



In September 2008 the Eighth International Conference on Dublin Core and Metadata Application will be held for the first time in Germany. We are delighted to host this internationally renowned conference about innovative topics in digital information and Web technologies in Berlin.

The conference will focus on Semantic Web – the use of semantic “metadata” for the integrating knowledge sources, and Social Applications – the use of Web-based cooperation platforms such as wikis in managing metadata. These technologies flow together in applications such as *Wikipedia*, where structured information produced collectively can be integrated with other information sources.

Between 200 and 350 experts from science, business, and research from 30 nations visit the conference every year.

The annual conference takes place in a different country every year – most recently in Singapore, Mexico, Spain, and USA – and includes presentations of scientific papers, meetings of *Dublin Core Metadata Initiative (DCMI)* working groups and side events in the form of seminars and tutorials. *DCMI* (www.dublincore.org) is an organisation which develops global metadata standards, tools and infrastructures for the improvement of information management.

The main conference will be held at the *Humboldt-Universität zu Berlin* and side events will be held at the *Harnack House* of the *Max-Planck-Gesellschaft*.

organised by



HUMBOLDT-UNIVERSITÄT ZU BERLIN



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Our Sponsoring Offers

Our Offer

If you would like to present your company to a national and international clientele with worldwidely renowned experts of information technology, we can offer you the appropriate sponsoring cooperations.

The *International Conference on Dublin Core and Metadata Applications* is a good place to present advertisement:

- The Dublin-Core-Conference is the largest international conference on metadata
- Metadata plays a key role in the information age.
- Dublin Core is a well-established organisation with a good reputation
- The Dublin-Core-Conference covers innovative and advanced topics of digital information processing such as Semantic Web and Social Computing.

Our Services

Our services include

- your company logo on conference brochures and documents and advertising gifts
- references to your company in announcements
- advertising banners at the conference and/or at the locations for social events
- product placement
- display of brochures
- company logo on the conference homepage
- and much more!

Sponsoring Possibilities

In case you are not convinced about the optimal advertising effect of one of our ready made offers and services, we would be glad to offer you individually customised sponsoring cooperations.

We would also be happy to negotiate individual conditions according to your budget together with you in a personal meeting, via e-mail or on the phone.

Sponsor Rank

Our sponsoring offers are separated into the categories silver sponsor, gold sponsor and main sponsor. The sponsor status depends on the amount of money you support us with. You can accept our sponsoring offer with as little as 500.00 Euro.



Silver Sponsor

Companies that accept our package offers with 500.00 to 1,000.00 Euro or support us with a contribution of 500.00 to 1,000.00 Euro will have the status of Silver Sponsor.



Gold Sponsor

Companies that accept our package offers with 1,000.00 to 5,000.00 Euro or support us with a contribution of 1,000.00 to 5,000.00 Euro will have the status of Gold Sponsor.



Main Sponsor

Companies that accept our package offers with more than 5,000.00 Euros or support us with a contribution with more than 5,000.00 Euros will have the status of Main Sponsor.

Survey of our Offers and Services


In the following tables you will find an overview of our sponsoring offers mentioning the associated services depending on the sponsoring status. A combination of our sponsoring offers is possible of course.



Sponsor Status: Main Sponsor

The Main Sponsor Status is for companies who seize our offers with more than 5,000.00 Euro.

catering – conference dinner

our offer	our services
conference dinner for 300 persons	<ul style="list-style-type: none"> • your company logo on the invitation to the dinner • greeting of your company during the greeting of the dinner guests • your advertising banner at the conference venue and/or the dinner venue • product placement on the dinner venue • presentation of your company in a speech during the conference
 Main Sponsor	35.000 €

catering – conference catering

our offer	our services
<p>catering for the entire conference for 300 persons:</p> <ul style="list-style-type: none"> • catering during breaks • lunch <p>(except for reception and dinner)</p>	<ul style="list-style-type: none"> • your advertising banner at the conference venue and/or the catering area • greetings to your company • display of advertising material during the catering (for example place cards) • product placement on the dinner venue • presentation of your company in a speech during the conference
 Main Sponsor	
27.000 €	

Consideration of the Offers for Main Sponsors

The size of the displayed advertising banners depends on the special conditions of the conference venue and the conference reception venue. We are happy to offer you a product placement which is also dependent on the special conditions. Please confer with us about this issue.

The mentioned prices are average prices that can vary according to your requests.



Sponsor Status: Gold Sponsor

The Gold Sponsor Status is for companies who seize our offers from 1,000.00 to 5,000.00 Euro.

our offer	our services
welcome reception	<ul style="list-style-type: none"> • your advertising banner at the conference venue and/or the reception venue • your company logo on the invitation to the reception • product placement on the reception venue • display of advertising material at the reception venue (for example place cards)
Gold Sponsor assigned	

our offer	our services
750 USB-sticks (512 MB)	<ul style="list-style-type: none"> • your company logo on the USB stick • your advertising material in the conference bag • your advertising material data on the stick
Gold Sponsor assigned	

Consideration of the Offers for Gold Sponsors

The mentioned prices are average prices that can vary according to your requests.

In the case of promotional materials, you may make a donation towards the purchase of materials or provide support "in kind" (in which case your status as sponsor will depend on the value of the in-kind donation).

We would be glad to put your donations in kind into our conference bag bringing Berlin closer to the participants (souvenirs).



Sponsor Status: Silver Sponsor

The Silver Sponsor Status is for companies who seize our offers from 500.00 to 1,000.00 Euro.

our offer	our services
750 name tags	<ul style="list-style-type: none"> your company logo on the name tag
Silver Sponsor 900 €	

our offer	our services
750 ball pens	<ul style="list-style-type: none"> your company logo on the ball pen
Silver Sponsor assigned	

our offer	our services
750 post-it pads	<ul style="list-style-type: none"> your company logo on the post-it pad
Silver Sponsor assigned	

Consideration of the Offers for Silver Sponsors

The mentioned prices are average prices that can vary according to your requests.

In the case of promotional materials, you may make a donation towards the purchase of materials or provide support "in kind" (in which case your status as sponsor will depend on the value of the in-kind donation).

We would be glad to put your donations in kind into our conference bag bringing Berlin closer to the participants (souvenirs).

Additional Services

All sponsors will be presented with their company logo

- on our homepage
- in our conference programme

and, as far as possible, on the banners, mentioning their sponsor status.

We ask for your appreciation that we cannot guarantee a complete listing of all sponsors in press releases and flyers according to the number of our sponsors. We reserve the right to favour the Main Sponsors being mentioned.

Futher Considerations

The sponsor is responsible for the submission of printable company logos. In case you decide to make a sponsoring contract with us we provide you with the ready printed material for approval.

Thank you very much for your interest!

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