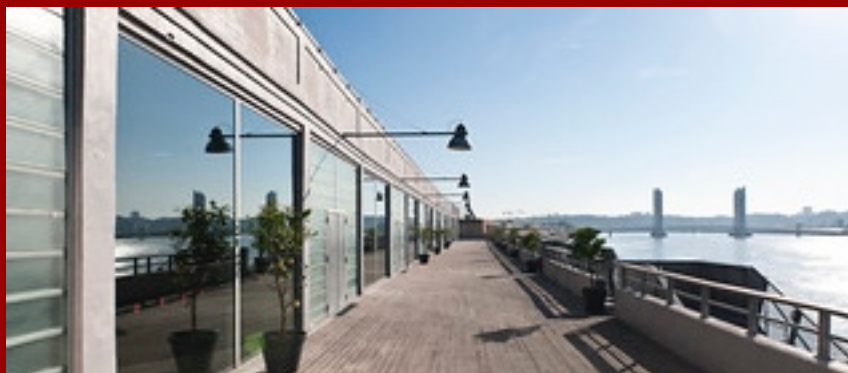


49th ADBU Congress

Hangar 14
Bordeaux



17 - 19 September 2019

Exhibition & Sponsorship Information



université
de BORDEAUX

 Sciences Po
Bordeaux



 Université
BORDEAUX
MONTAIGNE

Exhibition & Sponsorship Information

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What's new this year?

- A strong and innovative theme: Artificial Intelligence!
- A Pop-Up Lab area, exclusively dedicated to companies specializing in AI
- More exhibition space and more choice of sponsorship packages
- 3 product presentation areas *Agora*
- A garden furnished and panoramic terrace on the Garonne, with "relaxation" and prizatized spaces
- The opening of the exhibition hall on Thursday morning to all the librarians of the university libraries and public libraries of the region
- A gala dinner among the vineyards, in a Bordeaux Grand Cru Classé (paid option, except for the Platinum, Gold and Silver packages)
- “Bib RUN” organized on Wednesday morning, a librarian running on the banks of the Garonne

What's
new?



Dates to Remember

Key
dates

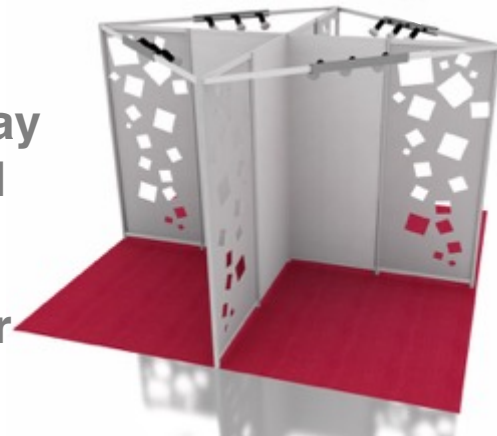
- Exhibitor technical guide will be sent on June 17th
- Booking before June 30th to benefit from the early bird rate
- Return of the order form signed before June 30th
- Confirmation of the number of your stand no later than July 19th
- List of your sales representatives on the stand and company description for the catalog to be provided before July 19th
- Payment of the invoice before September 1st



First come, first served!

Key Information

- Exhibition space will be assigned on a “first-come, first-served” basis within the respective sponsorship packages, according to the date of your booking and your choice of location
- Premium stand locations for Platinum, Gold and Silver packages
- Supply of shell scheme stands with furnitures. No possibility to built your own stand. Only pop-up display systems, banner stands and documentation racks will be accepted. For specific request, please contact us
- For any additional equipment or furniture, please refer to the attached order form



One of the main event of the French academic world

The
ADBU
Congress

- 2 days ½ conferences and workshops
- An exhibition area with more than 60 stands (publishers, information services providers, booksellers, software, furniture, ...)
- A public of decision makers and influencers (SCD, EPST, ABES, Couperin, Ministry...)
- A platform of professional exchanges in a relaxed and friendly atmosphere
- Social events and gala dinner



An increasing number of attendees each year

Attendees

- More than 500 delegates (mainly library directors)
- Local librarians invited to the trade show on Thursday morning
- +30 VIP (Ministry of Higher Education, Presidents of Universities, national licences negotiators, ...)
- French and international speakers
- Journalists (AEF, Archimag, Livres Hebdo, Newstank,...)



Welcome to the world capital of wine!

