

2nd Annual Conference of the International Council on Archives
9th European Conference on Archives
13th Image and Research Seminar



 #ica2014



11th-15th OCTOBER

Sponsorship & Exhibition opportunities

Greetings from the Mayor of Girona

It is my pleasure to welcome you to the Congress on Archives and Cultural Industries. In 2014, Girona will be the world's centre for the memory of human cultural heritage, a milestone that will mark a before and after in the examination and dissemination of cultural records on a global scale over the next decade.

Our city has become a reference point of Catalan culture, synonymous with our historical, cultural, literary and gastronomic heritage, and which has also become known for innovation and research and development. For these reasons Girona was chosen to host three major international events: the 2nd Annual Conference of the International Council on Archives, the 9th European Conference on Archives and the 13th Imaging and Research Seminar.

These events, which together will form the Congress on Archives and Cultural Industries, were conceived to rethink the role of archives in the Information and Knowledge Society; in other words, how to use the vast potential of archives and records in the development of humanity in all fields and for the creation of cultural consumer products.

On behalf of the City of Girona, I greatly appreciate the level of confidence bestowed upon us by the International Council on Archives by having chosen our city to host this Congress. I encourage you to come see and enjoy all of the cultural and touristic diversions that can be found. We welcome you!

Carles Puigdemont i Casamajó
Mayor of Girona

Greetings from the Chief Archivist of the City of Girona

It is a pleasure to welcome and invite you to participate in the **Congress on Archives and Cultural Industries** which will be held in the city of Girona from 11 - 15 October of 2014.

The event is organised by the City Council of Girona, along with the Girona City Archives, the International Council on Archives (ICA) and the European Regional Branch of the International Council on Archives (EURBICA), and the support of many other institutions and public and private entities.

The Congress on Archives and Cultural Industries is hosting the 2nd Annual Conference of the International Council on Archives, the 9th European Conference on Archives and the 13th Image and Research Seminar. Our goal is to open up debate on a crucial topic for archives, which is the potential of preserved records to generate wealth and provide resources for the creation and consumption of culture among citizens.

I would like to take this opportunity to thank the members of both the Scientific Committee and the Local Committee for their collaboration. Their commitment and contributions are crucial to ensuring the success of this Congress.

Come to Girona. We will be happy to greet you and take the opportunity to show you not only our rich documentary heritage (Girona is a city of archives) but also everything else that has been accumulated since the Romans founded our city, more than two thousand years ago.

Joan Boadas i Raset

CHIEF ARCHIVIST OF THE CITY OF GIRONA

Invitation from the ICA President

I warmly invite you all to ICA's 2nd Annual Conference in Girona in 2014. It is also the 9th European Conference on Archives and the 13th Image and Research Seminar and ICA is delighted to be partnering with these respected major Audio-visual and European Archival events to deliver a professional programme addressing such a fascinating topic. Our presentations and debates will focus on maximising the potential of our textual, graphic, cartographic, photographic and audiovisual material in new and innovative ways to reach wider audiences as well as to realise financial opportunities to support collection management and policy. We are aiming to welcome not just ICA members and the archival community but also researchers, designers and creatives from a very wide range of professional and recreational backgrounds.

Girona is a beautiful city with many historic sites and well-established archival institutions. The Conference also offers the opportunity to network not just within ICA but with an unusually wide range of professional contacts. Put the date in your diary now and see you in Girona in October 2014!

Martin Berendse

ICA PRESIDENT

Girona 2014: 1 Congress, 3 Events

The Girona City Council, through its Municipal Archives, will host and organize the **2nd Annual Conference of the International Council on Archives** which will take place in October 2014, as approved by the General Assembly of the International Council on archives, which convened on 24 August 2012 in Brisbane, Australia.

This event will coincide with the **9th European Conference on Archives (ECA)**, organized every four years by the European Regional Branch of the International Council on Archives (EURBICA).

Also taking place on the same dates will be the **13th Image and Research Seminar**, organized biennially by the Centre for Image Research and Dissemination (CRDI) of the City Council of Girona along with the Archivists & Record Managers Association of Catalonia (AAC), and who are mainly devoted to photographic and audio-visual documents.

