

# Partnership Brochure



D i g i t a l X H u m a n i t i e s X 2 0 1 9 X X  
U t r e c h t X | X T h e X N e t h e r l a n d s  
i n f o @ d h 2 0 1 9 . o r g X X X X X X X X X X  
+ 3 1 X 2 0 X 5 8 9 X 3 2 X 3 2 X X X X X X X X  
w w w . d h 2 0 1 9 . o r g X X X X X X X X X X

## Table of Contents

---

<b>Introduction</b>	3
<b>General Information</b>	5
<b>Sponsor visibility options</b>	7
<b>Digital partnership options</b>	13
<b>Partnership packages</b>	14
<b>Partnership Application Form</b>	16
<b>Reservations and payment conditions</b>	17
<b>Liability and Insurance</b>	17
<b>Contact Information</b>	17



### **Conference Venue**

TivoliVredenburg  
Vredenburgkade 11  
Utrecht  
The Netherlands  
<https://www.tivolivredenburg.nl>

### **DH2019 PCO**

CAOS  
WG Plein 475  
Amsterdam  
The Netherlands  
[Dh2019@caos.nl](mailto:Dh2019@caos.nl)

## Introduction

---

### Digital Humanities

The humanities study the creative output of the human mind: our thoughts, our conversations, the languages we speak, our history, poetry, art and films, and much, much more, in all their variation and diversity. In a world that has gone digital, the printed word no longer counts as the main conduit for knowledge production and distribution. Instead of paper, we now take recourse to digital tweets, blogs, vlogs, interviews, videos, texts, images, and a host of other digital formats.

The amount of digital data available to us is growing exponentially: not only are we digitizing huge quantities of older material but practically all new material is now digitally born. Physical boundaries no longer play a role. And computer networks have become extremely fast.

The prolific growth of accessible data opens up new avenues of research for scholars, who now tackle a central problem arising from our information overload: how can I obtain the knowledge I need? There is simply too much information to process in traditional ways. At the same time, the creative output of the human mind is highly complex and often ambiguous. This is where the humanities come in.

Is there a way to link printed items in German and British libraries with Dutch audio?

How do you trace the sentiments associated with a topic discussed in newspapers over a century or so, while taking into account that the meaning and valence of words change over time?

Is it possible, using semantic analysis, to discover trends and hidden debates in large quantities of corporate annual reports?

To solve these and other challenges typically addressed by the humanities, a new field of scholarship has arisen, in which highly sophisticated digital tools are used to enrich and analyze the wealth of available data. In this interdisciplinary field the humanities join forces with the computer sciences: this approach is known as 'Digital Humanities', or simply DH.

### DH2019 in Utrecht

The Digital Humanities (DH) Conference that takes place alternately in Europe, North America and the rest of the world, is the annual international conference of the Alliance of Digital Humanities Organizations. The DH2019 conference will attract approximately 1000-1200 international participants. The community includes humanities researchers, information and data scientists, library and heritage specialists, computational linguists, software developers, artificial intelligence researchers, language and speech technology experts, machine learning experts, and others from all five continents.

Topics covered by the conference include:

- Computer applications in literary, linguistic, cultural, and historical studies, including public humanities and interdisciplinary aspects of modern scholarship;
- Quantitative stylistics and philology, including big data and text mining studies;
- Emerging technologies such as physical computing, single-board computers, minimal computing, wearable devices, applied to humanities research;
- (Humanities) research enabled through digital media, artificial intelligence or machine learning, software studies, or information design and modelling;
- Social, institutional, global, multilingual, and multicultural aspects of digital humanities;

- Digital arts, architecture, music, film, theatre, new media, digital games, and digital literature;
- Digital humanities in pedagogy and academic curricula.

The Digital Humanities Conference of 2019 (DH2019) will be held in Utrecht, the Netherlands, from July 8 through July 9 (pre-conference workshops) and July 9 through July 12 (main conference). This conference is a unique opportunity to meet future employees, explore new markets, and discover the newest developments in the field of Human-Language Technology. It is a place for inspiration that provides a look into the future, not only by demonstrating what is already possible but also by revealing what is on the verge of breaking through.