Bordeaux



TOP CITY - BEST OF
TRAVEL LONELY PLANET
2017



2 hours from Paris by TGV!

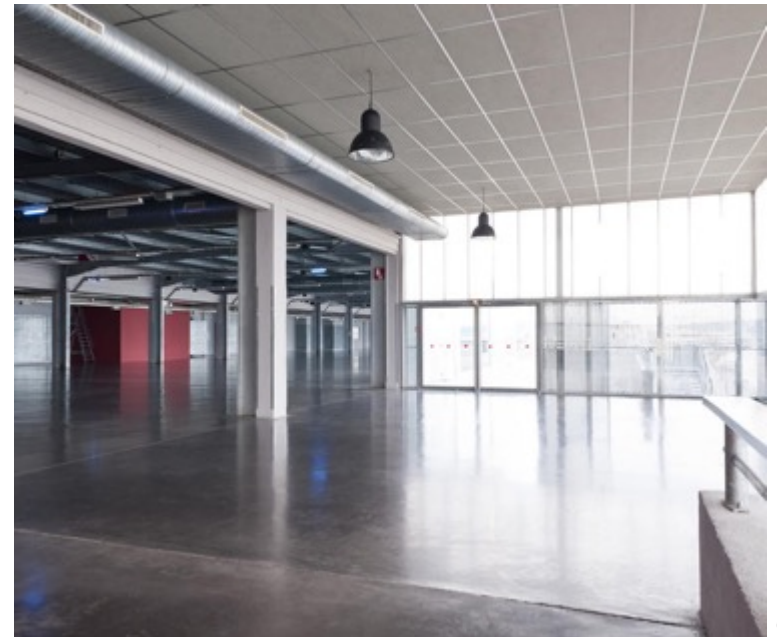
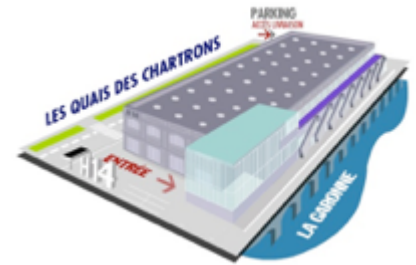
A CAMPUS OF EXCELLENCE, A
METROPOLIS OF THE FUTURE



Hangar 14, a central location, on the banks of the Garonne

- Successful urban reconversion of a port building
- In the historic district of Chartrons
- An exhibition space of more than 2000m²
- A panoramic terrace facing the Garonne
- A tram stop and parking nearby
- The city center just 10 minutes walk!

