



## SPONSORSHIP OPPORTUNITIES

25th General Conference

**ICOM**  
**KYOTO 2019**

1-7 September



The triennial ICOM General Conference is the world's largest international conference of museums. The 25th ICOM Kyoto 2019 General Conference will be the first time for this major event to be held in Japan.

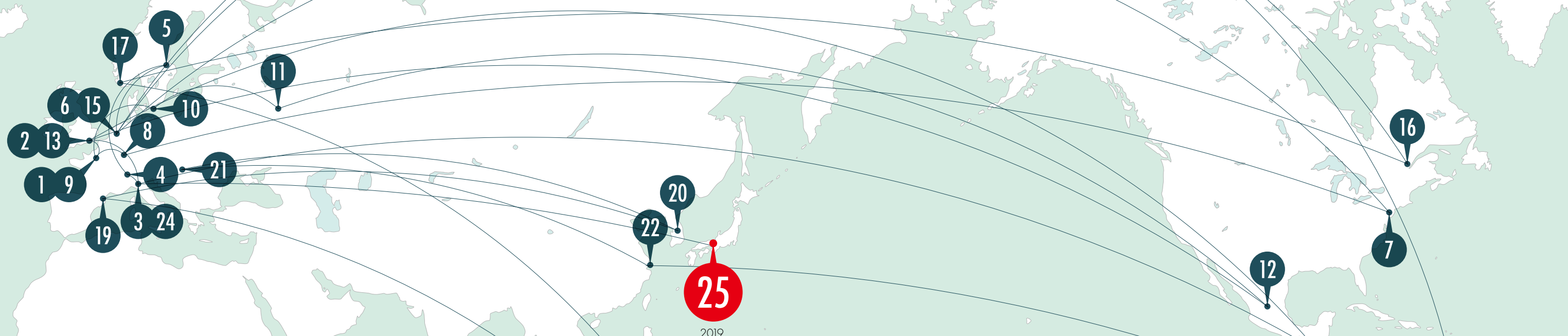
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ICOM Kyoto 2019 is expected to attract more than 3,000 museum professionals and experts from over 141 countries around the world. The main venue is the Kyoto International Conference Center. The city of Kyoto has about 200 museums both large and small, and simultaneous side events open to the public will take place during the General Conference period.

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The International Council of Museums (ICOM) is an international non-governmental organisation (NGO) established in Paris by museum professionals in 1946 alongside UNESCO. Consisting of about 40,000 museum experts representing 141 countries and territories throughout the world, ICOM is committed to the progress and development of the world's museums. The various committees of ICOM, including 30 international committees dedicated to a range of museum specialties, organise international conferences and workshops. ICOM establishes standards of excellence including its *Code of Ethics for Museums* and it brings together a network of international museum professionals while extending support to museums damaged by armed conflicts or natural disasters.

# Previous ICOM General Conference Host Cities



- 2019  
**25 Kyoto, Japan**  
Museums as Cultural Hubs:  
The Future of Tradition
- 2016  
**24 Milan, Italy**  
Museums and Cultural Landscapes
- 2013  
**23 Rio de Janeiro, Brazil**  
Museums (memory+creativity)  
=social change
- 2010  
**22 Shanghai, China**  
Museums for Social Harmony
- 2007  
**21 Vienna, Austria**  
Museums and Universal Heritage
- 2004  
**20 Seoul, Korea**  
Museums and Intangible Heritage
- 2001  
**19 Barcelona, Spain**  
Managing Change:  
museums facing economic and  
social challenges

- 1998  
**18 Melbourne, Australia**  
Museums and cultural diversity:  
ancient cultures, new worlds
- 1995  
**17 Stavanger, Norway**  
Museum and communities
- 1992  
**16 Québec, Canada**  
Museums: re-thinking the boundaries?
- 1989  
**15 The Hague, Netherlands**  
Museums: generators of culture
- 1986  
**14 Buenos Aires, Argentina**  
Museums and the future of  
our heritage: emergency call
- 1983  
**13 London, England**  
Museums for a developing world

- 1980  
**12 Mexico City, Mexico**  
The world's heritage-the museum's  
responsibilities
- 1977  
**11 Moscow, USSR**  
Museums and cultural exchanges
- 1974  
**10 Copenhagen, Denmark**  
The museum and the modern world
- 1971  
**9 Paris, Grenoble, France**  
The museum in the service of man,  
today and tomorrow: the museum's  
educational and cultural role
- 1968  
**8 Cologne, Munich,  
Federal Republic of  
Germany**  
Museum and research

The ICOM General Conference has been held triennially in various cities around the world since the 1948 Paris Conference. A theme is selected for each General Conference to promote discussion of pertinent contemporary issues affecting society and museums at the time. In 2019, ICOM finally comes to Japan for its 25th General Conference.