All three events are grouped under a common title: **Congress on Archives and Cultural Industries**, with the aim of sparking debate on such a crucial topic for archives as is the potential of preserved records to be a resource for the creation and consumption of culture among citizens.



Congress on Archives and Cultural Industries

Archives all over the world hold an enormous amount of textual, graphic, audio-visual, photographic and cartographic documents that form the collective memory of humankind. These archives have traditionally been responsible for preserving and organizing this information in order to help manage the needs of the people and make historical research possible. Moreover, documents stored in archives may have other uses such as the creation of cultural consumer products.

The digitization of documentation has allowed for the creation of multiple cultural resources accessible via the Internet and other communication networks and which is of prime interest to businesses and consumers. It is very important, therefore, to understand the potential of this documentation to respond to the needs of those who generate cultural products and to the consumer demands of the people.

Therefore, innovative strategies must be established for both the treatment and organization of documentation, as well as its dissemination and exploitation, by means of legal principles that respect intellectual property rights and, ultimately, by rethinking the role of archives in the Information and Knowledge Society.

This is one of the objectives of the Congress that, organised by the ICA, EURBICA, and the Girona City Archives, will be held in the City of Girona in 2014.

The Conference will focus on these issues from three points of view:

- **Content:** how to organize, describe, digitize or disseminate documentary information to increase access and contribute to its value.
- **Cultural Industry:** what are the new businesses creating and distributing digital content and how to facilitate cooperation between the public and private sectors to foment business.
- **The People:** what are the interests and the cultural consumption habits of the people, and what trends might there be in the future?

Scientific Committee Members

- **Joan Boadas i Raset.** City of Girona - City Archives
- **Margaret Crockett.** International Council on Archives (ICA)
- **Henri Zuber.** International Council on Archives (ICA/PCOM)
- **Didier Grange.** International Council on Archives (ICA)
- **Karel Velle.** International Council on Archives (ICA/EURBICA)
- **Alfonso Arbaiza.** Fundetec (Madrid)
- **Anabella Barroso.** Coordinadora Asociaciones de Archiveros (CAA)
- **Enric Cobo Barri.** Archives Coordination Area. Generalitat of Catalonia.
- **Edgard Garcia Casellas.** Catalan Institute for the Cultural Companies (ICEC). Generalitat de Catalunya.
- **Joan Antoni Jiménez.** Archivists & Record Managers Association of Catalonia (AAC)
- **Fred van Kan.** International Council on Archives (ICA/SPA)
- **Caroline Kimbell.** The National Archives (United Kingdom)
- **Fabien Lengellé.** Library and Archives Canada
- **James Lowry.** International Records Management Trust (IRMT)
- **Sue Malden.** FOCAL International. The Federation of Commercial Audiovisual Libraries International.
- **Irene Manclús.** Coordinadora Asociaciones de Archiveros (CAA)
- **Fernando Osorio.** Fundación Televisa (Mexico)
- **Bernardo Riego.** University de Cantabria
- **Eugènia Serra.** Biblioteca de Catalunya (Barcelona)
- **Patricia Sleeman.** University of London Computer Centre
- **Martin Stahl.** City of Stockholm Executive Office.
- **Vladimir P. Tarasov.** Federal Archival Agency of Russia
- **Helen Walker.** National Archives of Australia

Contributors

- **Lluís-Esteve Casellas.** City of Girona - City Archives
- **David Iglésias.** City of Girona - City Archives
- **Anna Gironella.** City of Girona - City Archives

Local Committee Members

- **Albert Riera.** City Council of Girona
- **Joan Boadas.** City of Girona - City Archives
- **Lluís-Esteve Casellas.** City of Girona - City Archives
- **Anna Gironella.** City of Girona - City Archives
- **David Iglésias.** City of Girona - City Archives
- **M. Àngels Adroher.** Central Archive Administrator of the Generalitat in Girona
- **Carne Blanco.** Central Archive of the Palau de Justícia of Girona
- **Miquel Casademont.** University of Girona Archives
- **Xon Colomer.** Archive of the Girona Provincial Council
- **Joan Ferrer.** Historical Archive of Girona
- **Joan Naspleda.** Archive of the Diocese of Girona
- **Jordi Pons.** The Film Museum (Museu del Cinema)
- **Jaume de Puig.** Archive of the Diocese of Girona
- **Carne Renedo.** Girona Provincial Council - Library Services

What is the ICA?