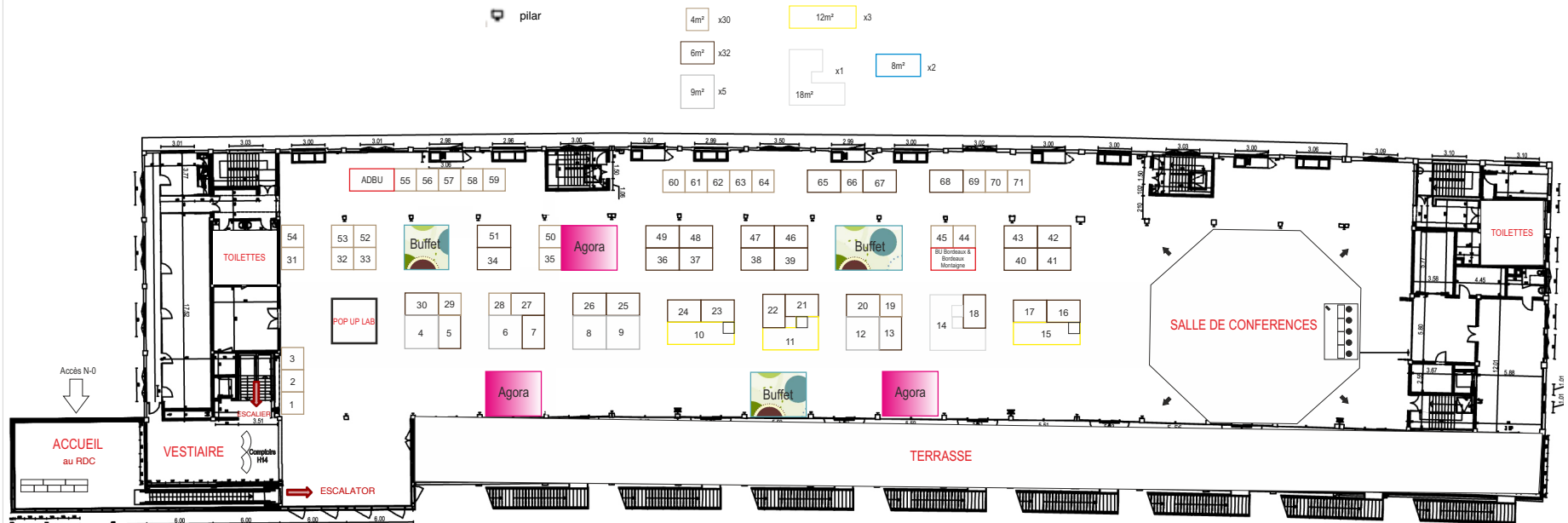
Congress
Venue



An optimization of the space, a fluid circulation, a passage obliged by the stands!

Exhibition floorplan

- Reception on the ground floor of Hangar 14
- Exhibition hall and conference room on the 1st floor
- Access by escalator and stairs near the cloakroom



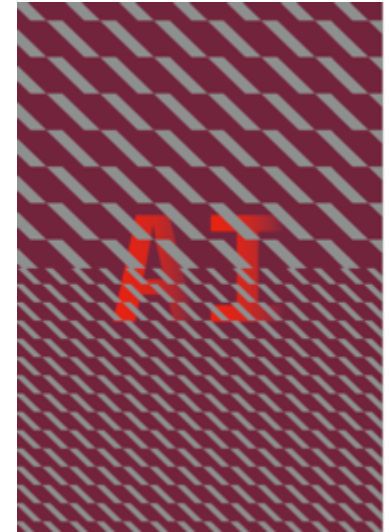
River La Garonne

Accueil = Reception
 Vestiaire = Cloakroom
 Toilettes = Toilets
 Salle de conférence = Conference room
 Agora = Product presentation
 Buffet = Catering buffet

Core theme : All Librar-IA-ns ? Artificial Intelligence, towards a new public service

Program

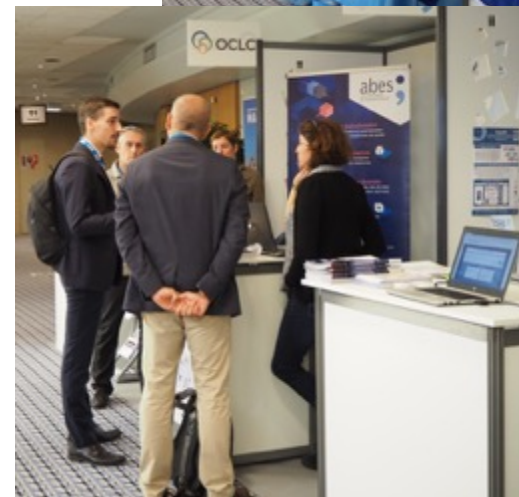
- **Monday 16 September : exhibition set-up**
 - Your materiel and documentation should be received on this day. Storage in a secured space.
 - Set up of your stand from 4pm to 6 pm
- **Tuesday 17 September**
 - Stand set-up from 8am to 9am
 - Exhibition opening from 9am to 6pm
- **Wednesday 18 September**
 - Bib RUN from 7am to 7.45am, on the banks
 - Exhibition opening from 8.30am to 6pm
 - Gala Dinner at Château Smith Haut Lafitte
- **Thursday 19 september**
 - Exhibition opening from 9am to 2.30pm
 - Stand dismantling from 2.30pm
 - Afternoon: cultural visits



The different formulas of stand packages

Stand Packages

- **Platinum package – 12 000€**
 - Premium location of 18m²
 - 1 stand available
- **Gold package – 8 000€***
 - Premium location of 12m²
 - 3 stands available
- **Silver package – 5 500€***
 - Premium location of 9m²
 - 5 stands available
- **Bronze package – 3 000€***
 - Stand of 6m²
 - 32 stands available
- **Mini Bronze package – 2 500€***
 - Stand of 4m²
 - 30 stands available
- **Pop-Up Lab (AI reserved) – 2 500€***
 - 3m² in the Pop-Up Lab area
 - 4 stands available