- 1965  
**7 New York, U.S.A**  
Training of museum personnel
- 1962  
**6 The Hague, Netherlands**  
Precautions against theft of art works;  
conservation of cultural property; the role of history and  
folklore museums in a changing world;  
observations on the museum profession; the objectives of  
the museum: research centres or exhibition hall?;  
the educational role of museums
- 1959  
**5 Stockholm, Sweden**  
Museums as mirrors: their potentialities  
and limitations
- 1956  
**4 Basle, Zurich, Geneva, Switzerland**  
The museum in our time; the natural history museum in the  
modern world; the problem of history museums in our times;  
the planning and organisation of the modern technical  
museum; Babel's Tower

- 1953  
**3 Genoa, Milan and Bergamo, Italy**  
Problems of museums located outside; problems of  
museums in undeveloped areas; the architecture of  
museums and museums in modern town-planning
- 1950  
**2 London, England**  
Exchange of collections and conservation personnel;  
inventory of scientific instruments; museums and education;  
problems of professional training
- 1948  
**1 Paris, France**  
First General Biennial Conference



# ICOM MILANO 2016

ICOM Milano 2016, the previous General Conference, was held in Milan, Italy, in 2016. It was attended by 3,433 people from 129 countries (124 people attended from Japan). The General Conference, which included keynote lectures, committee sessions, and social events, was a great success, with the active participation of not only the attendees but also members of the local community

# 2016 ICOM MILANO

## 24<sup>TH</sup> GENERAL CONFERENCE - 3-9 JULY 2016 - ITALY





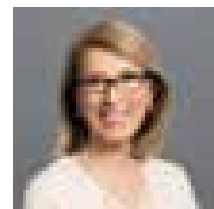
## The value of holding the ICOM General Conference in Japan

With its 24 successful editions so far, ICOM's triennial General Conference is the worldwide reputed hub for exchange about the topical issues museums tackle today, as well as the most innovative solutions. The theme chosen for the Kyoto 2019 General Conference is "Museums as cultural hubs: The future of tradition". ICOM has chosen Japan and Kyoto for a very particular reason: they are role models in respecting long-standing traditions, history, and culture while continuing to thrive in the present by looking forward and around. Aside from the debates, round tables and panels, the Kyoto 2019 General Conference will also host the International Museum Fair, which will present the state of the art technology and where participants will be able to interact with the latest technological advances available for museums. As the digital and technological development becomes a bigger part of our day to day lives, museums face the challenge of embracing the future whilst respecting traditions in order to maintain a relevant role in today's society. The main goals of ICOM's General Conference are to facilitate cultural exchange, to promote international cooperation, and to inspire local actions in order to allow museums to continue their public service mission to the society.

ICOM is the world's only international museum organisation. We hold a privileged position in tackling and finding solutions for the issues society cares the most about. Each and every General Conference in the past 71 years is a reaffirmation of the strength of our network. To achieve a successful conference that will expand the future work and boost the development of museums, ICOM would greatly appreciate international support and sponsorship.

Let's cooperate to fulfill our mission, let's meet in Kyoto!

Suay Aksoy  
President of ICOM



## Aiming to organise a General Conference that contributes to 'culture' in Japan and around the world

In September 2019, Kyoto will host the ICOM General Conference, a forum where more than 3,000 museum experts and professionals from all over the world will gather. This will be the first time for the triennial international conference to be held in Japan, and is thus of great historical significance. The hosting of this international event is a wonderful opportunity for Japan to present not only its museums, but also its excellent art and culture, industrial technologies, and its famed hospitality to the world in the year before the 2020 Tokyo Olympic and Paralympic Games, and the Kansai World Masters Games 2021. Moreover, the General Conference will be a timely first event to mark the complete relocation of the Japanese government's Agency for Cultural Affairs to Kyoto.