### What can Digital Humanities to offer?

The exciting and rapidly expanding field of Digital Humanities applies digital and computational techniques to research, teaching, and publishing in the humanities and social sciences (HSS). It combines the ability of the humanities to **interpret the textual and cultural ambiguities in complex social and historical contexts** with the **algorithmic and data-driven approaches of computer science**.

As a result, the field of Digital Humanities attracts multi-talented scholars, professionals, and students who are interested in interdisciplinary collaboration, are eager to work in often large and complex (research) environments, embrace public-private partnerships, think about solutions to the challenges facing our society today, and are committed to explore new digital frontiers. DH2019 offers you access to this exceptional talent pool.

### Partnerships

As we are looking for true partnerships with industry, we are reaching out now. In this brochure you will find a number of sponsorship options. If you would like help finding the perfect way of participating in the conference and presenting your company in the ideal surroundings, please do not hesitate to contact us at [dh2019@caos.nl](mailto:dh2019@caos.nl). We are interested to know more about your needs and requirements, so we can help you to connect to the right people. For more information on the conference please go to: [www.dh2019.org](http://www.dh2019.org).

Meet your future employees and learn about the newest developments in technology by investing in DH2019!

### What is in it for you?

A collaboration with Digital Humanities 2019 provides you:

- The possibility to support and connect with the next generation of experts in digital humanities;
- The opportunity to share your information, products and/or ideas;
- The chance to find inspiration and a look into the future of what is already possible and what is on the verge of breaking through;
- Workshops and presentations from participants from all over the world;
- An inspiring week in the beautiful city of Utrecht.

## General Information

---

### Conference venue – TivoliVredenburg

TivoliVredenburg is situated in the centre of the medieval city of Utrecht: a unique venue built for all kinds of music and entertainment. The large modern music palace harbours halls with perfect acoustics as well as cafes, bars, lounges and a restaurant. TivoliVredenburg is a substantial building, but its halls are intimate and inviting. This characteristic building will be the venue of our conference.

### Official language

The official language of the meeting will be English.

### Registrations

All participants are required to register. A badge will be provided to all registered participants. All participants are obliged to wear the badge on all conference occasions.

If you wish to attend the whole DH2019 conference, including the preconference workshops, please register through the official conference website [www.dh2019.org](http://www.dh2019.org)

## Preliminary program DH2019

*Programme to date - subject to change*

<b>Monday July 8</b>	
<b>Pre-conference workshops</b>	
9:00	Registration open @ Tivoli Vredenburg
9:30 - 12:00	Pre-conference workshops
12:00 - 13:00	Lunch break
13:00 - 17:00	Pre-conference workshops

<b>Tuesday July 9</b>	
<b>Pre-conference workshops and Opening Ceremony</b>	
9:00	Registration open @ Tivoli Vredenburg
9:30 - 12:00	Pre-conference workshops
12:00 - 13:00	Lunch break
13:00 - 16:00	Pre-conference workshops
16:30 - 17:30	DH2019 Opening ceremony and plenary lecture
17:30 - 19:00	Reception

<b>Wednesday July 10</b>	
<b>DH2019 Day 1</b>	
9:00	Registration open @ Tivoli Vredenburg
9:00 - 10:30	Opening session
10:30 - 11:00	Coffee break
11:00 - 12:30	Parallel sessions
12:30 - 14:00	Lunch break with symposium
14:00 - 15:30	Poster session
15:30 - 16:00	Coffee break
16:00 - 17:30	Poster session

Exhibition open

<b>Thursday July 11</b>	
<b>DH2019 Day 2</b>	
9:00	Registration open @ Tivoli Vredenburg
9:00 - 10:30	Opening session
10:30 - 11:00	Coffee break
11:00 - 12:30	Parallel sessions
12:30 - 14:00	Lunch break with symposium
14:00 - 15:45	Poster session
15:45 - 16:15	Coffee break
16:15 - 17:45	Busa lecture
19:00	Banquet