* early bird rates until June 30th 2019

Platinum package- description

Platinum

- **Premium location – open shell scheme stand of 18 m²**
- Stand walls, partition, spotlights, 2 closed counters, 4 high stool chairs, 1 lounge kit (3 armchairs with low table), 2 sqm locked storeroom, carpet, 2 documentation racks, 2 trash cans, cleaning of the stand, electricity, 2 power sockets, wifi and signage
- **Badges for 6 people, including lunches et coffee breaks**
- Invitation to the **gala dinner** for 6 people (bus transportation included)
- **2 présentations in the Agora : 30 minutes and 15 minutes**
- **A5 advert / inside front, inside back, face inside front or face back cover in the catalog of the congress**
- **Acknowledgement** in the catalog of the congress
- Your **logo** on **all congress communication media** (poster, catalog, kakemonos, pennant, banner, exhibition floor plan, powerpoint)
- Your **Logo** on the **ADBU's website** and **company description** in the catalog of the congress
- **A4 flyer and 1 goodies in the delegate bag**
- **Promotion** on the ADBU mailing list
- **List of attendees**
- **Price: 12 000€**



Platinum package - design

Open shell scheme stand of 18 m²
Wi-fi and electricity included

Platinum



Stand walls,
partition, spotlights,
2 sqm locked
storeroom, carpet



Lounge kit (3 armchairs + low table)



2 closed counters
L110xD60xH100



4 high stools



2 documentation
racks



2 trash cans



2 stand signages
50x30cm



2 power sockets

Gold package - description

Gold

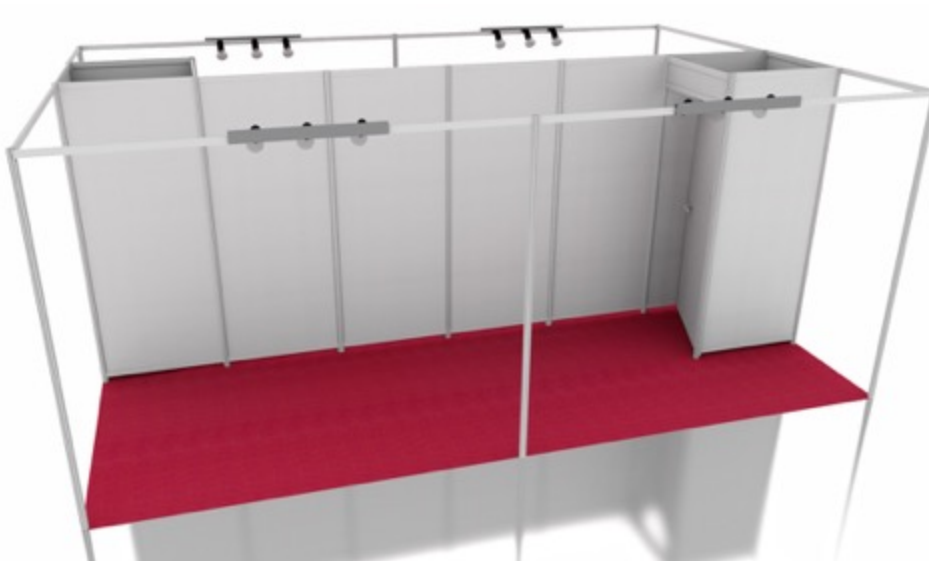
- **Premium location** – open shell scheme stand of **12 m²**
- Stand walls, spotlights, closed counter, 2 high stool chairs, lounge kit (3 armchairs with low table), 1 sqm locked storeroom, carpet, 1 documentation rack, 1 trash can, cleaning of the stand, electricity, power socket, wifi and signage
- **Badges for 6 people**, including **lunches** et **coffee breaks**
- Invitation to the **gala dinner** for 6 people (bus transportation included)
- **30 minutes presentation** in the Agora
- **A5 advert / inside front, inside back, face inside front or back cover** in the **catalog** of the congress
- **Acknowledgement** in the catalog of the congress
- Your **logo** on **all congress communication media** (poster, catalog, kakemonos, pennant, banner, exhibition floor plan, powerpoint)
- Your **Logo** on the **ADBU's website** and **company description** in the catalog of the congress
- **A4 flyer** and **1 goodies** in the **delegate bag**
- **Promotion** on the ADBU mailing list
- **List of attendees**
- **Early bird price: 8000€** until June 30th(9000€ from July 1st to August 30th)