The theme of the ICOM Kyoto Conference is 'Museums as Cultural Hubs: The Future of Tradition'. Under this theme, the international museum community will consider how museums can create new functions and fulfil their role in society as cultural centres that can contribute to a thriving future by leveraging traditional culture.

We are pleased to invite you to be a part of this significant international General Conference, to help us make it a success, and to enjoy exclusive branding opportunities at this historical event.

Johei Sasaki  
President, ICOM KYOTO 2019 Organising Committee  
Executive Director, Kyoto National Museum



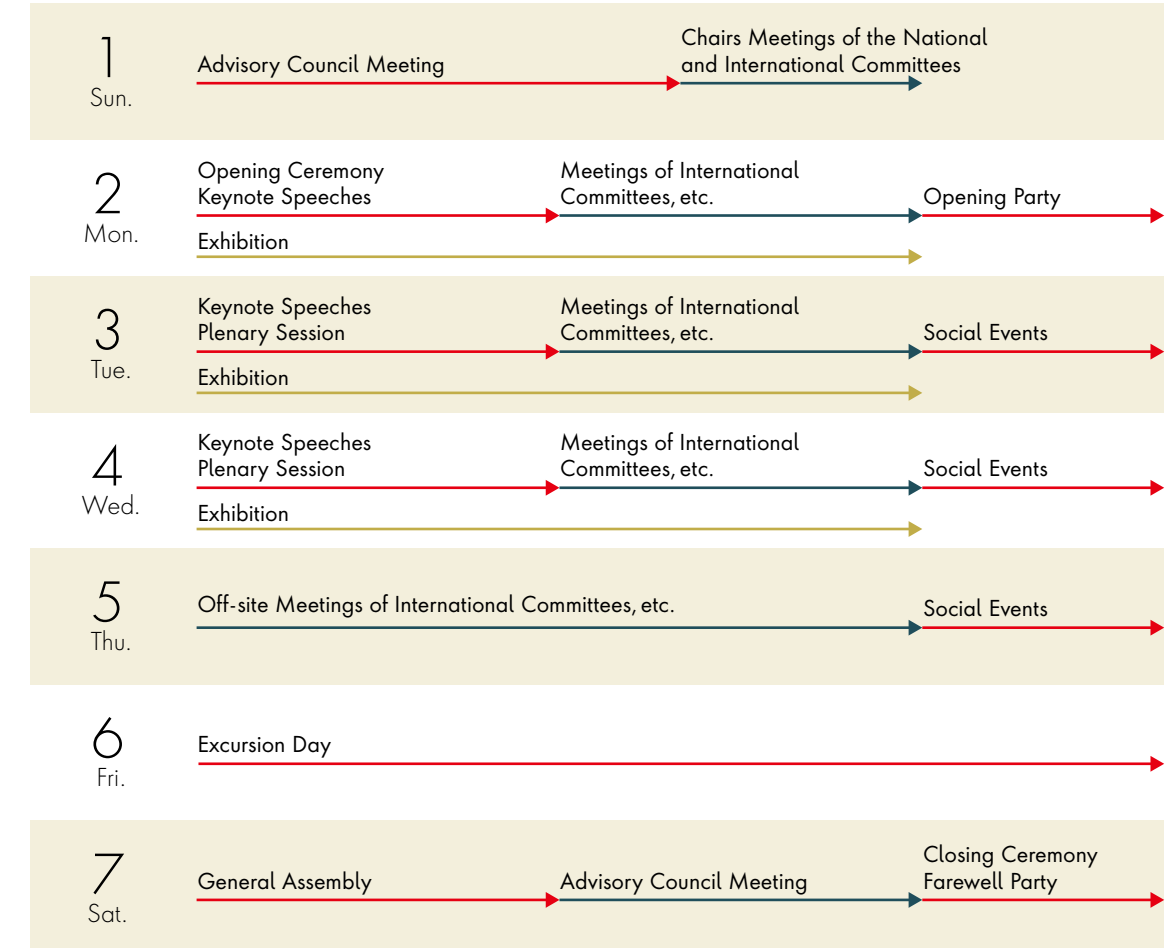


## Conference overview

- Title** \_\_\_\_\_ 25th ICOM General Conference KYOTO 2019
- Period** \_\_\_\_\_ Sunday, 1 September - Saturday, 7 September 2019
- Theme** \_\_\_\_\_ Museums as Cultural Hubs: The Future of Tradition
- Organisers** \_\_\_\_\_ ICOM, ICOM Japan  
ICOM KYOTO 2019 Organising Committee  
Japanese Association of Museums  
Science Council of Japan (tentative)
- Venue** \_\_\_\_\_ Kyoto International Conference Center  
\*Other venues will be used for social events, etc.
- Participants (Expected)** \_\_\_\_\_ About 3,000 from all over the world  
International experts on history, art, natural history, science and technology, folklore, literature, film arts, museum management, security, museology, etc.

## Programme overview

September





## ICOM KYOTO 2019 Organising Committee

President	<b>Johei Sasaki</b>	Executive Director, Kyoto National Museum
Vice President	<b>Tamotsu Aoki</b> <b>Masami Zeniya</b> <b>Yutaka Mino</b>	Director General, The National Art Center, Tokyo Executive Director, Tokyo National Museum Director, Hyogo Prefectural Museum of Art
Auditors	<b>Hiroshi Kurushima</b> <b>Masaki Yanagihara</b>	Director-General, National Museum of Japanese History Director, The National Museum of Modern Art, Kyoto
Committee Members	<b>Masanori Aoyagi</b> <b>Raitei Arima</b> <b>Tadao Ando</b> <b>Hiroyasu Ando</b> <b>Yoshiaki Ishizawa</b> <b>Tsukasa Iwashina</b> <b>Shunichi Uchida</b> <b>Kenichiro Ohara</b> <b>Daisaku Kadokawa</b> <b>Yayoi Komatsu</b> <b>Seiichi Kondo</b> <b>Tadayasu Sakai</b> <b>Teiichi Sato</b> <b>Hiroyuki Shimatani</b> <b>Genshitsu Sen</b>  <b>Shuji Takashina</b> <b>Yoshio