Exhibition open

<b>Friday July 12</b>	
<b>DH2019 Day 3</b>	
9:00	Registration open @ Tivoli Vredenburg
9:00 - 10:30	Opening session
10:30 - 11:00	Coffee break
11:00 - 12:30	Parallel sessions
12:30 - 14:00	Lunch break with symposium
14:00 - 15:45	Industrial poster session
15:45 - 16:15	Coffee break
16:15 - 17:45	Closing session
17:45 - 19:00	Closing reception

Exhibition open

## Sponsor visibility options

---

The partnership opportunities listed below allow the participating company to achieve the utmost exposure and recognition. If you would like us to help find the perfect way of participating in the conference and presenting your company in the ideal surroundings, we invite you to contact us at [dh2019@caos.nl](mailto:dh2019@caos.nl).

### I. Exhibition

The exhibition is an integral part of the DH2019 conference. Exhibiting gives you the opportunity to present your company, cultivate established relationships, identify your new business contacts and increase your company's brand awareness. The exhibition will be located in close vicinity to the meeting rooms and will be combined with poster exhibitions and food and beverage buffet areas to guarantee a constant flow of visitors to your stand.

#### Provisional exhibition opening times

To make sure the exhibition area will be well attended, we have condensed the opening times as follows:

Wednesday	July 10	07.00 – 16.15 - Open
Thursday	July 11	07.00 – 16:15 - Open
Friday	July 12	07.00 – 16.15 - Open 16.15 – 19.00 – Break-down

#### Exhibition space rental cost per table top €6.000 (early fee), €7.000 (late fee)

◇ The rental cost is for a table top only (it does not include wall separations, furniture, etc.) – approx.9m2

◇ The rental cost includes 1 exhibitor badge for stands (these badges give access to the exhibition areas but not to scientific sessions. They do include coffee/tea breaks and lunches during the official conference days. Additional badges can be purchased for €375.00 each via the conference website.

◇ Individual preferences from partners/exhibitors regarding location of stand will be taken into consideration, but we cannot guarantee you are allocated your first choice.

#### Note:

Please note that we have an early and late fee. The deadline for the early fee will be the 31th of December 2018, if the early amount is not paid by 31 December we will charge the late fee.

#### Exhibition service:

If you wish to use a table top, order furniture, or if you have questions concerning the exhibition space, please contact CAOS Conference Organisers

## CAOS

WG Plein 475

1054 SH Amsterdam

The Netherlands

Telephone: +31 (0)20 5893232

Email: [DH2019@caos.nl](mailto:DH2019@caos.nl)

### Provisional floor plan:

Please note that the floor plan is indicative and provisional. It can be modified to a certain extent based on actual exhibition space booking request.





## II. Opening Ceremony

Cost € 6.000

The opening ceremony will take place in TivoliVredenburg, followed by a reception. Your sponsorship will be acknowledged at the event with signage, as well as prominent acknowledgement in the opening ceremony, conference program and on the conference website. The master of ceremony will publicly announce your company's name as sponsor of the event.

### **Note:**

Please note that the cost of sponsorship does not include the cost of signage. This event will be limited to a maximum of two sponsors.

### **Benefits:**

- ◇ Possibility to place two (2) banners in the room where the welcome talk will be held
- ◇ Possibility to place flyers near the room where the welcoming ceremony will be held
- ◇ Acknowledgment in the conference program
- ◇ Logo acknowledgement on the official conference website

## III. Coffee break

Cost € 2.000 (per break)

Coffee breaks are scheduled before and between scientific sessions. Socialize with participants in a more informal atmosphere and gain great visibility! You may print napkins or any similar items with your logo, to be used during the coffee break.