The International Council on Archives (ICA) is a non-governmental organization that is dedicated to promoting and ensuring the development of archives worldwide. Archives, as the main custodians of human activities and business, guarantee of the rights of citizens and States, and are essential for democracy and proper administration. Archives also play a crucial role in safeguarding the memory of humankind, since they conserve the witnesses of its past.



The ICA is a decentralized organization funded by its members and governed by a general Assembly and an Executive Committee. It is divided into several branches that bring together professionals in the same region, as well as sections, committees and work groups that bring together different professional sectors. The ICA has approximately 1,500 members in over 190 countries and territories.

EURBICA

EURBICA is the European regional branch of the International Council on Archives (ICA). It was officially created at the 6th European Conference on Archives, which took place in Florence in 2001.

EURBICA is responsible for carrying out the policies and programmes of the ICA that are relevant for European members. At the same time, it provides visibility and adequate representation to European countries in the International Council on Archives.



The ICA has 13 regional branches that territorially distribute the activities of its members. Regional branches were created with the aim of promoting and encouraging cooperation between members of the same territory to work on issues of common interest.

The Girona Conference Centre, venue of the event

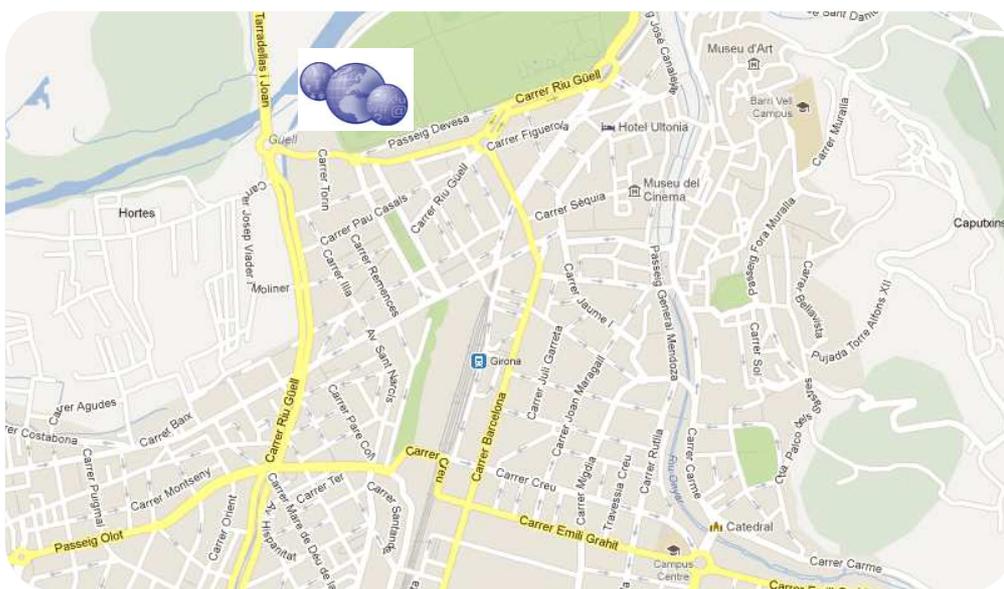
The Girona Auditorium and Conference Centre is part of a new generation of 21st century conference centres. Designed by the renowned team of local architects Jordi Bosch Genover, Joan Tarrús Galter, and Manel Bosch Aragó, it is a facility specially designed as an Auditorium and Conference Centre.



This spectacular building occupies an area of 10,000 m² on the West end of Parc de la Devesa, a protected area of more than 2,000 plane trees. It is connected to the Trade Fair Centre (Palau Firal) at the confluence of the Güell and Ter rivers and offers magnificent views of the Parc de les Ribes de Ter.