Tateishi</b> <b>Akira Tatehata</b> <b>Tsunekiyo Tanaka</b> <b>Yutaka Tokiwa</b>  <b>Yoshitaka Tokugawa</b> <b>Makoto Nagao</b> <b>Fumio Nanjo</b> <b>Takatoshi Nishiwaki</b> <b>Yoshihiro Hayashi</b> <b>Yutaka Fukuda</b> <b>Manabu Miyagawa</b> <b>Ryohei Miyata</b> <b>Junichi Murata</b> <b>Juichi Yamagiwa</b> <b>Kenji Yoshida</b> <b>Kiyokazu Washida</b>	Former Commissioner for Cultural Affairs Chairperson, Kyoto Buddhist Organisation Founder, Tadao Ando Architect & Associates President, The Japan Foundation Director of the Sophia Asia Center for Research and Human Development President, Japan Association of Botanical Gardens President, The ICC Kyoto Public Interest Incorporated Foundation Honorary Director, Ohara Museum of Art Mayor of Kyoto Superintendent, Saitama Prefectural Board of Education Chairman, Kyoto Arts and Culture Foundation Director, Setagaya Art Museum Honorary Executive Director, Tokyo National Museum Executive Director, Kyushu National Museum 15th-Generation Urasenke Iemoto (Grand Master) UNESCO Goodwill Ambassador  Director-General, The National Museum of Western Art Chairman, Kyoto Chamber of Commerce and Industry Director, The Museum of Modern Art, Saitama Head, Kyoto Prefectural Association of Shinto Shrines Director-General, Lifelong Learning Policy Bureau, Ministry of Education, Culture, Sports, Science and Technology  Director, The Tokugawa Art Museum President, Kyoto City Music Arts and Culture Promotion Foundation Director, Mori Art Museum Governor of Kyoto Prefecture Director General, The National Museum of Nature and Science Chair, Japanese Association of Zoos and Aquariums Director-General for Cultural Affairs, Ministry of Foreign Affairs Commissioner, Agency for Cultural Affairs Director, Kyoto Convention Bureau President, Kyoto University Director-General, National Museum of Ethnology President, Kyoto City University of Arts

## Kyoto, a City for International Cultural Exchange



### The Kyoto International Conference Center and Kyoto's Over 200 Museums

Kyoto International Conference Center, the main venue of ICOM Kyoto 2019, was established as Japan's first full-fledged international conference centre in 1966. Renowned for its modern architectural beauty inspired by Japanese traditional style, it has hosted more than 16,000 international conferences to date.