### **Benefits:**

- ◇ Possibility to provide sponsor's napkins, cups and other brand material during the coffee break (please note that arrangement of such brand material is the responsibility of the sponsor and any additional costs are not included in the package)
- ◇ Acknowledgment in the conference program
- ◇ Possibility to place two (2) banners next to the serving points, during the sponsored coffee break
- ◇ Logo acknowledgement on the official conference website

## IV. Lunch break with symposium

Cost € 10.000 (per session)

Apart from the possibility to socialize with the participants in a more informal atmosphere during the lunch break, this sponsorship also gives you the opportunity to organize a symposium, a workshop or a recruitment event. The symposia are scheduled from 13.15 – 14.00 and allow a company to attract as wide an audience as it can to present and/or discuss a topic of the company's choice, or to engage with a selected group of attendants that you would like to become part of your network.

Available timeslots are: Wednesday July 10, Thursday July 11 and Friday July 12

**Benefits:**

- ◇ Possibility to connect with the next generation of experts in data science and digital humanities
- ◇ Possibility to provide sponsor's napkins, cups and other brand material during the lunch break (please note that arrangement of such brand material is the responsibility of the sponsor and any additional costs are not included in the package)
- ◇ Possibility to reach a great number of participants and share a topic of your choice.
- ◇ Possibility to place two (2) banners in the lunch break area, during the sponsored lunch break
- ◇ Acknowledgment in the conference program
- ◇ Logo acknowledgement on the official conference website

**Scanners**

Cost € 2.000

When the participants enter your symposium, their badges will be scanned. By sponsoring the scanners, you will receive information on who have attended your session.

**V. Banquet Sponsoring**

Cost € 7.500

The annual Digital Humanities Banquet will be held at a unique and historical venue in Utrecht. To be able to offer the participants something extra and make this evening more festive, you are invited to sponsor the banquet. 500 guests are expected and by sponsoring 15 euro per person, this banquet will definitely be an unforgettable experience. Your sponsorship will be acknowledged at the event with signage, as well as prominent acknowledgement during the banquet, conference program and on the conference website. The master of ceremony will publicly announce your company's name as sponsor of the event.

**Note:**

Please note that the cost of sponsorship does not include the cost of signage.

**Benefits:**

- ◇ **Exclusive partnership**
- ◇ Acknowledgment in the conference program
- ◇ Logo acknowledgement on the official conference website
- ◇ Possibility to place two (2) banners at the banquet location

**VI. Best poster awards**

Cost € 10.000

The poster sessions at DH2019 provide an excellent opportunity for companies seeking talented humanities researchers, information and data scientists, computational linguists, software developers, artificial intelligence researchers, language and speech technology experts or machine learning experts. As a possibility to meet talented students, we invite you to sponsor a best poster award. There will be three poster sessions, held on Wednesday 10, Thursday 11 and Friday 12 July. In case your company is

interested, a company representative is invited to announce a winner of the poster session of the appointed day. Please contact CAOS for more information.

## VII. Speakers' preview room

Cost € 5.000

The heart of the conference, where all speakers finalize and deliver their presentation prior to their session, can be fully branded by a sponsor. This will ensure maximum exposure for the sponsor company.

### **Benefits:**

#### ◇ **Exclusive partnership**

- ◇ Company logo in exclusivity on sign next to the Speakers' Preview Room
- ◇ Possibility to place promotional material on a table inside the room
- ◇ Possibility to provide and serve coffee and refreshments to the speakers (please note that arrangement is the responsibility of the sponsor and any additional costs are not included in the package)
- ◇ Acknowledgment in the conference program
- ◇ Logo acknowledgement on the official conference website

## VIII. Private meeting room rental

Cost on request

If you would like to organize a meeting with interesting partners or participants you have met, it is possible to hire a private meeting room in the conference venue. These rooms are available on a first come first serve basis. Please contact [dh2019@caos.nl](mailto:dh2019@caos.nl) in advance to reserve a room. This rental costs does not include any technical equipment.

## IX. Conference bags

Cost € 6.000

At registration, each delegate will receive a conference bag which will include a summary of the scientific program and assorted literature from our sponsors. Your sponsorship will be prominently signed with your logo on the bag, together with the DH2019 logo, as well as acknowledged on the conference website and conference program. Please note that the cost of sponsorship does not include the cost of the bag. The sponsor has the option of providing their own bag or having the organisers obtain the bags on their behalf. In the latter case, the cost of the symposium bag will be added to the cost of the sponsorship.

