**CROATIAN LIBRARY ASSOCIATION (CLA)**

National and University Library in Zagreb

Hrvatske bratske zajednice 4, 10000 Zagreb

Reg. no. 77-1/20

Zagreb, 6 July, 2020

**Subject:** Invitation for sponsorship, presentation of publications, databases, library software and equipment at the 45th CLA General Assembly and Conference in Zagreb, Croatia, 7th-10th November, 2020

Dear Sir/Madam,

Croatian Library Association together with Zagreb Library Association and the National and University Library in Zagreb are organizing the 45th CLA General Assembly and Conference from 7th to 10th of November 2020 in the National and University Library, Zagreb, Croatia.

The main theme of the Assembly: **Libraries in times of crisis**

Sub-themes of the Assembly:

1. Activities of libraries and regional library associations during and after the crisis
2. Library services and programs in the context of crisis
3. Online library services
4. Libraries and digitalization – development of analogue and digital collections
5. Virtual production of libraries in the time of the COVID-19 pandemic
6. Cooperation of libraries and educational institutions on conducting e-classes
7. Information literacy and informing librarians and library members in the times of the COVID-19 pandemic
8. Librarian competencies and the adequacy of library standards and rules for work in exceptional circumstances
9. Library management in times of crisis
10. Social impact of libraries and crisis communication with the public
11. The development of the library profession
12. Library buildings and spaces under the influence of natural disasters

**The General Assembly and Conference of the Croatian Library Association** is the most important professional conference organized by the Croatian Library Association at the national level and is held every two years. The conference is intended for librarians and information professionals from all types of libraries and for the domestic and international community. The Assembly brings together about 150-300 domestic and international participants and considering that this year’s Assembly and Conference will be held virtually and that it also marks the Associations 80th anniversary, a larger number of participants is expected.

The conference will be held in Croatian and English.

We hope to that you will find your interest to participate with presentations of your products and services to the participants of the conference and that you will support the 45th CLA General Assembly and Conference through sponsorship.

More information about the Assembly will soon be available at <http://hkdrustvo.hr>. For more information you can contact Lovela Machala Poplašen, member of the Organisation Committee, e-mail [lovela.machala@snz.hr](mailto:lovela.machala@snz.hr), or the office of the Croatian Library Association, e-mail [hkd@hkdrustvo.hr](mailto:hkd@hkdrustvo.hr). We would be grateful if you could send us your answer by **1st of September, 2020.**

Conference fees are attached to this invitation.

Looking forward to hearing from you soon.

Kind regards,

Andreja Tominac

Chair of the Organization Committee

45th General Assembly and Conference of the Croatian Library Association

**SPONSORSHIP PACKAGES**

Croatian Library Association is inviting all interested parties to support the 45th General Assembly and Conference of the Croatian Library Association by selecting the most appropriate option from our sponsor packages.

**Conference title:** 45th General Assembly and Conference of the Croatian Library Association

**Date:** 7th – 10th November 2020

**Place:** National and University Library in Zagreb

**Structure of the conference:**

* Virtual presentations
* On demand sessions
* Virtual Workshops
* Live round table
* ePosters
* Video chat rooms
* Virtual exhibition area
* Virtual panel discussions

**Conference fees:**

1 Virtual and physical exhibition area, ½ of a page in the Programme Brochure, company logo in the Programme Brochure, on the web page of Conference and on the official virtual template of the Conference

1200 EUR

2 Virtual and physical exhibition area, 10 minute presentation, ½ page in the Programme Brochure, ¼ page in the CLA 80th Anniversary commemorative publication, company logo in the Programme Brochure, on the web page of Conference and on the official virtual template of the Conference

1500 EUR

3 Virtual and physical exhibition area, workshop or 20 minute presentation, ½ page in the Programme Brochure, ¼ page in the CLA 80th Anniversary commemorative publication, company logo in the Programme Brochure, on the web page of Conference and on the official virtual template of the Conference

1800 EUR

4 Virtual and physical exhibition area, panel discussion, video chat, workshop or 30 minute presentation, 1 page in the Programme Brochure, ¼ page in the CLA 80th Anniversary commemorative publication, company logo in the Programme Brochure, on the web page of Conference and on the official virtual template of the Conference

2000 EUR

5 Virtual and physical exhibition area, panel discussion, video chat, workshop or 60 minute presentation, 1 page in the Programme Brochure, ¼ page in the CLA 80th Anniversary commemorative publication, company logo in the Programme Brochure, on the web page of Conference and on the official virtual template of the Conference

3000 EUR