

The ETD 2007 Organising Committee is delighted to invite sponsors to participate in the **10th International Symposium on Electronic Theses and Dissertations** which will take place in Uppsala, Sweden, 13th – 16th June 2007.

Organised by the Networked Digital Library of Theses and Dissertations (NDLTD) which comprises more than 170 universities and institutions from all over the world, the ETD symposium is a conference of considerable importance. Sponsorship of ETD 2007 provides an ideal opportunity to present your organisation to an international target audience.

Your sponsorship will be acknowledged (depending on what type of sponsorship you opt for) in our conference materials, both electronic and print. For detailed information about the various sponsorship options, please refer to the attached leaflet Sponsorship Opportunities ETD 2007. The committee will be happy to discuss these options with you at your convenience.

*We look forward to working with you.*

*Yours sincerely*  
EVA MÜLLER, ETD2007 Conference Chair



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## GENERAL INTRODUCTION

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Since the beginning of the 1990s, electronic theses and dissertations (ETDs) have been associated with the idea of open and equal access to scholarly publications. The objectives of the Networked Digital Library of Theses and Dissertations (NDLTD) have been to promote the adoption, creation, use, dissemination and preservation of electronic analogues to the traditional paper-based theses and dissertations. UNESCO has strengthened this vision with its project to develop an international framework for the creation of ETDs.

ETD 2007, the 10th International Symposium on Electronic Theses and Dissertations, is a conference of great importance as it offers excellent opportunities for anyone involved in the wider dissemination of scholarly research to exchange ideas and to share experience at international level. Under the auspices of the Networked Digital Library of Theses and Dissertations (NDLTD), the ETD 2007 Symposium will be hosted by Uppsala University, and will take place in Uppsala, Sweden, between 13th and 16th June 2007.

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## ETD 2007 THEME

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Under the general theme Added Values to E-Theses, ETD 2007 is arranged around two main topics: Integrating ETDs with Institutional Processes and Practices and Value Added Services.

The focus will be on:

- Integrating e-theses into local services (student portals, educational portals and platforms, research databases, electronic prepublication process)
- Integrating e-theses into the research process (i.e. linking with research projects etc.)
- Integrating e-theses into national and international services (syndication, OAI-PMH, discovery services, syntactic and semantic interoperability)
- Local practices regarding e-theses
- Linking ETDs with related material such as data sets, statistics, multimedia
- Long-term preservation
- Business models and sustainability
- Enhancing graduate education through ETD programmes
- Enhancing graduate knowledge on intellectual property (copyright, patents, plagiarism policies)
- Improving scholarly communication globally through ETDs

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## WHY SPONSOR ETD 2007?

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Sponsoring ETD 2007 provides you with the opportunity to introduce your organisation to an international audience whose background is in electronic publishing and dissemination. Your participation will thus enable worldwide visibility for your enterprise and its innovative ideas. The creative atmosphere of the conference provides an ideal environment to demonstrate your contribution to global efforts for open access to scholarly information, consequently forwarding the advancement of society.

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## WHO WILL PARTICIPATE?

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The annual ETD symposia attract delegates from all over the world. The ETD community is particularly well established in many European countries, the US and Canada, Australia, Brazil, Chile, India and a number of African countries.



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## SPONSORSHIP OPTIONS

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### *All sponsors*

- will be acknowledged in all conference literature as Gold/Silver/Bronze/etc. sponsors.
- will have their logo depicted in the conference programme as well as on the conference website (the website will stay online after the event).
- will receive a link from the conference website to their company's home page.

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## IN ADDITION:

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### *Gold Sponsors*

- will be allocated a half-page monochrome advertisement in the conference programme.
- may place material (leaflets etc.) into the conference material pack.
- will receive a front position in the exhibition area (up to 8 metres), alternatively 20 minutes either immediately before or after a session in order to present their company.
- will be allocated one free participant to the conference including costs for lunch, coffee and social events.  
The price for a Gold Sponsorship is SEK 75 000, or SEK 100 000 for exclusive Gold Sponsorship.

### *Silver Sponsors*

- may place material (leaflets etc.) into the conference material pack.
- will receive a front position in the exhibition area (up to 6 metres), alternatively 10 minutes either immediately before or after a session in order to present their company.

The price for a Silver Sponsorship is SEK 50 000.

### *Bronze Sponsors*

- may place material (leaflets etc.) into the conference material pack.

The price for a Bronze Sponsorship is SEK 25 000.

### *Coffee Break Sponsors*

- will be acknowledged during the coffee break (banner or poster).

The price for a Coffee Break Sponsorship is SEK 10 000 each.

There are six opportunities: one or more coffee breaks may be sponsored – or why not become the exclusive Coffee Break Sponsor?

### *Lunch Sponsors*

- will be acknowledged during a lunch (banner or poster).

The price for a Lunch Sponsorship is SEK 15 000 each. There are two opportunities: sponsor one lunch – or why not become the exclusive Lunch Sponsor?

### *Dinner Sponsors*

- will be acknowledged during the dinner party which will take place at Uppsala Castle (banner or poster).
- may place material (leaflets etc.) into the conference material pack.
- have their logo depicted on the menu.  
The price for a Dinner Sponsorship is SEK 75 000,  
or SEK 200 000 for exclusive Dinner Sponsorship.

### *10<sup>th</sup> Anniversary Party Sponsors*

- will be acknowledged during the anniversary party (banner or poster).
- have their logo depicted on the birthday cake.  
The price for an anniversary party sponsorship is  
SEK 20 000, or SEK 50 000 for exclusive Anniversary  
Party Sponsorship.

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## ETD 2007 HOST

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ETD 2007 is hosted by Uppsala University. Founded in 1477, Uppsala University is a research university of great diversity in education and research across nine faculties in three disciplinary domains – Humanities and Social Sciences, Medicine and Pharmacy, and Science and Technology. The university is responsible for more than 40 study programmes, 40 000 undergraduate students, 2 500 graduate students and 5 800 employees.

New cross-disciplinary educational programmes, modern campus settings and the pursuit of cutting edge research are some of the key tools in Uppsala's ongoing endeavour to be at the forefront, both nationally and internationally. The indispensable foundation for this endeavour is the diversity which springs from ancient traditions.

The university publishes a significant number of academic documents digitally through DiVA (*Digitala Vetenskapliga Arkivet – the Academic Archive Online*), a publishing system and service developed at the Electronic Publishing Centre (EPC) at Uppsala University Library. Having initiated and carried out several successful projects, the most notable being DiVA, the EPC plays a leading role in Europe as a centre for research and development of academic libraries.

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## ETD 2007 SETTING

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The conference will take place in the main university building which is situated in the city centre, within walking distance of many attractions such as the largest cathedral in Scandinavia, the unique anatomical theatre built in the 1600s by Olof Rudbeck the Elder, Uppsala Castle and Carolina Rediviva, the university library with its imposing historical collection – one of the highlights being the Silver Bible, a Gothic manuscript from the early 6th century.

Not least due to its magnificent architecture, the university building is the perfect setting for ETD 2007. In addition, the celebration of the 300th anniversary of Carolus Linnaeus, the university's most famous professor of all time, will add a special dimension to the event.