




LES GRANDES IDÉES  
COMMENCENT ICI

September 28-30th, 2022

# 51<sup>st</sup> ADBU conference

Centre de Congrès - Caen

EXHIBITOR  
PACKAGE



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# About the ADBU

ADBU is the French Association of Directors and Management Staff of University Libraries and Documentation. In the changing ecosystem of knowledge and information, ADBU promotes the vision of a university library with a strong societal role. ADBU is interested in questions of strategy and evolution of scientific and technical information and never ceases to question, with openness and audacity, the place of university libraries in society. ADBU fights against preconceived ideas and fully reaffirms the role, the missions, the ambition and the values of university libraries. Places of sharing and expression, of effervescence of ideas, of accomplishment and innovation, the university libraries are pioneers, within higher education and research, of the dissemination of digital knowledge and of knowledge sharing. They are a key player in student success and research.

## Our conference

ADBU will hold its annual conference from September 28th to 30th, 2022 at the Caen Congress Center. Our association has more than 850 members representing over 100 universities and academic institutions. This conference is an opportunity for our members to get together, attend our general assembly and the presentation of our work, participate in a study day on open science and a matinee session. A evening event is also held on the second day.

An essential event in the world of higher education:

- Talks around strong and unifying themes
- A exhibition hall with about fifty booths (publishers, furniture suppliers, service providers...)
- An audience of decision-makers and influencers
- A space of conviviality and professional exchanges
- More than 300 delegates during 3 days
- French and international speakers
- Journalists (AEF, BBF, Livres Hebdo...)





# Caen



A land of contrasts, encompassing the vibrant city of Caen, an impressive historical heritage, wild and unspoilt nature, and coastline which stretches from Ouistreham Riva-Bella to Lion-sur-mer.

## CAEN LA MER IN FIGURES



**277km**

OF CYCLE PATHS,  
INCLUDING VELOFRANCETTE  
AND VELOMARITIME ROUTES

**271 742**

INHABITANTS

**29 000**

STUDENTS ON 5 CAMPUSES



**48**

MUNICIPALITIES



**366**  
**Km<sup>2</sup>**

**1** THALASSOTHERAPY  
centre

**Le Mémorial  
DE CAEN**



**10 km**  
OF FINE SANDY  
BEACHES



**15 km**  
OF CANAL  
BETWEEN CAEN  
AND THE SEA



**1** THEME  
parc

**1** CAEN CARPIQUET  
airport



**1** casino



**Sword  
Beach**

ONE OF THE  
5 D-DAY BEACHES  
IN NORMANDY



**The Orne  
estuary**

THE MOST IMPORTANT  
NATURAL PROTECTED  
SITE IN CALVADOS

**2** MARINAS  
**1** FISHING PORT  
**1** COMMERCIAL  
HARBOUR

**1** CROSS-CHANNEL  
FERRY TERMINAL



**25%**

OF THE TOTAL AREA OF  
CAEN HAS BEEN DEDICATED  
TO GREEN SPACES



# Program

**Tuesday, September 27th**  
Booth setup

Setup is possible between  
3pm and 7pm  
(2pm for furniture suppliers)

**Wednesday, Sept. 28th**

Setup is possible between  
8am and 11am  
Exhibition hall opens to the  
public at 11:30 am

**Thursday, Sept. 29th**

Exhibition hall open to the public  
all day  
Evening event at the Moulin de  
Bully  
(selon package depending on your chosen  
package)

**Friday, Sept. 30th**

Exhibition hall open to the public  
until 2pm  
Dismantling and departure of  
exhibitors allowed after 2pm only

# Important dates



## Booking

**Booking of the booths:**  
starting March 30th

**End of the early bird rate:**  
June 17th, midnight

## Deadlines

**Agora confirmation:**  
July 1st  
according to package

**Info for the catalogue:**  
July 13th

## The conference

**Setup:**  
September 27th, afternoon

**Conference:**  
September 28th to 30th

**Dismantling:**  
September 30th, after 2pm

**Nominative list of people present on  
the booth:**  
September 1st

**Payment for booth and options:**  
September 1st



# Packages

## **Platinum package**

regular rate: 12 000€

area: 18m<sup>2</sup>

## **Gold package**

early bird : 8 000 €

regular rate: 9 000€

area: 12m<sup>2</sup>

## **Silver package**

early bird : 5 500 €

regular rate: 6 500€

area: 9m<sup>2</sup>

## **Bronze package**

early bird : 3 000 €

regular rate: 4 000€

area: 6m<sup>2</sup>

## **Mini Bronze package**

early bird : 2 500 €

regular rate: 3 500€

area: 4m<sup>2</sup>

Prices are all tax included

**Early bird rates are  
available until June 17,  
2022**



# Please note

Booths are assigned according to the package chosen, the reservation date and the preferences given in the reservation form.