The host city, Kyoto, is home to over 200 large and small museums, each with their own individual characteristics. It is indeed a 'city of museums'. These museums and cultural facilities are planning to organise diverse projects and events in preparation for and during ICOM Kyoto 2019. We aim to organise a General Conference that encourages people living in Kyoto Prefecture and Kyoto City to visit museums and to experience and gain deep insights into the history and culture of Kyoto, which propels us toward a thriving future.



# SPONSORSHIP PACKAGES

Theme of ICOM KYOTO 2019

## Museums as Cultural Hubs: The Future of Tradition

Under this theme, the international museum community will consider how museums can play new roles as they and their missions fulfil in society as cultural centres that leverage traditional culture in order to forge a thriving future.

We aim to make this event an international conference in the true sense of the word by welcoming a wide range of participants. Such measures may include waiving registration fees and providing travel expenses for representatives from developing countries or for young people. We are also organising enjoyable side events and receptions to make the General Conference an unforgettable experience for the participants. We would appreciate it if you could support and cooperate with us.

Please refer to each page for details of how to sponsor ICOM Kyoto 2019.



**1 Overall Sponsorship Package**  
Supporting expenses required for the entire General Conference

pp.16-17



**2 Conference Items Sponsorship Package**  
Providing novelty goods such as congress bags

pp.18-19



**3 Service Sponsorship Package**  
Providing services such as food and beverages, and Wi-Fi system

pp.20-21



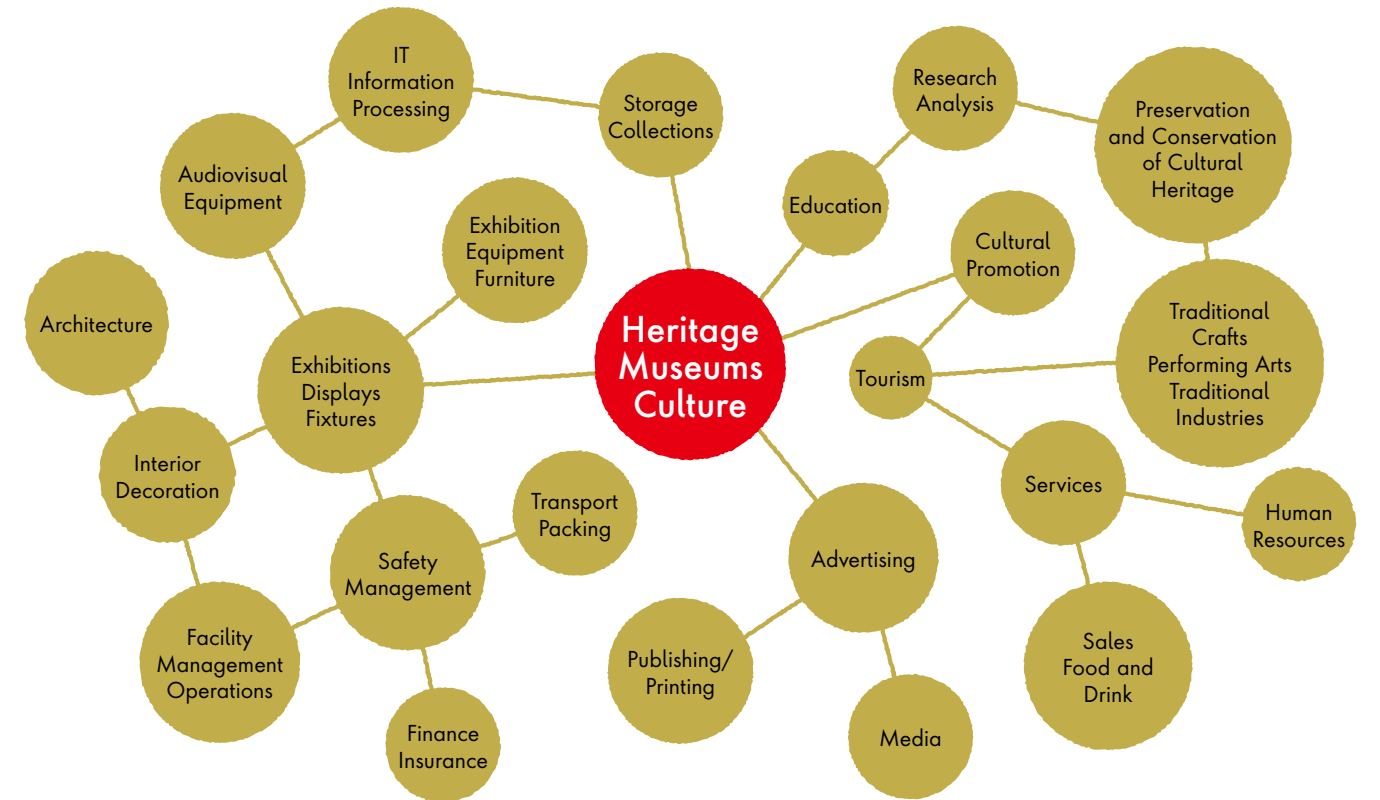
**4 Seminar Sponsorship Package**  
Organising seminars in the venue

