



Announcing sponsorship opportunities for the 11th PLAIN conference:

Improving Customer Relationships

Graz, Austria, September 21-23, 2017

Hosted by Klarsprache.at-Gesellschaft für lesbare Texte/Clear language.at – Society for readable texts
<http://www.klarsprache.at>

PLAIN 2017 – an exciting professional development opportunity. Learn how improving the clarity of your communications can lead to greater efficiency and effectiveness for your business or organization.

PLAIN is seeking conference sponsors for this important international gathering. Experts from the fields of plain language, usability, user experience, technical communication, and information design will provide new ideas, techniques, and inspiration.

Our speakers and participants come from many countries, including *Canada, Australia, Argentina, Germany, Austria, Switzerland, France, Belgium, Ireland, Poland and the United States.*

PLAIN 2017 will challenge current thinking about plain language and encourage greater clarity in all forms of communication.

Past conferences have drawn attendees from many sectors – including government, education, financial and legal services, health and social services, as well as some of the world's top clear communication experts. We expect approximately 300 people to attend PLAIN 2017.

Benefits of sponsorship

Leadership: Gain a competitive advantage by being recognised as a plain language advocate.

Consumer Trust: Increase trust in your company. Consumers trust companies that use plain language. Use this as an opportunity to align yourself with consumer needs.

Media Attention: Increase social and traditional media attention as we saturate both with promotions about the conference mentioning all our sponsors at every opportunity.

Visibility: See your organization's name listed in the awards program and on-screen during the ceremony.

Our Organizations



ABOUT PLAIN: The Plain Language Association International (PLAIN) is an incorporated, non-profit organisation founded and based in Canada. PLAIN links professionals from around the world to promote clear communication in any language. Our membership includes bankers, lawyers, professors, trainers, health care workers, government employees, policy advisors, consultants, and students. To learn more about PLAIN, visit our website at www.plainlanguagenetwork.org/.



About KLARSPRACHE.AT: KLARSPRACHE.AT is a scientific society that has set itself the goal of making texts of the public administrations more comprehensible. We also work with companies that want to improve the intelligibility of their correspondence.

Highlights of the Conference

- Friday and Saturday morning 22/23 September: Key notes detailing different aspects of how to use plain language to improve customer relations
- Friday and Saturday afternoon: Specific sections about language and law, easy language, customer relations and plain language etc.
- The celebration of PLAIN's 11th Conference with a gala reception on Friday September 22
- Presentation of the Christine Mowat Award.

Sponsorship Levels

Consider sponsoring all or some of our key Conference events or program materials as described below. Or, become an official service provider, such as Conference airline, technology or banking sponsor.

Awards Ceremony or Conference Day Sponsor €10,000

- Back cover, inside front cover, or centerfold ad in Awards Ceremony Program
- Separate introduction as Sponsor during the Awards Ceremony
- Full screen listing at beginning and end of Awards Ceremony
- Signage and PR material prominently displayed at the Awards Ceremony
- Invitation to private reception for other sponsors and the PLAIN Board
- 3 free Conference registrations
- 10 memberships to PLAIN for 1 year

PLAIN Keynote Sponsor €7,500

- Recognition at keynote speaker presentation
- Opportunity to bring greetings to Conference attendees at opening ceremonies (Friday sponsor) or Awards Ceremony (Friday evening sponsor)
- Name and logo in all online listings of sponsors, including Conference website home (www.plain2017graz.org) and sponsor pages, with link to your website
- Name and logo prominently displayed on all Conference program materials, sponsor boards
- 2 free Conference registrations
- 5 memberships to PLAIN for 1 year

PLAIN Social Sponsor €5,000

- Recognition and signage at your choice of one of the following social events (breakfast, lunch, mid morning refreshments or mid afternoon refreshments)
- Name and logo in all online listings of sponsors including link to your website
- Name and logo on all Conference program materials, sponsor boards
- 2 free Conference registrations
- 3 memberships to PLAIN for 1 year

PLAIN Exhibit Sponsor €2,500

- Name and logo displayed as sponsor on Exhibition Room signage
- Name and logo displayed on Conference program materials with link to your website
- 1 free Conference registrations
- 2 memberships to PLAIN for 1 year

PLAIN Print Program Sponsor €1,000

- Name and logo displayed on Conference program materials
- Name linked to your website
- 1 membership to PLAIN for 1 year

PLAIN Website Sponsor €500

- Name displayed on Conference website as a sponsor
- Name linked to your website
- 1 membership to PLAIN for 1 year

Please contact RUDOLF MUHR at rudolf.muhr@uni-graz.at for more information on becoming a sponsor for PLAIN 2017.

Thank you for your support!