### **Benefits:**

- ◇ **Exclusive sponsorship**
- ◇ Perfect brand visibility

## X. Pens

Cost € 3.000

Pens printed with the sponsor's logo on it are to be provided by the company. If the company prefers to have branded pens inserted in the conference bags as well, the items need to be received in time for approval of the organisation. In case bags are not supplied, the pens will be distributed at the registration desk.

### **Note:**

Participants like to collect free materials connected to the conference. Pens printed with your company's logo are an efficient way to create visibility: participants will use them during the conference and elsewhere, and they are small enough to take with you.

## XI. Notepads (A5)

Cost € 3.000

Notepads printed with the sponsor's logo on it are to be provided by the company. If the company prefers to have branded notepads inserted in the conference bags, the items need to be received in time for approval of the organisation. In case bags are not supplied, the pads will be distributed at the registration desk.

### **Note:**

Participants like to collect free materials connected to the conference. Providing notepads is a perfect way of creating visibility of your company and logo, as participants will definitely take notes during the conference.

## XII. Lanyards

Cost € 7.000

The lanyards are provided for all participants along with their badges. Participants are required to wear their badge at all times so this means everybody will be walking around with your company's lanyards. There is no better way of brand/logo acknowledgement than this!

### **Note:**

The sponsor needs to provide their own lanyards, the organisation will not be responsible for the costs. The lanyards needs to be approved by the organisation before the conference.

### **Benefits:**

- ◇ **Exclusive sponsorship**
- ◇ **Perfect brand visibility**
- ◇ Sponsor's logo can be printed on the lanyard.
- ◇ Logo acknowledgement on the official conference website

### XIII. Signage at conference venue

Cost € 6.000

The TivoliVredenburg is a substantial building and almost all halls will be occupied during the conference. To make sure participants find their way, we invite you to sponsor the floor signage and signage panels at the conference venue.

**Note:**

Please note that this sponsorship does not include the cost of providing the signage

**Benefits:**

◇ Perfect brand visibility as your company's logo and name will be visible through the entire venue

### XIV. Conference programme

Cost € 3.000

This sponsorship includes acknowledgement of your company logo in the printed conference programme. Your company logo will be printed, along with a description of your company, on 1 page (single printed) of the conference programme.

**Note:**

Costs for ½ a page are € 2.000

**Benefits:**

◇ Perfect brand visibility as your company's logo and name will be visible in the conference programme that will be handed out to all delegates.

## Digital partnership options

---

### XV. Conference App

Cost € 13.000

Sponsoring the mobile application of the conference, will provide your company with perfect visibility. The application is accessible for all participants and exhibitors during and after the conference. The only other logos that will be visible in the conference app apart from your company's logo, are the logos of the Golden and Silver Sponsors.

### XVI. Conference website

Cost € 3.500

With this sponsorship, your company logo will be mentioned on the conference website, with a link to your company website.

**Benefits:**

◇ The conference website is the most important way of communication with our delegates and partners so you will be ensured to have great visibility.

## Partnership packages

---

As a Golden, Silver or Bronze partnership, you will be the most important sponsors of the DH2019 conference. The packages mentioned below show an overview of what is included for this kind of sponsorship. If you prefer to add or replace anything, please do not hesitate to reach out to [DH2019@caos.nl](mailto:DH2019@caos.nl).

### Golden partnership

Cost € 50.000

As a Golden sponsor you will be visible during the entire DH2019 conference. Sponsorship includes:

Digital exhibition space of 27 m2	€ 18,000.00
Lunch session	€ 10,000.00
Acknowledgement on the conference website	€ 3,500.00
Acknowledgement in the conference programme	€ 3,000.00
Signage in the conference venue	€ 6,000.00
Best poster award	€ 10,000.00
2 full conference badges	€ 900.00
<b>Total if purchased separately</b>	<b>€ 51,400.00</b>
<b>Total for Golden Sponsor</b>	<b>€ 50,000.00</b>