p.21



**5 Other Sponsorship Packages**  
Providing various types of support such as arranging interpreters or sponsoring the reception party

p.22



## Museums and culture are at the heart of everything

The success of the General Conference cannot be achieved without the participation of businesses and organisations that are enthusiastic about supporting culture or who have developed technologies to effectively convey information and knowledge through museum spaces, providing a comfortable environment for visitors. We hope you will take advantage of ICOM Kyoto 2019 to show participants from Japan and the world the extensive cultural strengths of Japan, and the support for museums and contributions to culture from the diverse industries and sectors listed above.

The potential benefits for sponsoring companies and organisations include the following:

### No.1: Exchange of Ideas with Experts from around the World

You can directly promote your museum-related experience and technology to the world's leading experts of museum operations and research and exchange ideas with them.

### No.2: Expansion of Business Opportunities

You have the chance to develop new business opportunities in your area of activity and get the latest information about the new directions of museums and cultural policy and the challenges they face.

### No.3: Brand Promotion

You can extensively increase awareness of your brand in foreign countries as a company or organisation contributing to cultural promotion. Participation will also raise the value and strength of your brand in Japan.



# 1 SPONSORSHIP PACKAGE

## Overall Sponsorship Package

Sponsors of this package are expected to provide support for the general expenses of the General Conference as a whole. Your company logo will be featured on the General Conference program and official website. There are four tiers of sponsorship: platinum, gold, silver, and bronze. This is a great opportunity to show your company's commitment to supporting culture and tradition as a primary sponsor, providing core support for this General Conference. Please select the most suitable tier for your company or organisation.

### Sponsorship Fees

<b>Platinum</b>	¥ 10 million (apx. € 76,923)
<b>Gold</b>	¥ 5 million (apx. € 38,461)
<b>Silver</b>	¥ 2 million (apx. € 15,384)
<b>Bronze</b>	¥ 1 million (apx. € 7,692)



\*1 EUR = 130 JPY, The currency for payment is Japanese yen (JPY).

### Sponsor Benefits

\*These are only examples. If you have any special requests related to how you would like your company to be presented, please contact us for further discussions.

Sponsor tiers		Platinum	Gold	Silver	Bronze
<b>Registration</b>	• Free entry (to all official events)	5 persons	3 persons	2 persons	1 persons
<b>Logo Placement</b>	• General Conference program • Official website (including a hyperlink) • Official app (including a hyperlink) • Sponsor board (in the venue) • Slide projection in the waiting space of the venue (in the venue)	Large	Medium	Medium	Small
<b>Advertising</b>	• Advertisement in the General Conference program • Short description of your company on the official website • Inclusion of company brochure insert in the congress bag	2 pages 80 words ○	1 page 50 words -	1/2 page 50 words -	1/4 page - -
<b>Exhibition</b>	• Area of exhibition booth: • Exhibition booth choice priority:	4-booth space First priority	2-booth space Second priority	1-booth space Third priority	- -
<b>Seminar</b>	• Opportunity to present in General Conference meeting room or exhibition venue	○	○	-	-
<b>Speech</b>	• Opportunity for company representative to give a speech (Speech programme is under construction)	○	-	-	-
<b>Others</b>	• Complementary tickets for museums in Tokyo / Kyoto	○	○	○	○



Exhibition area at the previous General Conference

### Exhibition (Museum Fair)

During the General Conference, exhibitions will be held for three days in the Event Hall and New Hall which will also serve as a lunch venue. Diverse museums, culture-related companies and organisations can participate in this exhibition. It is a great opportunity for your company or organisation to advertise your technology and activities to some 3,000 museum experts from Japan and around the world.