Girona Conference Centre

Pg. de la Devesa, 35
17001 Girona



Event Fact Sheet

- Venue: Girona Conference Centre
- Estimated attendance: 500 – 700 delegates
- Origin: International
- Dates: 11 - 15 October 2014 (Saturday - Wednesday)
- The registration fee includes all events organized for the congress (lunches, dinner, and coffee breaks).

Preliminary Programme

Saturday, 11 October 2014	
Morning	Board Meeting
Afternoon	Section and Delegation Meetings
Sunday, 12 October 2014 (<i>Registration</i>)	
Morning	Programmes Commission Meetings (PCOM)
Afternoon	Executive Committee Meetings (EB)
Evening	Executive Committee Dinner (EB)
Monday, 13 October 2014	
08.00 – 09.00	Registration
08.30 – 09.00	Welcome - Opening Ceremony
09.00 – 10.00	Plenary Session
10.00 – 10.30	Breakfast / Pause – Coffee Break
10.30 – 13.30	Parallel Sessions
13.30 – 14.30	Lunch Break
14.30 – 16.00	Parallel Sessions
16.00 – 16.30	Pause – Coffee Break
16.30 – 17.30	Plenary Session
18.00 – 21.00	ICA General Assembly

Tuesday, 14 October 2014

09.00 – 10.00	Plenary Session
10.00 – 10.30	Breakfast / Pause – Coffee Break
10.30 – 13.30	Parallel Sessions
13.30 – 14.30	Lunch Break
14.30 – 16.00	Parallel Sessions
16.00 – 16.30	Pause – Coffee Break
16.30 – 17.30	Plenary Session
21.00 – 24.00	Gala Dinner

Tuesday, 15 October 2014

09.00 – 10.00	Plenary Session
10.00 – 10.30	Breakfast / Pause – Coffee Break
10.30 – 12.00	Parallel Sessions
12.15 – 13.00	Closing Ceremony

Sponsorship and Exhibition Area Options

The Organizing Committee gives interested companies and organizations the chance to contribute. It offers a plan that allows for a greater return on investment (ROI) and the chance to open a direct channel between attendees and participating companies.

Contribution Options:

Official Sponsor (exclusive) Includes stand	€60,000
Congress Sponsor (unlimited) Includes stand	€50,000
Contributing Sponsor (unlimited) Includes stand	€30,000
Exhibitor (15 units)	€4,500

Official Sponsor (€60,000)

The Official Sponsor is the principal sponsor of the event. It enjoys exclusive status that has a superior impact versus other sponsorship options.

Return on investment:

Online / World Wide Web / Social Networks

- Logo on the event home page, with link to company website. Total exclusivity. There will not be any other sponsor logo on the homepage.
- Logo, with link to company website, in the sponsors' and exhibitors' section of the event website. Brief description of the company.
- Special mention on the event's social networks, Facebook and Twitter.
- Insertion of the logo (or with a link only when viewed in HTML) both in the event bulletin/newsletter as well as in all online press releases and communications made during the promotion and dissemination of the event.

Stands:

- This sponsorship option includes a 3 x 3 meter modular stand in the exposition area located just outside the main entrance to the meeting hall. Maximum interaction.
- Possibility to choose the location of the stand.
- The 3 x 3 meter modular stand includes a table and two chairs.

Printed Materials:

- Logo on all printed materials: programmes, credentials, invitations, advertisements, interior and exterior signage, directions (in some cases).
- Brief description of the company in the printed event programme.
- Company publicity or informative document placed in the Congress Backpack. The preparation and printing of this document is the responsibility of the sponsoring company.

Congress Dinner:

- Exclusive brand representation at the dinner.
- Personalisation of the dinner menu
- Special mention
- Possibility of including company representatives at the head table.
- Special mention in the programme: "dinner officially sponsored by"

Automatic Credential Printing Machines:

- The automatic credential printing machines will be uniquely personalized with the logo of the main event sponsor. High visual impact. All delegates must use the machines to collect their documentation in order to gain access to the venue.