### Silver partnership

Cost € 35.000

As a Silver sponsor you will have an important role during the DH2019 conference. Sponsorship includes:

Digital exhibition space of 27 m2	€ 18,000.00
Lunch session	€ 10,000.00
Acknowledgement on the conference website	€ 3,500.00
Acknowledgement in the conference programme	€ 3,000.00
2 full conference badges	€ 900.00
<b>Total if purchased separately</b>	<b>€ 35,400.00</b>
<b>Total for Silver sponsor</b>	<b>€ 35,000.00</b>

## Bronze partnership

Cost € 25.000

A bronze sponsorship includes the following options:

Digital exhibition space of 18 m2	€ 12,000.00
Lunch session	€ 10,000.00
Acknowledgement on the conference website	€ 3,500.00
<b>Total if purchased separately</b>	<b>€ 25,500.00</b>
<b>Total for Bronze Sponsor</b>	<b>€ 25,000.00</b>

---

## Partnership Application Form

Please complete and return this form to CAOS Conference Organisers: [dh2019@caos.nl](mailto:dh2019@caos.nl)

Company Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Province \_\_\_\_\_  
 Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Company VAT Number \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

We would like to sponsor the following items:

ITEMIZED SPONSORSHIP OPPORTUNITIES	Cost	✓	ITEMIZED SPONSORSHIP OPPORTUNITIES	Cost	✓
<b>Golden sponsor</b>	€ 50.000		<b>Speakers' preview room</b>	€ 5.000	
<b>Silver Sponsor</b>	€ 35.000		<b>Private meeting room</b>	Cost on request	
<b>Bronze Sponsor</b>	€ 25.000		<b>Conference bags</b>	€ 6.000	
<b>Exhibition space: table top</b> <i>(approx. 9m2)</i>	€ 6.000 early fee / € 7.000 late fee		<b>Pens</b>	€ 3.000	
<b>Opening Ceremony</b>	€ 6.000		<b>Notepads (A5)</b>	€ 3.000	
<b>Coffee Break</b> <i>per break</i>	€ 2.000		<b>Lanyards</b>	€ 7.000	
<b>Lunch Break with symposium</b> <i>per break</i>	€ 10.000		<b>Signage at the conference venue</b>	€ 6.000	
<b>Scanners</b> <i>per scanner</i>	€ 2.000		<b>Conference website</b>	€ 3.500	
<b>Banquet Sponsoring</b>	€ 7.500		<b>Conference programme (1 page)</b>	€ 3.000	
<b>Best poster award</b>	€ 10.000		<b>Conference programme (1/2 page)</b>	€ 2.000	
<b>Conference App</b>	€ 13.000				

Authorized/name signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Reservations and payment conditions

---

Exhibitors/Partners must complete the reservation form and return it to the Conference Secretariat by email [dh2019@caos.nl](mailto:dh2019@caos.nl).

All aforementioned costs are quoted in EURO and do **not** include taxes.

A confirmation of reservation will be sent together with the contract and an invoice will be sent for deposit payment and balance.

In case payment has not been received by DH2019 before the conference commences on July 9 2019, DH2019 reserves the right to withhold stand-construction or other sponsor-participation at the DH2019 conference.

Stands will be assigned on a “first come, first served” basis. Preferences for stand location will be taken into consideration, but first choice location cannot be guaranteed.

## Liability and Insurance

---

Neither the organisers nor the meeting venue can take any responsibility for injuries or damages involving persons or properties during the event. The partners are requested to have their staff and products insured.

## Contact Information

---

Undoubtedly, partnership is one of the most powerful and effective of all marketing communications. Partnership is not just another form of media, and therefore cannot be evaluated in the same way. With those principles at core, the partnership package will offer your company opportunities for new connections, new relationships and new business.

All companies interested in participating in partnership are kindly requested to contact us at the details mentioned below:

### **CAOS Conference Organisers**

WG Plein 475  
1054 SH Amsterdam  
The Netherlands

**T:** +31 (0)20 589 3232

**E:** [dh2019@caos.nl](mailto:dh2019@caos.nl)