First priority: Platinum: 4-booth space ■

Second priority: Gold: 2-booth space ■

Third priority: Silver: 1-booth space ■

\*The exhibition layout is a conceptual image.

\*Higher tier sponsors will be given priority to choose the exhibition space they would like to use. Booth size may also be upgraded by paying a separate exhibition fee.  
3m x 3m ¥ 350,000 (€ 2,692), 3m x 2m ¥ 250,000 (€ 1,923)  
Tax excluded

# 2

SPONSORSHIP PACKAGE

## Conference Items Sponsorship Package

Sponsors of this package are expected to provide the kind of novelty goods that many participants look forward to at General Conferences. They provide effective, long-term advertising as these goods are used even after the General Conference ends. It is widely known that there are many traditional crafts in Kyoto; you are urged to promote them by providing nice souvenirs for the ICOM Kyoto Conference.

\*The following are just some examples of novelty items and designs. We look forward to receiving proposals for items that are effective for your company or organisation. The design will be decided upon consultation with the Organising Committee based on the Conference Identity. As this package is provided in-kind, please refer to the following reference prices.



● Congress bag A (3,000 bags: about ¥ 2,400,000)



● ID straps (3,000 straps: about ¥ 1,800,000)



Images of items in use

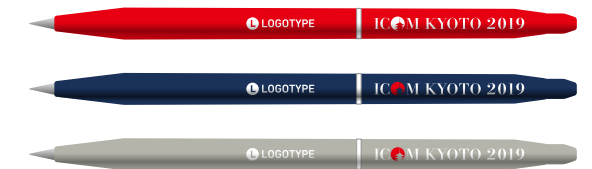


● Clear file folders (3,000 folders: about ¥ 1,500,000)

● Ring binders (3,000 binders: about ¥ 1,500,000)



● Folding fans (3,000 fans: about ¥ 1,500,000)



● Ballpoint pens (3,000 pens: about ¥ 1,500,000)



● Volunteer staff T-shirts (300 shirts: about ¥ 300,000)

# 3

SPONSORSHIP PACKAGE

## Service Sponsorship Package

Sponsors of this package are expected to provide services that are essential for the General Conference, including food and beverages, Wi-Fi system, apps, copy machines / printers, and transit passes. Please select the most suitable package for your company or organisation. The names of the sponsoring companies and organisations are placed on the General Conference program.

### A



#### Provision of Drinks

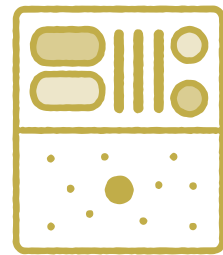
**Outline**

The sponsor of this package is expected to provide drinks and associated services during coffee breaks. Various serving methods are possible, such as setting up a self-service drink area.

**Benefits**

You can display your company banner near the coffee booth please bring your own banner.

### B



#### Provision of Box Lunches

**Outline**

The sponsor of this package is expected to provide box lunches during the lunch breaks and to distribute these box lunches to the participants.

**Benefits**

You can display your company banner in the lunch venue.

### C



#### Provision of Wi-Fi

**Outline**

The sponsor of this package is expected to provide stable internet access in the Kyoto International Conference Center.

**Benefits**

You can display your company logo on the Wi-Fi login screen.

### D



#### Provision of Printing and Copying Services

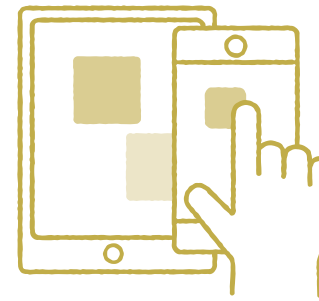
**Outline**

The sponsor of this package is expected to provide printers and copy machines and associated services in the venue.

**Benefits**

You can display your company logo and advertisement in the business centre.