Le pack Gold - design

Open shell scheme stand of 12 m²
Wi-fi and electricity included

Gold



Stand walls, spotlights, 1 sqm locked storeroom, carpet



Lounge kit (3 armchairs + low table)



Closed counter
L110xD60xH100



2 high stools



documentation
rack



Trash can



Stand signage
50x30cm



Power socket

Silver package - description

Silver

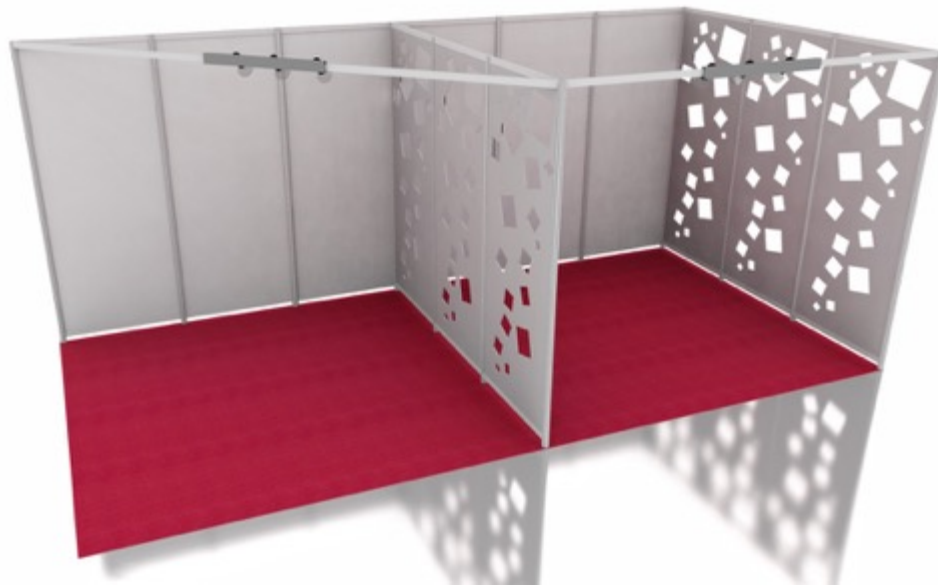
- **Premium location** – shell scheme stand of **9 m²** (2 open sides)
- Stand walls, partition, spotlights, closed counter, 2 high stool chairs, carpet, 1 documentation rack, 1 trash can, cleaning of the stand, electricity, power socket, wifi and signage
- **Badges for 4 people**, including **lunches et coffee breaks**
- Invitation to the **gala dinner** for 4 people (bus transportation included)
- **30 minutes presentation** in the Agora
- **A5 advert** in the **catalog of the congress**
- **Acknowledgement** in the catalog of the congress
- Your **logo** on **all congress communication media** (poster, catalog, kakemonos, pennant, banner, exhibition floor plan, powerpoint)
- Your **Logo** on the **ADBU's website** and **company description** in the catalog of the congress
- **A4 flyer** and **1 goodies** in the **delegate bag**
- **Promotion** on the ADBU mailing list
- **List of attendees**
- **Early bird price: 5500€** until June 30th(6500€ from July 1st to August 30th)