Credentials:

- This sponsorship option includes 4 full event registrations along with unlimited credentials for access to the Exhibition Area only (these unlimited credentials do not include training sessions, meals, social events, or documentation).

Congress Sponsor (€50,000)

Unlimited availability. Congress Sponsors make an impact on all aspects of the event.

Return on investment:

Online / World Wide Web / Social Networks

- Logo, with link to company website, in the sponsors' and exhibitors' section of the event website. Brief description of the company.
- Special mention on the event's social networks, Facebook and Twitter.
- Insertion of the logo (or with a link only when viewed in HTML) both in the event bulletin/newsletter as well as in all online press releases and communications made during the promotion and dissemination of the event.

Exhibition Area:

- This sponsorship option includes a 3 x 3 meter modular stand in the Exhibition area located just outside the main entrance to the meeting hall. Maximum interaction.
- The 3 x 3 meter modular stand includes a table and two chairs.

Printed Materials:

- Logo on all printed materials: programmes, credentials, invitations, advertisements, interior and exterior signage, directions (in some cases)...
- Brief description of the company in the printed event programme.
- Company publicity or informative document placed in the Congress Backpack. The preparation and printing of this document is the responsibility of the sponsoring company.

Credentials:

- This sponsorship option includes 4 full event registrations along with unlimited credentials for access to the Exhibition Area only (these unlimited credentials do not include training sessions, meals, social events, or documentation).

Contributing Sponsor (€30,000)

Unlimited availability.

Return on investment:

Online / World Wide Web / Social Networks

- Logo, with link to company website, in the sponsors' and exhibitors' section of the event website. Brief description of the company.
- Insertion of the logo (or with a link only when viewed in HTML) both in the event bulletin/newsletter as well as in all online press releases and communications made during the promotion and dissemination of the event.

Exhibition Area:

- This sponsorship option includes a 3 x 2 meter modular stand in the Exhibition area located just outside the main entrance to the meeting hall. Maximum interaction.
- The 3 x 2 meter modular stand includes a table and two chairs.

Printed Materials:

- Logo inserted into all printed materials: programmes, advertisements, and interior and exterior signage (not on credentials).
- Brief description of the company in the printed event programme.
- Not Included: company publicity or informative document placed in the Congress Backpack. For this option, please consult other sponsorship options.

Credentials:

- This sponsorship option includes 2 full event registrations along with unlimited credentials for access to the Exhibition Area only (these unlimited credentials do not include training sessions, meals, social events, or documentation).

Exhibitor (€4,500)

Availability: Maximum of 15

Return on investment:

Online / World Wide Web / Social Networks

- Logo, with link to company website, in the sponsors' and exhibitors' section of the event website. Brief description of the company.

Stands:

- This sponsorship option includes a 3 x 2 modular stand in the exposition area located just outside the main entrance to the meeting hall. Maximum interaction.

- The 3 x 2 modular stand includes a table and two chairs.

Printed Materials:

- Brief description of the company in the printed event programme.
- Not Included: company publicity or informative document placed in the Congress Backpack. For this option, please consult other sponsorship options.

Credentials:

- This sponsorship option includes 2 full event registrations along with 3 credentials for access to the Exhibition Area only (they do not include training sessions, meals, social events, or documentation).

Other Sponsorship Options

These options are subject to availability. The first three options are only available to the Official Sponsor, Congress Sponsors, and Contributing Sponsors. Exhibitors may only add the last option that includes the placement of advertising inside the Congress Backpack.

