



Conference sponsorship packages



**Online &  
@Bath 2022**

**Online & @Bath 2022**  
Annual Conference  
27 - 29 APRIL 2022

Encouraged by the success of our first virtual conference and the gradual safe return to live events, the CIfA2022 annual conference will run as a hybrid event for the very first time. Our hope is that our hybrid programme will continue to encourage the accessibility of the conference by offering the flexibility to attend online and in person at the Apex City of Bath Hotel, UK. Our conference is the premier professional archaeological conference in the UK, attracting almost 500 participants over the course of three days.



## Making a difference: the value of archaeology

CIfA2022 will incorporate discussion sessions, seminars, CPD workshops and experiences which aim to explore how archaeologists make a difference: to people's lives, to the practice of archaeology, to the places where we live, work and socialise and to our profession. We want these to showcase great archaeology, to stimulate debate, and to look at where archaeologists are generating new knowledge, understanding and contributing to the big questions of our time.

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.

**CIfA** Chartered  
Institute for  
Archaeologists

## Sponsorship packages – overview

Below is an overview of each sponsorship tier available for Cifa2022 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 Cifa2022.

Entitlements	Gold	Silver	Bronze	Livestream
Included as sponsor in all email promotion to Cifa members	✓	✓	✓	✓
Social media post thanking our sponsors	✓	✓	✓	✓
Listing with logo/URL on the Cifa2022 event page and in session post attendee page	✓	✓	✓	✓
Full page welcome letter in the Cifa2022 digital conference programme	✓			
Advertisement in the Cifa2022 digital conference programme	✓	✓	✓	✓
Tiered listing in the Cifa2022 digital conference programme with sponsorship acknowledgement	✓	✓	✓	✓
Tiered sponsor page within the digital conference platform	✓	✓	✓	✓
Complementary places to attend the full hybrid conference and reduced cost places	✓	✓	✓	✓
PR promotion as a Cifa2022 sponsor across the historic environment sector	✓	✓	✓	✓
Exhibition booth (standard trestle table)	✓	✓		
Presentation of a 90-minute session within the conference programme	✓			
Option to screen a short video prior to session commencement	✓	✓		
Sponsorship of conference sessions	✓	✓		
Sponsorship of social event or excursion			✓	
Sponsorship of live stream				✓
Logo placement on all venue signage and holding slides	✓	✓	✓	✓

## GOLD (CIFA EVENT SPONSOR) – VALUED AT: £8,000

The conference gold sponsorship is available on an exclusive basis and as our valued gold sponsor for over 10 years, Towergate Insurance is given first right of refusal from year to year.

### Conference Promotion:

- **Email promotion to Cifa members** – listed in all conference promotional emails to Cifa members as the major sponsor of Cifa2022
- **Social media post** – thank you post on Cifa’s Facebook and Twitter as our Cifa2022 major sponsor with tag to your social media page
- **PR promotion** – listed as the Cifa2022 major sponsor in all print advertisements for the conference and promotional releases to our partners within the historic environment sector
- **Cifa2022 event page** – listed as the event’s major sponsor on the Cifa2022 conference page on the Cifa website
- **Full page advertisement in digital conference programme**
- **Company blurb and welcome letter included in digital programme**

### Within the Conference - Digital

- **Top listing and 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
- **90-minute session to be delivered within the conference programme** – up to a 90-minute session on your choice of topic (as approved by Cifa) to be presented or organised by the sponsor. This session will be branded with your logo and described as ‘presented by’ both in the digital programme and online platform. Promotional video placement could also be added whilst delegates are waiting for the session to commence.

- **Post-attendee page** – logo and URL placement as gold sponsor on the post-attendee page, displayed to all delegates at the conclusion of each session.
- **Video placement** – option to screen a short 90 second promotional video whilst delegates are waiting for the opening and closing addresses to commence (2 placements). This would have the largest audience share of anticipated 450 delegates (all attendees)

### Within the Conference – In person

- **Logo placement on all conference holding slides** – logo placement as our gold sponsor on all on-site holding slides and session titles
- **Logo placement on all venue signage** – logo placement as our gold sponsor on all venue signage
- **Exhibition booth** – standard trestle table
- **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 Cifa.
- **2 complementary places to attend the full hybrid conference** – including access to all sessions, workshops, social functions and discussion spaces online and in person
- **2 reduced cost places** – 50% discount on any additional one day or full conference registrations you might wish to purchase either online only or hybrid

## SILVER (SESSION SPONSOR) – VALUED AT: £5,000

The silver grade sponsorship includes everything in the standard booth package, plus a company description in the digital programme, the company website and logo listed on the conference website, and your selection of two sessions to sponsor at conference (pending approval by session organiser and/or other sponsoring organisations). Your company logo will be listed in the conference programme next to the session, as well as in all venue signage.