Silver package - design

Shell scheme stand of 9 m² (2 open sides)
Wi-fi and electricity included

Silver



Stand walls, partition, spotlights, carpet



Closed counter
L110xD60xH100



2 high stools



documentation
rack



Trash can



Stand signage
50x30cm



Power socket

Bronze package - description

Bronze

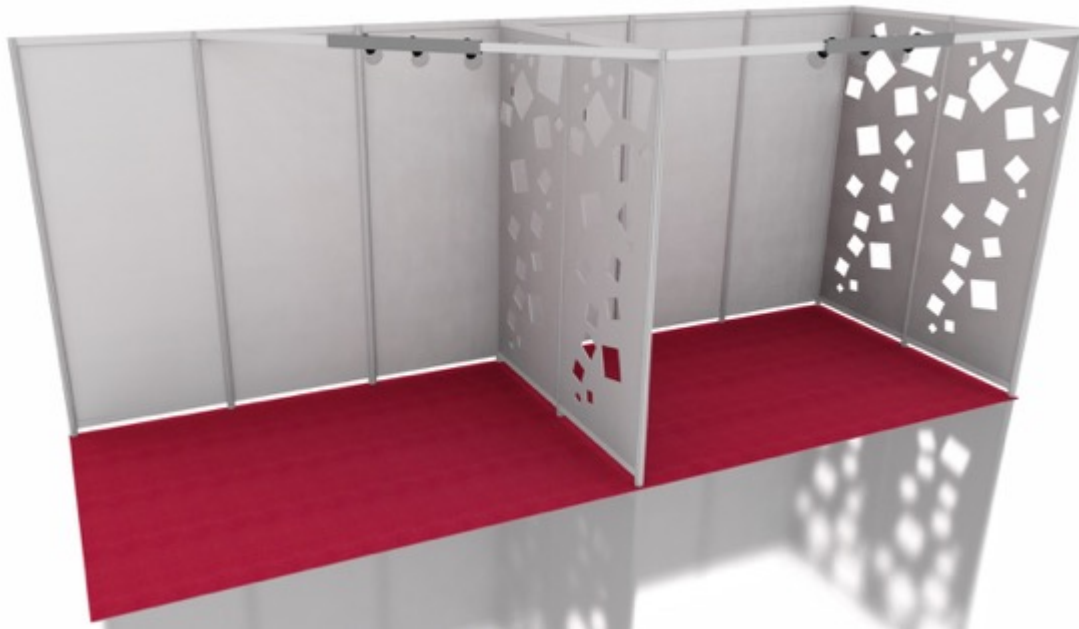
- **Shell scheme stand of 9 m²**
- Stand walls, partition, spotlights, closed counter, 2 high stool chairs, carpet, 1 trash can, cleaning of the stand, electricity, power socket, wifi and signage
- **Badges for 2 people**, including **lunches et coffee breaks**
- **Link** on the **ADBU's website** and **company description** in the catalog of the congress
- **List of attendees**
- Option : **Gala dinner at the Château Smith Haut-Lafitte** for 75€ per person (bus transportation included)
- **Early bird price: 3000€** until June 30th (4000€ from July 1st to August 30th)



Bronze package - design

Shell scheme stand of 6 m²
Wi-fi and electricity included

Bronze



Stand walls, partition, spotlights, carpet



Closed counter
L110xD60xH100



2 high stools



Trash can



Stand signage
50x30cm



Power socket

Bronze mini package - description

Bronze
mini

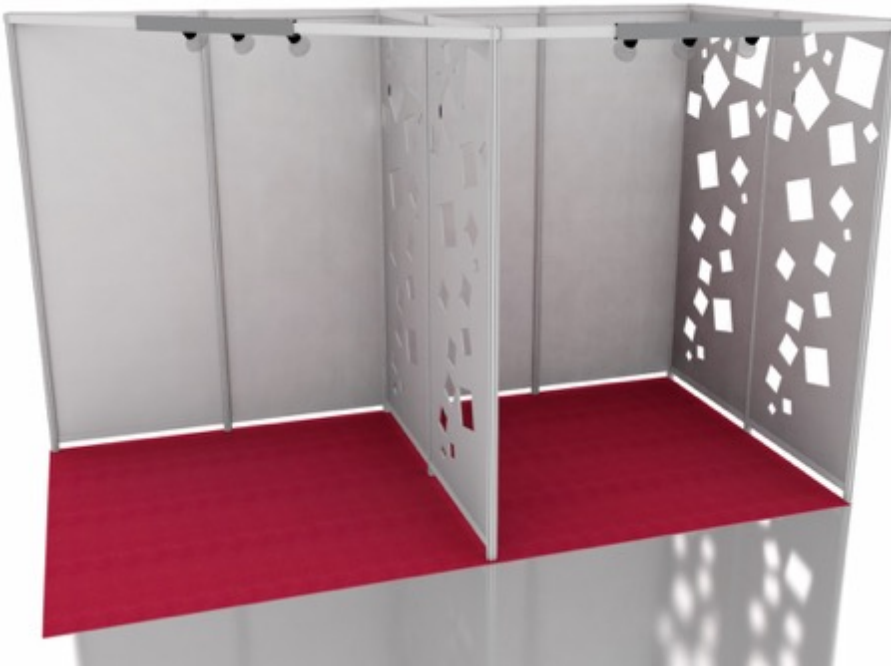
- **Shell scheme stand of 4 m²**
- Stand walls, partition, spotlights, closed counter, 2 high stool chairs, carpet, 1 trash can, cleaning of the stand, electricity, power socket, wifi and signage
- **Badges for 2 people**, including **lunches et coffee breaks**
- **Link** on the **ADBU's website** and **company description** in the catalog of the congress
- **List of attendees**
- Option : **Gala dinner at the Château Smith Haut-Lafitte** for 75€ per person (bus transportation included)
- **Early bird price: 2500€** until June 30th (3500€ from July 1st to August 30th)



