULA is honored to announce the 13th International Conference of the University Librarians’ Association of Sri Lanka (ICULA 2023), centered around the theme "Transforming Academic Libraries for a Sustainable Future." This significant event is scheduled for the 26th of October 2023, and will take place at the Mount Lavinia Hotel in Colombo, Sri Lanka.

It is expected that the Conference will draw the participation of approximately 150 Library and Information Science (LIS) professionals and stakeholders, representing government universities and beyond.

FOR YOUR BRAND DEVELOPMENT

ICULA 2023 serves as an exceptional platform for brands that want to establish or strengthen their connections with university librarians, LIS educators, and associated stakeholders. We extend an invitation to collaborate closely with us to customize your sponsorship package, tailoring it to encompass high-visibility components that resonate with your branding goals. Your brand’s resonance within this esteemed gathering is both welcomed and encouraged.

MEMBER UNIVERSITIE LIBRARIES:

University of Colombo	University of Peradeniya	University of Sri Jayewardenepura	University of Kelaniya
University of Moratuwa	University of Jaffna	University of Ruhuna	The Open University of Sri Lanka
Eastern University, Sri Lanka	South Eastern University of Sri Lanka	Rajarata University of Sri Lanka	Sabaragamuwa University of Sri Lanka
Wayamba University of Sri Lanka	Uva Wellassa University	University of the Visual & Performing Arts	Gampaha Wickramarachchi University of Indigenous Medicine
University of Vavuniya	General Sir John Kotelawala Defence University	Buddhist and Pali University of Sri Lanka	

SPONSORSHIP PACKAGES:

Package	Payment	Online/ Print Proceedings	Website Promotion	Social Media Promotion	Event Booth	Live Presentation / Video	Email Circulations	Certificate	Complimentary passes	
Diamond	USD 1000	Center Fold (2pages)	✓	✓	✓	10 mins	✓	✓	Free	50% off
	LKR 250,000								03	01
Platinum	USD 850	One Page	✓	✓	✓	7 mins	✓	✓	Free	50% off
	LKR 150,000								02	01
Gold	USD 700	Half Page	✓	✓	✓	5 mins	✓	✓	Free	50% off
	LKR 100,000								02	01
Silver	USD 550	Quarter Page	✓	✓	✓	3 mins	✓	✓	Free	30% off
	LKR 75,000								02	01
Bronze	USD 400	1/8 page	✓	✓	✓	--	--	✓	Free	--
	LKR 50,000								02	--

* Three (3) free passes will be provided for foreign sponsorship.

DIAMOND SPONSORSHIP (02):

- At the beginning of the event, prominent references of **the main sponsor** firm with a brief profile.
- An executive from the sponsor may participate in the sessions as a speaker or **10-minute business presentation**
- Logo will be printed as a Diamond Sponsor on Conference Kits and the Event Backdrop.**

PLATINUM SPONSORSHIP (04):

- At the beginning of the event, prominent references of the sponsor firm with a brief profile.
- Logo will be printed as a Platinum Sponsor on Conference Kits and the Event Backdrop.**

GOLD SPONSORSHIP (04):

- Logo will be printed as a Gold Sponsor on Conference Kits and the Event Backdrop.**

CLOSING DINNER SPONSORSHIP:

- An executive from the sponsor may participate in the sessions as a speaker or **05-minutes business presentation** at the dinner.
- Two (2) complimentary passes to the Conference

KEY BENEFITS OF SPONSORING:

- Opportunity for vendors, publishers, service providers, and information providers to promote their products and services in order to boost their brand awareness
- Exposure to a dedicated audience who will be ideal collaborators
- A chance to meet face-to-face with potential clients (University Librarians)
- Identify new sales prospects
- Inform the market about your strong expertise in the field
- Email circulations to participants
- Name and/or Logo will be displayed in the online and printed proceedings (Note: Limited number of proceedings will be printed)
- Name and/or Logo of the sponsors will be posted on the website and in the proceedings
- Option to share your own publicity material at event venue, i.e., handouts, brochures
- Provision to insert a write-up/brochure of your company in the delegate kits at the event
- Provision to distribute your company gifts/mementos to delegates at your own costs
- Display of promotional materials on conference websites as well as the ULA main website
- During the Conference the name, logo, and website information will be prominently displayed.

PAYMENT DETAILS:

Please use the following bank details to transfer the conference sponsorship fee:

Account Number	: 086100171190031
Swift Code:	: PSBKLKLX
Bank Code:	: 7135
Branch Code`	: 086
Account Name	: University Librarians Association
Bank Name	: People’s Bank, Thimbirigasyaya Branch
Bank Address	: 75, Havelock Road, Colombo 05, Sri Lanka
Purpose/Remarks	: Sponsorship for ICULA 2023 [name of the payer]

TERMS AND CONDITIONS:

1. Interested sponsors and exhibitors should complete out the Sponsorship Application Form and send it to secretary_icula@ulasl.lk.
2. 50% down payment is required to confirm sponsorship application which shall due two (2) weeks, including weekends, after receipt of sponsorship application. Confirmed sponsorship means receipt of the down payment by the organizer. The payment shall not be refunded if cancellation of sponsorship is made after 1 October 2023.
3. Full payment of the sponsorship shall be made on or before 10 October 2023.
4. Deposit should be made into the given bank account details.
5. Exhibitors are responsible for all supplies required other than those given by the organizer, providing that this does not cause disruption to other exhibitors.
6. Exhibitors must always maintain proper decorum during their displays.
7. For further information and inquiries, please visit <http://www.ulasl.lk/icula2023> or email us at secretary_icula@ulasl.lk.

You may also contact any of the following:

Mrs. Pavithra Mayuri – hepmayuri@lib.ruh.ac.lk

Mrs. Pradeepa De Silva – udayangani@kln.ac.lk

Mrs. Manori Samarakoon – manori@bpu.ac.lk

13th International Conference of University Librarians Association of Sri Lanka SPONSORSHIP APPLICATION FORM

Company Name: _____

Company Address: _____

Contact No:

Landline: _____ Mobile: _____

E-mail: _____

Main Line of Business: _____

Contact Person: _____

Package chosen: _____

Reminders:

1. 50% down payment is required to confirm sponsorship application which shall due two (2) weeks, including weekends, after receipt of sponsorship application. Confirmed sponsorship means receipt of the down payment by the organizer.
2. Full payment of the sponsorship rate applied for shall be made on or before 10th of October 2023.

CONFORM: _____

Signature over Printed Name

Please return this form to: secretary_icula@ulasl.lk

CC to the following:

Mrs. Pavithra Mayuri - hepmayuri@lib.ruh.ac.lk

Mrs. Pradeepa De Silva - udayangani@kln.ac.lk

Mrs. Manori Samarakoon - manori@bpu.ac.lk