Congress Backpack with company logo. Model chosen by the organizing committee.	€7,000 (only one available)
Full page ad in the event programme.	€1,600
Congress Lanyard with company logo. Model chosen by the organizing committee.	€2,500 (only one available)
Publicity placed inside the Congress Backpack. Quantity to be determined.	€1,200 / document

Compare Sponsorship Options

	Official Sponsor	Congress Sponsor	Contributing Sponsor	Exhibitor
Stand 3x3	X	X		
Stand 3x2			X	X
Gala dinner	X			
Social network mention	X	X		
Newsletter	X	X	X	
Web homepage	X			
Webpage special section	X	X	X	X
Brief company description on the webpage & programme	X	X	X	X
Information inside Congress Backpack	X	X		
Logo on back of credentials	X	X		
Logo on auto credential printing machines	X			
Full Congress credentials	4	3	2	2
Exhibition Area only credentials	Unlimited	Unlimited	Unlimited	3

Exhibition Area

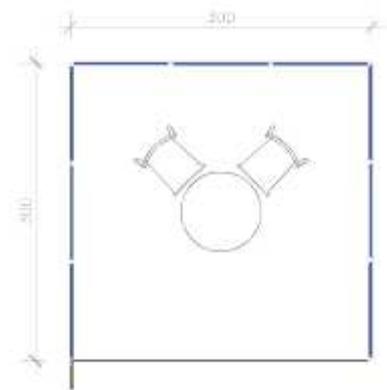
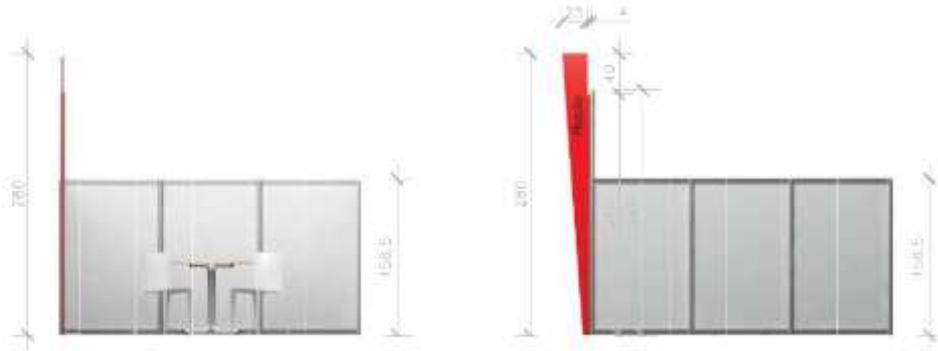
The Main Hall of the Girona Conference Centre will host the Exhibition Area. It is the primary place for interaction within the entire event; it is the main access to the assembly hall, where there will be coffee breaks, and the area for receiving credentials and documentation...