Bronze mini package - design

Shell scheme stand of 4 m²
Wi-fi and electricity included

Bronze
mini



Stand walls, partition, spotlights, carpet



Closed counter
L110xD60xH100



2 high stools



Trash can



Stand signage
50x30cm



Power socket

Pop-Up Lab (AI reserved*) - description

Pop-Up
Lab

- **Shell scheme stand of 3 m² in an AI open space**
- Stand walls, partition, spotlights, closed counter, high stool chair, carpet, trash can, cleaning of the stand, electricity, power socket, wifi and signage
- **Badges for 1 person, including lunches et coffee breaks**
- **15 min presentation** of an AI application in the Agora
- **Link** on the **ADBU's website** and **company description** in the catalog of the congress
- **List of attendees**
- Option : **Gala dinner at the Château Smith Haut-Lafitte** for 75€ per person (bus transportation included)
- **Early bird price: 2000€** until June 30th (2500€ from July 1st to August 30th)

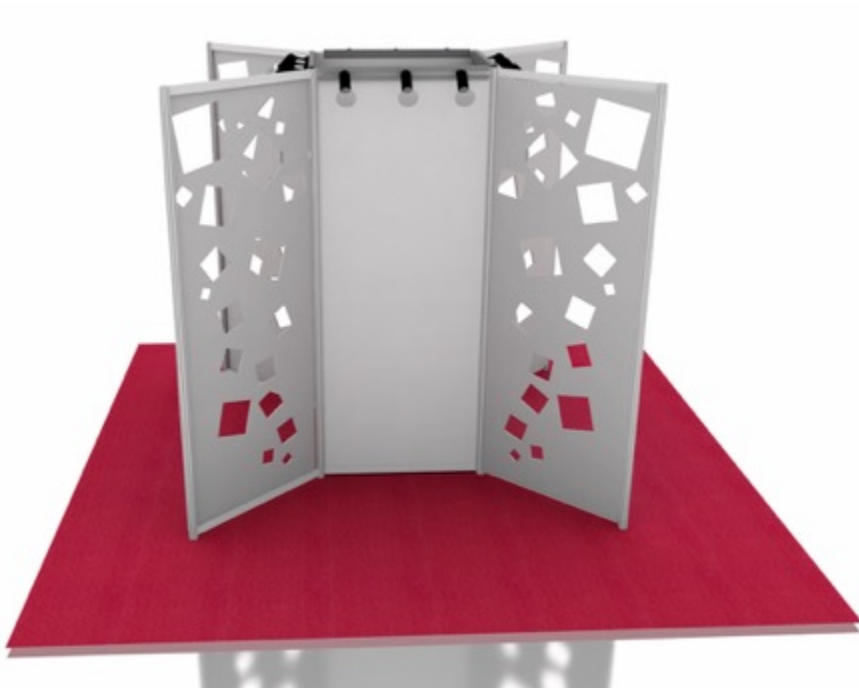


**This package is exclusively reserved for companies specialized in artificial intelligence*

Pop-Up Lab (AI reserved*) - design

Shell scheme stand of 3 m²
Wi-fi and electricity included

Pop-Up
Lab



Stand walls, partition, spotlights, carpet



Closed counter
L50xD50xH100cm



high stool



Trash can



Stand signage
50x30cm



Power socket

**This package is exclusively reserved for companies specialized in artificial intelligence*

	Platinum	Gold	Silver	Bronze	Bronze Mini	Pop-Up Lab
Early bird rate in €	12000	8000	5500	3000	2500	2000
Price in € after 30/6/2019	12000	9000	6500	4000	3500	2500
Number of packages available	1	3	5	32	30	4
Stand (furniture, electricity, internet included)	18sqm	12sqm	9sqm	6sqm	4sqm	3sqm
Premium location	●	●	●			
Number of free badges included	6	6	4	2	2	1
Number of lunches included for each day	6	6	4	2	2	1
Number of gala dinners included	6	6	4	option	option	option
Company description in the catalog	●	●	●	●	●	●
Listing of attendees	●	●	●	●	●	●
Logo on the web site	●	●	●			
Your logo on all congress communication media (poster, catalog, kakemonos, pennant, banner, exhibition floor plan, powerpoint)	●	●	●			
Acknowledgements with logo in the catalog	●	●	●			
1 insert in the delegate bags	●	●	●			
1 goodie in the delegate bags	●	●				
Advert in the catalog	Inside front, Inside back, face inside front or back	Inside front, Inside back, face inside front or back	Inside page			
1 message on ADBU forum	●	●	●			
30mn presentation in the Agora, during the breaks or lunches	Agora 30 mn + Agora 15 mn	Agora 30 mn	Agora 30 mn			Agora 15 mn

Packages benefits

Sponsorship opportunities

Ice cream barrow on the terrace of the Hangar 14



1200€ for one day
2000€ for 2 days

Benefits

- Your logo on the barrow
- Acknowledgment in our communication media
- A delicacy appreciated by the delegates and which creates the animation!

Advert on the delegate notebook



750€ / 500 copies in the delegate bags

Benefits:

- Your advertising in A5 format on the cover (2, 3 or 4)
- A very useful support, during and after the congress



Advert in the catalog of the congress

500€ / 500 copies

Benefits:

- Your advert in A5 format
- A support that reinforces the description of your company



