



**CONFERENCE SPONSORSHIP & EXHIBITION**

**ONLINE 2021**



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## **CIFA2021 ONLINE: ANNUAL CONFERENCE**

**21 - 23 APRIL 2021**

CifA2021 will incorporate keynote addresses, wide-ranging sessions and training workshops in a virtual forum and will discuss current professional issues, showcase new developments, and present research in archaeology and the wider heritage sector. Our conference is the premier professional archaeological conference in the UK, attracting 350 participants over the course of three days

In moving to an online format for the CifA 2021 conference, our hope is that our digital programme will improve the accessibility of the conference, whilst shielding participants; particularly those who may be at risk or vulnerable, from COVID-19.

### **ABOUT CIFA2021**

Combining keynote addresses, wide-ranging sessions, training workshops and exhibitions, the CifA conference provides an annual forum for discussing current professional issues, showcasing new developments, and presenting research in archaeology and the wider heritage sector.

The conference attracts heritage professionals and early career entrants, all looking to develop their knowledge on policy and practice issues and enhance their skills. Delegates represent professionals working right across the heritage sector. From local government curators and planning archaeologists, national heritage bodies, volunteers, consultants, company directors and staff, independent specialists, academics, and industry partners; the CifA conference attracts a full professional spectrum.

Our conference provides an excellent opportunity for stakeholders, clients, and providers to gain direct contact with heritage professionals. Packages can be tailored to your needs – just get in touch on the details given below and we can discuss this with you.



## EXHIBITION OPTIONS

As an exclusively online conference in 2021, CifA have decided not to replicate a virtual exhibition hall but instead to offer several components for our valued live exhibitors to interact, promote and to enhance their visibility online at CifA2021:

### Digital programme advertisement

Advertise your services and products to our delegates by placing an advert in our digital conference programme. The digital conference programme will be sent to all CifA members in advance of the conference, as well as being promoted and displayed on the CifA2021 event page prior to the conference itself. See our [2019 digital programme](#) for an example of the advertisement sizes available. Our print deadline would be Friday, 5 February 2021.

- **Full page:** £150
- **Half page:** £120
- **Quarter page:** £100



### Sponsor a bursary

A fantastic way to support a student, early career, or an archaeologist who may be otherwise unable to otherwise attend CifA2021. The bursary recipient will attend all three days of the conference and will write a summary of their experience after the event. Organisations who support places will be named and thanked before and after the event and will have their logo and URL added to our bursary section on the CifA2021 event web page.

- **Student attendee:** £50 for three days
- **Regular attendee:** £140 for three days

### Sponsor a conference session or digital break/evening discussion room

Align with a conference session or promote discussion and networking through sponsorship of a digital break or evening discussion room.

Sponsorship would include your logo next to the session/discussion room in our digital programme, promoted as 'sponsored by' and would have high visibility within the digital conference portal, incorporating your logo on the session (subject to the organiser's approval)/ discussion room itself.

Your URL and/or any supporting documents such as a PDF flyer, special offer or publication could also be hosted on the session to be viewed by all conference delegates. Sessions and digital break/discussion rooms are limited, so sponsorship is subject to availability.

- **Session sponsor:** £200
- **Digital break/discussion room sponsor:** £150

### Example placement within the conference portal:



WEDNESDAY, APR 21  
5 - 7:30 pm BST

OPTIONS ▾



**DESCRIPTION**

This session will utilise Zoom breakout rooms, so do ensure that you've updated your Zoom to the most recent version so you can pick and choose your topic. Alternatively, do just let our CifA host know which room you would like to join.

Wednesday evening's social is sponsored by CifA.

This evening's topics/rooms are:

- The student room - meet and chat with other students currently studying archaeology or heritage subjects
- It's my first conference! Not attended our conference before and don't really know anyone? This is your room!

Close

### Exhibitor page within the conference

As an online alternative to an exhibition hall, we can provide you with an information page within the conference itself where you can host your logo, URL, detailed information, and media such as: videos, images, documents or posters.

This option would also provide you with a 3-day conference pass for your organisation's representative who can then attend all sessions, discussions, drop in chat spaces and social events. Rather than sitting in a virtual 'booth', your representative would be able to participate fully within the conference and is also contactable through the exhibitor page if any delegates would like to connect, ask questions or request a video meeting through the platform.

- **Exhibitor page with 3-day representative place: £250**

### Ideas or suggestions?

We are certainly very open to any ideas or suggestions that you may have to enhance your visibility at CifA2021 – please don't hesitate to contact us directly via: [conference@archaeologists.net](mailto:conference@archaeologists.net) to further discuss.



**About CifA**  
CifA is the leading professional body representing archaeologists working in the UK and overseas. We promote high professional standards and strong ethics in archaeological practice, to maximise the benefits that archaeologists bring to society. We are the authoritative and effective voice for archaeologists, bringing recognition and respect to our profession.  
Find out more about our work on our webpage or download

- a poster about what we do
- our About CifA leaflet

**History of the Institute**  
The Institute was created in 1992 as the Institute for Field Archaeologists and became the Institute for Archaeologists in 2006. We achieved a Royal Charter in December 2014. Our [Brief History of CifA](#) (PDF file) provides an overview of why the Institute was established and what it has achieved to date.

