

# NISO

How the information world

CONNECTS



## 2024 Sponsorship Opportunities

## Supporting NISO's Mission

What is NISO? We are the National Information Standards Organization, a nonprofit membership organization that identifies, develops, maintains, and publishes technical standards to manage information. Our standards and recommended practices, like the Journal Article Tag Suite (JATS), Seamless Access, and the Open Discovery Initiative, to name just a few, have been adopted by libraries, publishers, and service providers from around the world and implemented in numerous systems and platforms.

Information standards increase efficiency, reduce errors, and improve the user experience, saving time and money as well as ensuring that information is discoverable and accessible. Sponsoring NISO events supports our vision of a world where all can benefit from the unfettered exchange of information.

### NISO's member roster includes...



- Small to large academic libraries
- Nonprofit and commercial publishers
- Scholarly societies
- Aggregators
- Technology and service providers

...and more. Sponsorship increases your organization's visibility among these members as well as the many nonmembers who participate in NISO activities and events.

## Sponsoring NISO Educational Programming

NISO's 2024 programs include monthly webinars (free for staff at over 1,000 NISO member organizations), online training series, and virtual conferences as well as in-person events, including the annual NISO Plus conference in Baltimore, Maryland. Your support helps to keep registration affordable, furthering our mission of bringing stakeholders at all levels and from diverse organizations across the global information community together to develop standards and recommended practices.

# **NISO Educational Programming Package**

**January–June and August–December 2024 | Virtual Events**

**60–100+ Attendees per Event**

**\$1,750**

Limited to a maximum of five sponsors, this opportunity ensures visibility of your brand throughout the year. Virtual events in this package include roughly 12 webinars (free to all NISO members) and two Virtual Conferences in 2024.

NISO webinars and virtual conferences typically attract 50–100 attendees per event. Topics in 2023 include accessibility, metrics, metadata and discovery, and multilingual content. (You can find information on upcoming and past webinars and virtual conferences at [niso.org/events](https://niso.org/events).)

Sponsorship includes the following opportunities:

- One free registration for each virtual conference
- Recognition in opening and closing remarks for 14+ events throughout the year
- Acknowledgment in promotions for NISO educational programming (e.g. social media and email announcements)





## NISO Plus Baltimore

February 13–14, 2024

Baltimore, Maryland

250+ Attendees

Now in its fifth year—and in person for the first time since 2020—this annual event will bring attendees from across the information industry to discuss challenges and opportunities around AI, open access, and metadata.

The NISO Plus Conference will feature expert panel discussions and keynote speakers (past keynotes include Cory Doctorow and Safiya Noble). The program will also be highly interactive, providing the 300+ anticipated participants with many opportunities to discuss and engage with other attendees and vendors. Breaks and receptions will give participants time for developing new connections. All components of the Plus Conference are designed to encourage the exchange of ideas by promoting communication and collaboration across the information community.

## Who will attend the NISO Plus conference?

Conference attendees include a cross-section of creative information and technology experts who embrace change and seek to shape the future of information services:



- Database creators
- Publishers
- Library management system vendors
- Librarians
- Information technology developers
- Content management providers
- Corporate executives
- CTO/CIO
- Product managers
- Library directors
- Deans and associate deans of libraries
- License managers
- Industry consultants

# NISO Plus Baltimore | February 13–14, 2024

## Sponsorship Opportunities

### All sponsor levels include the following opportunities:

- Listing in printed program/schedule for in-person event
- Online program listing of sponsors on NISO Plus website
- Sponsor acknowledgments at conference (slides for open and closing remarks and in plenary sessions)
- Banner ads on the NISO website
- Acknowledgment in pre- and post conference promotions (e.g. social media, blog posts, and email announcements)
- Email contact information for conference attendees (excluding those who have opted out)



### Bit-level Sponsor (\$550)

### Byte-level Sponsor (\$1,113)

Includes one free conference registration and

- One promotional item or flyer/brochure on display table in common area
- Enhanced listing in online conference schedule



### Kilobyte-level Sponsor (\$3,326)

Includes two free conference registrations and

- Sponsorship of a conference session (on a first come, first served basis)
- One promotional item or flyer/brochure on display table in common area
- Enhanced listing in online conference schedule

**NISO**  **PLUS** **2024**  
**Baltimore**  **Feb 13-14, 2024**

# NISO Plus Baltimore | February 13–14, 2024

## Sponsorship Opportunities



### Megabyte (\$5,553)

Includes three free registrations and the following opportunities:

- Sponsor and introduce a conference session (includes conference plenaries on a first come, first served basis)
- 3 x 6 display table in hotel atrium (Limited availability)
- NISO Information Organized (I/O) newsletter article (thought leadership or other editorial)
- Enhanced listing in online conference schedule



### Gigabyte (\$10,604)

Includes five free registrations and the following opportunities:

- Sponsor and introduce a conference session (includes conference plenaries on a first come, first served basis) OR social event
- Sponsor the Miles Conrad awards luncheon (one available)
- 3 x 6 display table in hotel atrium (Limited availability)
- NISO Information Organized (I/O) newsletter article (thought leadership or other editorial)
- Enhanced listing on online conference schedule
- Logo on conference bag to be distributed to all attendees at registration



# NISO Humanities Roundtable

Spring 2024 | Online

50–100 Attendees



A tradition for over 20 years, this day-length event draws on the expertise of scholarly associations, university presses, librarians, researchers, and more to provide participants with exciting discussions around the needs of those working in the humanities. In addition to thought-provoking keynotes and expert panels, the event includes time for interactivity and discussion, providing a forum for stakeholders to come together and identify trends, share best practices, and set priorities that reflect the needs of the humanities community.

All sponsorships include the following opportunities:

- Online program listing on NISO website
- Acknowledgments at event (recognition during opening and closing remarks)
- Banner ads on the NISO website
- Inclusion in pre- and post-event promotions on social media

See below for the additional opportunities of each sponsorship tier:

## Silver (\$370)

One free registration

## Gold (\$550)

Three free registrations and the attendee contact list, excluding opt-outs

## Platinum (\$1,000)

Five free registrations and the attendee contact list, excluding opt-outs



## NISO Plus Global/Online

September 2024 | Two-Day Virtual Event  
600+ Attendees

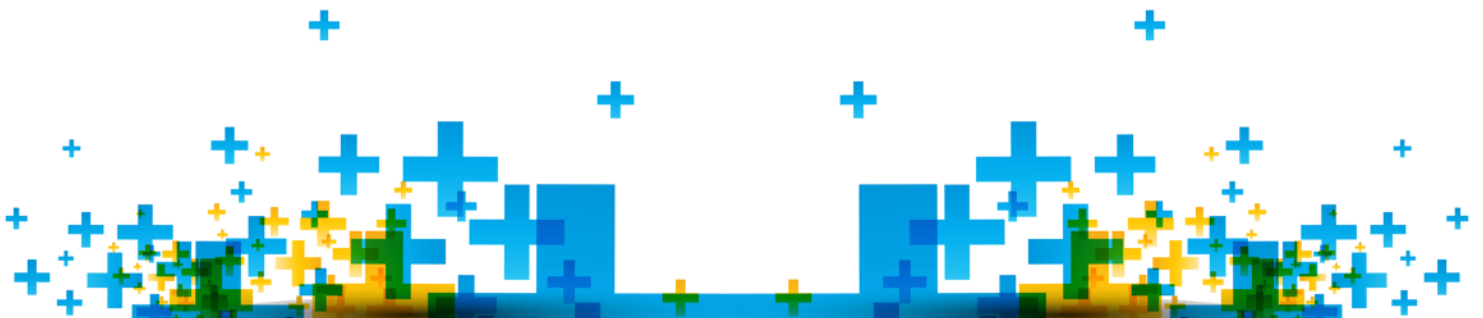
NISO Plus Global/Online invites participants to submit proposals on the biggest challenges and issues in the global information community today: metadata, open access, peer review, PIDs, DEIA in scholarly communications, and more. In addition to offering a more inclusive, accessible option for participants, the virtual conference will continue to build on the growth in international engagement seen in recent years. The meeting will feature time slots accommodating attendees and speakers from outside North America, and keynotes from experts based in the Americas, EMEA, and APAC are anticipated

Attendees for NISO Plus Global/Online come from a range of organizations in the scholarly communications space:



- Publishers (commercial and nonprofit)
- Scholarly societies
- Libraries
- Tech/service providers
- Aggregators
- Scholarly infrastructure providers
- Government agencies
- Consultancies

The 2023 virtual NISO Plus event attracted attendees from over 25 countries. There is no better place to connect with government, academia, nonprofit, and commercial business leaders in the international information community.