All booths are provided fully equipped. There is no possibility to set up your own booth. Roll-ups and modular structures are accepted.

Furniture suppliers can order a bare booth and install their own furniture (subject to availability).

Orders for additional equipment or furniture can be placed directly with ExpoOuest. Passes are personal and cannot be transferred. Identification will be checked upon entry.

# Platinum package

Fully equipped 18m<sup>2</sup> booth

Structure with melamine panels, carpeting, spotlight rails, locked stockroom of 2m<sup>2</sup>, 2 locked counters, 4 high chairs, 1 lounge kit (3 armchairs with coffee table), 2 trash cans, electricity, 2 triple extension cords, wifi, signage, daily cleaning of the booth

## Access & Communication

Access:

6 access passes, lunch and coffee breaks  
6 invitations to the evening event

Agora:

1 presentation of 30 minutes

- Catalog: your company profile (logo, short text, url) + full page ad (provided by you)
- Advertising on the ADBU's internal mailing list
- List of participants (according to GDPR)

regular: 12,000€

# Gold package

Fully equipped 12m<sup>2</sup> booth

Structure with melamine panels, carpeting, spotlight rails, locked stockroom of 1m<sup>2</sup>, 1 locked counter, 2 high chairs, 1 lounge kit (3 armchairs with coffee table), 1 trash can, electricity, 1 triple extension cord, wifi, signage, daily cleaning of the booth

## Access & Communication

Access:

4 access passes, lunch and coffee breaks  
4 invitations to the evening event

Agora:

1 presentation de 30 minutes

- Catalog: your company profile (logo, short text, url) + full page ad (provided by you)
- Advertising on the ADBU internal mailing list
- List of participants (according to GDPR)

early bird: 8,000€ | regular: 9,000€



# Silver package

Fully equipped 9m<sup>2</sup> booth

Structure with melamine panels, carpeting, spotlight rails,  
1 locked counter, 2 high chairs, 1 trash can, electricity, 1 triple  
extension cord, wifi, signage, daily cleaning of the booth

## Access & Communication

### Access:

4 access passes, lunch and coffee breaks  
4 invitations to the evening event

### Agora:

1 presentation de 20 minutes

- Catalog: your company profile (logo, short text, url) + full page ad (provided by you)
- Advertising on the ADBU internal mailing list
- List of participants (according to GDPR)

early bird: 5,500€ | regular: 6,500€

# Bronze package

Fully equipped 6m<sup>2</sup> booth

Structure with melamine panels, carpeting, spotlight rails,  
1 locked counter, 2 high chairs, 1 trash can, electricity, 1 triple  
extension cord, wifi, signage, daily cleaning of the booth

## Access & Communication

### Access:

2 access passes, lunch and coffee breaks

- Catalog: your company profile (logo, short text, url) + full page ad (provided by you)
- List of participants (according to GDPR)

early bird: 3,000€ | regular: 4,000€

# Bronze mini package

Fully equipped 4m<sup>2</sup> booth

Structure with melamine panels, carpeting, spotlight rails,

1 locked counter, 2 high chairs, 1 trash can, electricity, 1 triple extension cord, wifi, signage, daily cleaning of the booth

## Access & Communication

### Access:

2 access passes, lunch and coffee breaks

- Catalog: your company profile (logo, short text, url) + full page ad (provided by you)
- List of participants (according to GDPR)

early bird: 2,500€ | regular: 3,500€

## Extras

Agora (20 minutes) :1500€ (subject to availability)

Additional pass :

1 day : 150 €/person

3 days : 350 €/person

Access to the evening event: 150€/person

# Package comparison

	PLATINUM	GOLD	SILVER	BRONZE	BRONZE MINI
Early bird rate (tax incl. in €)	12 000 €	8 000 €	5 500 €	3 000 €	2 500 €
Regular rate (tax incl. in €)	12 000 €	9 000 €	6 500 €	4 000 €	3 500 €
Area of the booth	18	12	9	6	4
Electricity and wifi	■	■	■	■	■
Number of access passes	6	4	4	2	2
Lunch and coffee break	■	■	■	■	■
Invite to the evening event	6	4	4	option	option
	30 minutes	30 minutes	20 minutes		
Full page ad in the catalog	■	■	■		
Profile, logo and URL in the catalog	■	■	■	■	■
Acknowledgement in the catalog	■	■	■		
Logo on our communication	■	■	■		
Advertising on our mailing-list	■	■	■		
Participants list	■	■	■	■	■

## Contact

One email for all your inquiries: [congres@adbu.fr](mailto:congres@adbu.fr)

To book a booth: <https://adbu.fr/reservation2022>

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