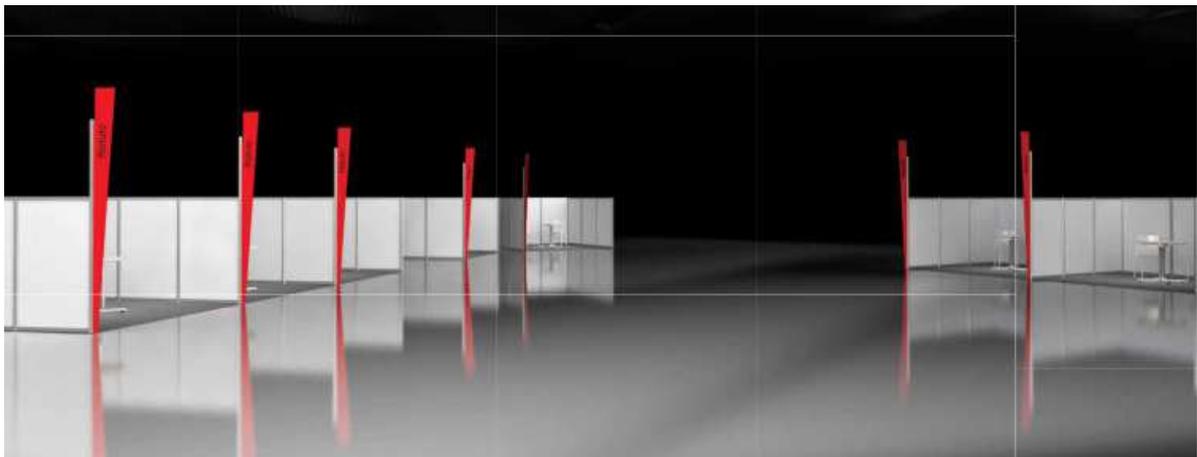
Model stand



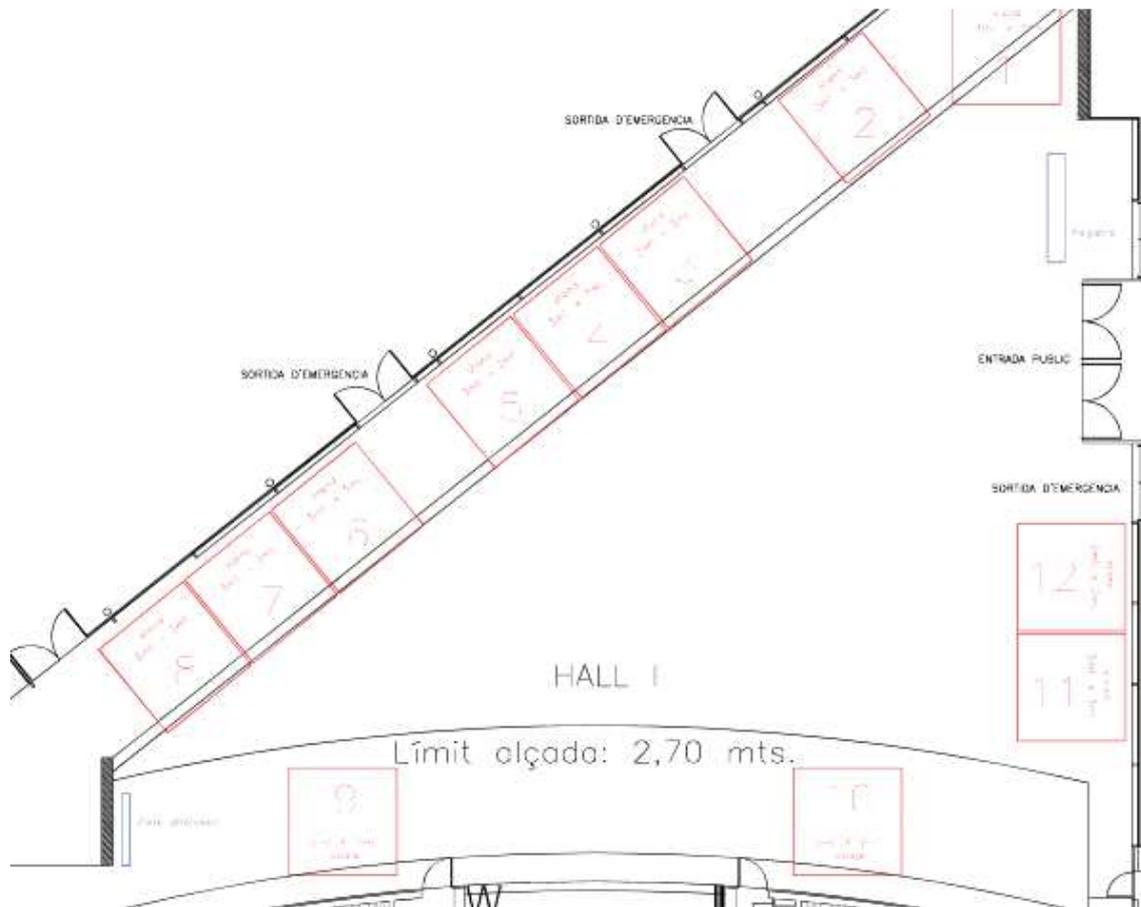
Stand Design



3D Rendering



Layout (tentative, depending on the final number of stands)



Observations

Once company participation is confirmed, the sponsor's and exhibitor's technical dossier will be sent which specify technical and logistical conditions for their contribution / exhibit.

It is also possible to rent open expo space without the included modular booth/stand, so that your company can put its own personalized stand. The cost will be the same as in the case of modular stand (€4,500 for exhibitors). The costs of design and assembly of the personalized stand will be charged to the sponsoring/exhibiting/contributing company. Stand design must be approved by the Organizing Committee.

Contact

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