Insert in the delegate bag

Insert, goodies or local product

500€ / 500 copies (to provide)

Benefits:

- Item distributed to all delegates
- Gift that remains after the congress



Gala dinner at Château Smith Haut-Lafitte

5000€



Benefits:

- Your logo on the invitation card
- Your banner at the reception of the gala dinner
- Special thanks in the congress communication media
- Special thanks at the gala dinner

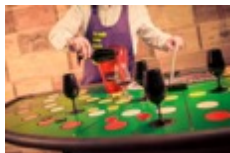
Animation

during the congress or gala evening: DJ, question box, wine casino, tasting etc

1500€

Benefits:

- Your logo on the animation stand
- Acknowledgment in our communication media
- Friendly interaction with the delegates



Sponsorship opportunities

Agora

A 30 minutes présentation during lunches or coffee breaks

1500€

Benefits:

- Dedicated space of 20 places in the exhibition hall (equipped with a desk and screen TV)
- Announcement of your presentation in the communication media



Bib RUN

on the docks of the Garonne

1000€ / 50 participants

Benefits:

- Your logo on the bibs
- Acknowledgment in our communication media



Privatize the terrace of Hangar 14!

Terrace
Sponsor



Create your lounge area with view on the Garonne!

- Price: 1200€
- Included : delimited space, garden furniture, sunshade, signage



Coffee breaks and lunches

Lunches & Breaks

- **Coffee breaks**
 - Many coffee breaks will be served during the congress in order to allow delegates to meet with exhibitors and assist to their presentation
- **Lunches**
 - Lunches (included in your package) will be served in the exhibition hall (several buffets will be dispersed among the stands). Agora presentations will also take place during lunches.



In the middle of vineyards, in the prestigious Château Smith Haut-Lafitte, Grand Cru Classé

Gala Dinner

- The gala evening will take place on Wednesday, September 18th, at the Château Smith Haut-Lafitte in Martillac.
- Smith Haut Lafitte Castle is a vineyard of 67 ha, located in AOC pessac-léognan. It is ranked Grand Cru in the Graves wine classification, since 1959
- On the program: guided tour of the cellars, cocktail, wine tasting, entertainment, dance party (round trip provided by shuttles from Bordeaux center)
- The price of this evening is 75 € per person (transport included). Platinum, Gold and Silver packages benefit of free invitations to this event.



Book before June 30th to benefit from the early bird rate!

How to
book?

- The booking form for the sponsorship packages and options is available on our website: www.adbu.fr in the ADBU Congress menu
- An email summary of your order will be automatically sent to you with a purchase order, to return signed by June 30th.
- The corresponding invoice will be sent to you by email.
- Please note: your payment (by check or bank transfer) must be made before September 1st at the latest



Your contacts

Contacts, organisation and stand booking:

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delegate.general@adbu.fr
Tél : +33 6 49 41 88 45

Delphine Dufour
deleguee.generale@adbu.fr
Tél : +33 6 84 43 22 48

Contact for invoicing questions:

Julien Sempéré
tresorier@adbu.fr