# NISO Plus Global/Online | September 2024 Sponsorship Opportunities

## All sponsorship levels will receive the following:

- Online program listing of sponsors on NISO Plus website
- Acknowledgment during the conference in slides for open, closing, and other plenary sessions
- Banner ads on the NISO website
- Contact information for conference attendees (excluding those who have opted out)
- Recognition in pre- and post-conference promotions (eg Twitter, LinkedIn, blog posts)



### Bit (\$550)

### Byte (\$1,113)

Includes one free conference registration and enhanced listing on conference platform



### Kilobyte (\$3,326)

Includes two free registrations and the following opportunities:

- Sponsor a conference session (chosen on a first come, first served basis)
- Enhanced listing on conference platform
- NISO Information Organized (I/O) newsletter article (thought leadership or other editorial)

# NISO Plus Global/Online | September 2024 Sponsorship Opportunities



## Megabyte (\$5,553)

Includes three free registrations and the following opportunities:

- Sponsor and introduce conference keynote or plenary (selected on a first come, first served basis)
- Enhanced listing on conference platform
- NISO Information Organized (I/O) newsletter article (thought leadership or other editorial)
- First logo to appear in closing slide of up to five of the recorded video sessions



## Gigabyte (\$10,604)

Includes five free registrations and the following opportunities:

- Sponsor and introduce a conference keynotes/plenary (selected on a first come, first served basis)
- Sponsor conference social event (one available)
- Enhanced listing on conference platform
- NISO Information Organized (I/O) newsletter article (thought leadership or other editorial)
- First logo to appear in closing slide of up to five of the recorded video sessions

**NISO**  **PLUS** **2024**  
**GLOBAL/ONLINE**  **SEPTEMBER**

# NISO Tech Summit

October 2024 | Online

100 Attendees

What are the big challenges facing content providers, service providers, and platform hosts? What are the smaller speed bumps that impede our progress in building more efficient and effective digital information environments? The theme and program for this annual event will be developed in collaboration with a committee of stakeholders, who collectively reflect the overall interests of the information community.

All sponsorships include the following:

- Online program listing on NISO website
- s at event (recognition during opening and closing remarks)
- Banner ads on the NISO website
- Inclusion in pre- and post-event promotions on social media

See below for the additional opportunities of each sponsorship tier:

## Silver (\$375)

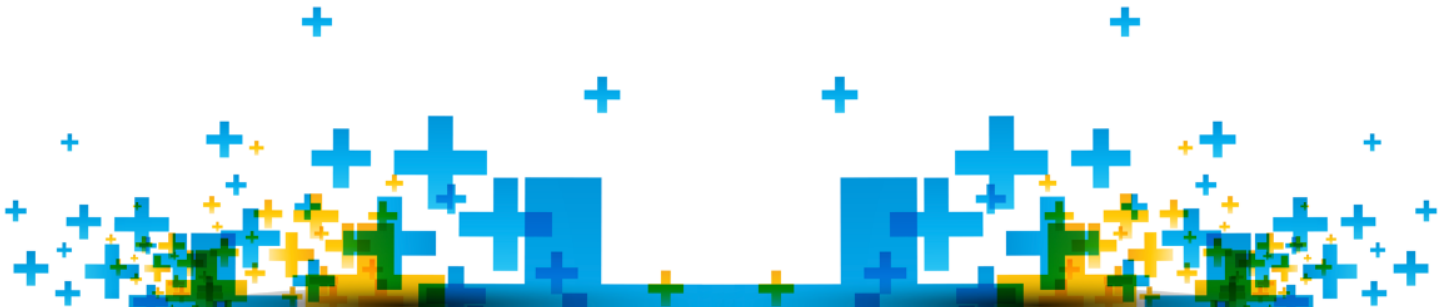
One free registration

## Gold (\$550)

Three free registrations and the attendee contact list, excluding opt-outs

## Platinum (\$1,000)

Five free registrations and the attendee contact list, excluding opt-outs



We can also work with your organization to craft a custom sponsorship that matches your corporate branding, outreach, or communications goals.

For more information, please contact

**Mary Beth Barilla**

**[mbarilla@niso.org](mailto:mbarilla@niso.org)**

**Credits**

Floppy Disk by Alexandr Cherkinsky from the Noun Project

Petabyte by H Alberto Gongora from the Noun Project

Hard Drive by Mike Wirth from the Noun Project

Thumb Drive by Josy Dom Alexis from the Noun Project

SD Card by supalerk laipawat from the Noun Project

ssd by Ben Davis from the Noun Project

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*Please note that for all 2024 events, attendance is an estimate based on turnout in prior years.*