### E



#### Provision of Funding for the General Conference App

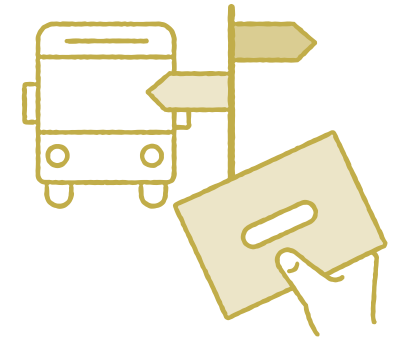
**Outline**

The sponsor of this package is expected to provide the funding for producing the app containing information about the General Conference. Most participants will use this app.

**Benefits**

You can display your company logo on the introductory screen of the app.

### F



#### Provision of Transit Passes

**Outline**

The sponsor of this package is expected to provide cost for the transit passes used by General Conference participants.

**Benefits**

You can display your company logo and advertisement on the transit passes.

## Seminar Sponsorship Package

The sponsors of this package can choose to give a presentation in the seminar booth or elsewhere in the exhibition venue.

This is a unique opportunity for companies and organisations to give in-depth introductions to international museum experts about their sophisticated technologies and activities. Don't miss this golden opportunity.

\*Presentation themes must receive prior approval by ICOM Secretariat.

\*The theme and content of the programme is published in the programme book.

\*Services other than the above (catering, arrangement of interpreters and facilitators, additional equipment, etc.) are extra.



#### Sponsor's Seminar

**Outline**

The sponsors of this package may give a 50-minute presentation in the seminar booth or elsewhere in the exhibition hall.

**Benefits**

Space in the venue and basic audiovisual system

# 4

SPONSORSHIP PACKAGE

# 5

## SPONSORSHIP PACKAGE

### Other Sponsorship Packages

Other than the above, the following sponsorship packages are also available. We look forward to the support of many companies and organisations in their respective specialty fields.

#### A



#### Sponsorship of Simultaneous Interpretation for International Committee Sessions

**Outline** Many International Committee sessions will be held concurrently during the General Conference, and they are usually held in English. The sponsors of this package are expected to fund the cost of providing simultaneous interpretation in order to encourage a large attendance. (It is also possible to support a specific committee dedicated to a specific field related to your company.)

**Benefits** Introduction of your company or organisation during the session and inclusion of the name of your company or organisation in the General Conference program

**Cost** As incurred by the sponsor

#### B



#### Sponsorship of International Committee Off-site Meetings

**Outline** Most of the International Committees will hold off-site meetings both within and outside the city of Kyoto during the General Conference. The sponsors of this package are expected to provide support for the cost of chartering buses, lunch for participants, the use of venues, and tours to various facilities. (It is also possible to support a specific committee dedicated to a specific field related to your company.)

**Benefits** PR for the sponsoring company or organisation, and introduction of your facilities and activities at off-site meetings

**Cost** As incurred by the sponsor

#### C



#### Sponsorship of Excursions

**Outline** The sponsors of this package are expected to provide a free tour designed and conducted by the companies or organisations. Specifically, the sponsors are expected to provide the cost of chartering buses for long-distance travel, lunch for participants, and tours of various facilities. You are most welcome to include your own facilities in the tour.

**Benefits** PR for the sponsoring company or organisation, and introduction of your facilities and activities at excursions

**Cost** As incurred by the sponsor

#### D



#### Sponsorship of a Reception

**Outline** The sponsors of this package can hold a reception in a facility outside the main venue, organised by the sponsor. An impressive social gathering highlighting the unique features of the company or organisation is an excellent opportunity to build networks with museum experts. The sponsor of this package is expected to provide the operating costs including the fee for renting the venue and catering service.

**Benefits** Introduction of your the company or organisation during the reception party, and inclusion of the names of your company or organisation in the General Conference program

**Cost** As incurred by the sponsor

For inquiries, please contact:

#### ICOM Japan

3F Annex to Kuroda Memorial Hall (In the Japanese Association of Museums)

12-52 Ueno-park Taito-ku Tokyo 110-0007 Japan

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FAX +81-3-5832-9109

Email [icom@j-muse.or.jp](mailto:icom@j-muse.or.jp)

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<http://icom-kyoto-2019.org/>



ICOM international  
council  
of museums  
Japan