**Professional networks and area groups**  
Our professional specialist networks and area groups provide a forum for discussion and development within the many strands of professional archaeology - from the marine environment to building archaeology, forensic archaeologists to geophysicists, and from the new generation through to current experts in graphic archaeology. Our groups help CifA achieve the ambitious aims set out in our 2010-20 Strategic Plan, which provides the roadmap for our current business plan.  
Find out more via our [groups and values and strategies](#) web pages.

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## SPONSORSHIP PACKAGES – OVERVIEW

Below is an overview of each sponsorship tier available for ClfA2021 and the entitlements we can offer for each. Note that different tiers will have different prominence, size, or placement and these are outlined further in each package below. The conference Gold sponsorship is available on an exclusive basis and our major sponsor is given first right of refusal from year to year. Unfortunately, this sponsorship level is not available for ClfA2021.

Entitlements	Gold	Silver	Bronze
Included as sponsor in all email promotion to ClfA members	✓	✓	✓
Social media post thanking our sponsors	✓	✓	✓
Listing with logo/URL on the ClfA2021 event page	✓	✓	✓
Advertisement in the ClfA2021 digital conference programme	✓	✓	✓
Exclusive sponsor page within the digital conference platform	✓	✓	✓
Complementary places to attend the full 3-day online conference and reduced cost places	✓	✓	✓
PR promotion as the ClfA2021 sponsor within the historic environment	✓		
Presentation of a 90-minute session within the conference programme	✓		
Sponsorship of conference sessions	✓	✓	
Sponsorship of break rooms, discussion rooms, or social event	✓	✓	✓
<b>Option</b> – short promotional video to be screened before session commencement	✓	✓	
<b>Option</b> – sponsorship of an in-conference prize	✓	✓	✓
<b>Option</b> – inclusion on every session's post-attendee web page	✓	✓	✓

## SILVER (SESSION SPONSOR) – VALUED AT: £4,000

### Conference Promotion:

- **Email promotion to ClfA members** – listed in all conference promotional emails to ClfA members as the silver sponsor of ClfA2021
- **Social media post** – combined sponsor thank you post on ClfA’s Facebook and Twitter thanking our conference sponsors with social media tag
- **ClfA2021 event page** – listed as the event’s silver sponsor on the ClfA2021 conference page on the ClfA website
- **Half page advertisement in digital conference programme**
- **Company blurb in digital programme**

### Within the Conference:

- **Listed second with an exclusive page within the digital conference platform** – this page can host your logo, URL, contact details any written information or media you’d like to add (such as images, video, documents) as well as a listed representative that delegates can contact through the platform
- **1 complementary place to attend the full 3-day online conference** – including access to all sessions, workshops, and discussion spaces
- **2 reduced cost places** – 50% discount on any additional one day or three-day registrations you might wish to purchase

- **Sponsorship of 2 sessions within conference** –selected sessions will be promoted as ‘sponsored by’ and will feature the sponsor’s logo in the digital programme and on the online platform. Sessions are subject to approval by the organisers and ClfA.

### Additional options – ClfA would be open to exploring the below as sponsor entitlements if they were of interest:

- **Optional - Video placement** – option to screen a short 90 second promotional video whilst delegates are waiting for the above sponsored sessions to commence (2 placements).
- **Optional - Sponsorship of an in-conference prize** – there may be some scope to award prizes for in-conference competitions or winners of a popular vote and these are options which ClfA are currently considering. Sponsorship of a prize would give you naming rights as the prize sponsor and this would be likely be awarded in the closing address.
- **Optional - Post-attendee page** – logo and URL placement as silver sponsor on the video conferencing post-attendee page, displayed to all delegates at the conclusion of each session.

## BRONZE (SOCIAL SPONSOR) - VALUED AT: £2,000

### Conference Promotion:

- **Email promotion to ClfA members** – listed in all conference promotional emails to ClfA members as the bronze sponsor of ClfA2021
- **Social media post** – combined sponsor thank you post on ClfA's Facebook and Twitter thanking our conference sponsors with social media tag
- **ClfA2021 event page** – listed as the event's bronze sponsor on the ClfA2021 conference page on the ClfA website
- **Quarter page advertisement in digital conference programme**
- **Company blurb in digital programme**

### Within the Conference:

- **Listed third with an exclusive page within the digital conference platform** – this page can host your logo, URL, contact details any written information or media you'd like to add (such as images, video, documents) as well as a listed representative that delegates can contact through the platform
- **1 complementary place to attend the full 3-day online conference** – including access to all sessions, workshops, and discussion spaces
- **1 reduced cost place** – 50% discount on any additional one day or three-day registrations you might wish to purchase

- **Sponsorship of the main virtual social session (Thurs, 22 April 2020: 16:30 – 18:00pm)** – whilst we are still determining the format of the social session, this will likely take the format of a virtual quiz, keynote address or similar to facilitate networking. As with sponsored sessions, these would be promoted as 'sponsored by' and would feature your logo in the digital programme and on the online platform.

### Additional options

ClfA would be open to exploring the below as sponsor entitlements if they were of interest:

- **Optional - Sponsorship of an in-conference prize** – there may be some scope to award prizes for in-conference competitions or winners of a popular vote and these are options which ClfA are currently considering. Sponsorship of a prize would give you naming rights as the prize sponsor and this would be likely be awarded in the closing address.
- **Optional - Post-attendee page** – logo and URL placement as bronze sponsor on the video conferencing post-attendee page, displayed to all delegates at the conclusion of each session.