### Conference Promotion:

- **Email promotion to ClfA members** – listed in all conference promotional emails to ClfA members as the silver sponsor of ClfA2022
- **Social media post** – combined sponsor thank you post on ClfA's Facebook and Twitter thanking our conference sponsors with social media tag
- **ClfA2022 event page** – listed as the event's silver sponsor on the ClfA2022 conference page on the ClfA website
- **Half page advertisement in digital conference programme**
- **Company blurb in digital programme**

### Within the Conference – Digital:

- **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
- **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.

- **Video placement** – option to screen a short 90 second promotional video whilst delegates are waiting for the above sponsored sessions to commence (2 placements).

### Within the Conference – In person

- **Logo placement on all conference holding slides** – logo placement as our silver sponsor on all on-site holding slides and session titles
- **Logo placement on all venue signage** – logo placement as our silver sponsor on all venue signage
- **Exhibition booth** – standard trestle table
- **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.
- **1 complementary place to attend the full hybrid conference** – including access to all sessions, workshops, social functions and discussion spaces online and in person
- **2 reduced cost places** – 50% discount on any additional one day or full conference registrations you might wish to purchase either online only or hybrid

## BRONZE (SOCIAL EVENTS AND EXCURSIONS) – VALUED AT: £3,000

The bronze grade sponsorship includes everything in the standard booth package, plus a company description in the digital programme, the company website and logo listed on the conference website, and your selection of a social event or excursion to sponsor at conference. Your company logo will be listed in the conference programme next to the session, as well as in all venue signage.

This year's social events include a drinks reception and networking dinner at the Bath Brew House and an excursion within Bath (details still TBC).

### Conference Promotion:

- **Email promotion to Cifa members** – listed in all conference promotional emails to Cifa members as the bronze sponsor of Cifa2022
- **Social media post** – combined sponsor thank you post on Cifa's Facebook and Twitter thanking our conference sponsors with social media tag
- **Cifa2022 event page** – listed as the event's bronze sponsor on the Cifa2022 conference page on the Cifa website
- **Quarter page advertisement in digital conference programme**
- **Company blurb in digital programme**

### Within the Conference - Digital

- **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
- **Sponsorship of a social event or excursion** - This year's social events include a drinks reception and networking dinner at the Bath Brew House. 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.

- **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.

### Within the Conference – In person

- **Logo placement on all conference holding slides** – logo placement as our bronze sponsor on all on-site holding slides and session titles
- **Logo placement on all venue signage** – logo placement as our bronze sponsor on all venue signage
- **1 complementary place to attend the full hybrid conference** – including access to all sessions, workshops, social functions and discussion spaces
- **1 reduced cost place** – 50% discount on any additional one day or full conference registrations you might wish to purchase either online only or hybrid
- **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

## LIVESTREAM SPONSOR – VALUED AT: £2,000

As our first hybrid conference, where practical, we intend to live stream all conference sessions presented in person at Bath to our digital conference audience. We also hope to have a ‘roving reporter’ live stream available to also cover the exhibition hall, reception, and excursion. Our live stream sponsor will play an important role in ensuring that the conference is accessible to all attendees.

### Conference Promotion:

- **Email promotion to Cifa members** – listed in all conference promotional emails to Cifa members as the live stream sponsor for Cifa2022
- **Social media post** – combined sponsor thank you post on Cifa’s Facebook and Twitter thanking our conference sponsors with social media tag
- **Cifa2022 event page** – listed as the event’s live stream sponsor on the Cifa2022 conference page on the Cifa website
- **Quarter page advertisement in digital conference programme**
- **Company blurb in digital programme**

### Within the Conference - Digital

- **Listed fourth 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 reduced cost place** – 50% discount on any additional one day or full registrations you might wish to purchase

- **Post-attendee page** – logo and URL placement as live stream sponsor on the video conferencing post-attendee page, displayed to all delegates at the conclusion of each session.

### Within the Conference – In person

- **Logo placement on all conference holding slides** – logo placement as our live stream sponsor on all on-site holding slides and session titles
- **Logo placement on all venue signage** – logo placement as our live stream sponsor on all venue signage – including next to each live stream camera
- **Logo on conference bag**
- **1 complementary place to attend the full hybrid conference** – including access to all sessions, workshops, social functions and discussion spaces
- **1 reduced cost place** – 50% discount on any additional one day or full conference registrations you might wish to purchase either online only or hybrid
- **Listed fourth 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

## Exhibition options

The conference provides a great platform for networking—not just in the exhibition and catering hall, but at our social events. Make sure you check out the evening events on offer when you book your place to maximise your networking time.

### STANDARD CONFERENCE BOOTH PACKAGE

A regular booth booking provides a physical presence on-site for any exhibitor. This consists of a standard trestle table, one delegate badge for a booth representative, two reduced price places for company representatives, and the company logo in the printed programme.

In addition to your on-site booth, you'll also be able to reach our digital conference audience with an exhibitor page included as part of your package. Host information about your organisation, videos, documents or special offers. Your exhibitor page also allows our attendees to reach out to your representative directly with any questions or easily schedule in a Zoom discussion using the conference platform.

To increase your visibility online, we're also planning on hosting a 'roving reporter' live stream during the in-person conference in Bath who would explore the exhibition hall, speak with each of our exhibitors and ask questions from our audience.

- **Exhibitor booth package (trestle table, room for banner, 1 representative and digital exhibitor page): £295**

To book, please complete the booking form and return it to [conference@archaeologists.net](mailto:conference@archaeologists.net). We recommend that you book early as there will be limited spaces. Cifa2019 sold out a month before conference! A late fee of £25 will be applied to exhibitors booking after 1 March 2022.



**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 1982 as the Institute for Field Archaeologists and became the Institute for Archaeologists in 2006. We achieved a Royal Charter in December 2018. 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 archaeology to geophysicists, and from the new generation through to current experts in heritage archaeology. Our groups help Cifa achieve the ambitious aims set out in our 2018-20 Strategic Plan, which provides the roadmap for our current business plan.  
Find out more via our groups and issues and strategic web pages.

**Resources**

Innovation Week Programme

ADD RESOURCE

OPEN DELETE

**Commented [AL1]:** Have kept the rate the same as for 2019 – one day less in the exhibition hall but will have a digital presence all week on the conference platform.

**Commented [AL2R1]:** Sounds reasonable



## OTHER WAYS TO PARTICIPATE

### 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 ClfA members in advance of the conference, as well as being promoted and displayed on the ClfA2022 event page prior to the conference itself. See our [2021 digital programme](#) for an example of the advertisement sizes available. Our print deadline would be Friday, 4 February 2022.

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



### SPONSOR A BURSARY

A fantastic way to support a student, those early in their careers, or an archaeologist who may be otherwise unable to otherwise attend ClfA2022. The bursary recipient will receive either a digital or full conference pass 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 ClfA2022 event web page. Bursary sponsors also receive significant email and social media promotion as part of our marketing of bursary places.

#### Digital only

- **Student attendee** – £50 for full digital access
- **Regular attendee** – £100 for full digital access

#### Full access (live and digital)

- **Student attendee** – £70 for full digital/in person access
- **Regular attendee** – £200 for full digital/in person access

**Commented [AL3]:** To be updated once pricing options have been confirmed.

## SPONSOR A CONFERENCE SESSION OR 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 evening discussion room sponsor:** £100

### 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

## DIGITAL EXHIBITOR PAGE

As an online-only 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 page is included in our standard conference booth package.

This option would also provide you with a full digital 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 full digital representative place: £150

## CONFERENCE PACK INSERTS

Provide items for our conference goody bag provided to delegates attending in person. These might include items like bookmarks, pencils, pens, leaflets etc.

- Conference pack inserts (1-2): £110

## IDEAS OR SUGGESTIONS?

We are certainly very open to any ideas or suggestions that you may have to enhance your visibility at Cifa2022 – please don't hesitate to contact us directly via: [conference@archaeologists.net](mailto:conference@archaeologists.net) to further discuss.



**ABOUT CIFA**  
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Find out more via our groups and [links and strategies](#) web pages.

**Resources**

Resource	Actions
Innovation Week Programme	ADD RESOURCE OPEN DELETE