

Inheriting the City: Advancing Understandings of Urban Heritage

March 31 – April 4, 2016, Taipei, Taiwan

Sponsorship Packages



About

In the context of rapid cultural and economic globalisation, over half of the World's population now live in urban areas. This dramatic expansion poses many challenges to a city's character and identity, shifting the way in which cities preserve, present and promote their pasts and traditions against fierce and competitive demands for space.

Urban heritage, as the valued tangible and intangible legacies of the past, would appear to be an increasingly important asset for communities and governments alike, allowing cities to mark their distinctiveness, attract tourists and inward investment and, retain a historical narrative that feeds into the quality of life. At the same time, new heritage – the heritage of the future – is being created in cities and towns across the globe from 'starchitecture' and the creation of new iconic structures, to communities that are protecting and nurturing buildings and practices that have meaning and value to them. In this context we ask: *What will future residents and tourists inherit from their towns and cities?*

This conference aims to provide critical dialogue beyond disciplinary boundaries and seeks to bring together researchers, policy makers and academics from a wide range of disciplines and fields including: anthropology, architecture, archaeology, art history, cultural geography, cultural studies, design, ethnology and folklore, economics, history, heritage studies, landscape studies, leisure studies, museum studies, philosophy, political science, sociology, tourism studies, urban history and urban/spatial planning.

Topics of interest

Broad themes that we will explore during the conference include, but are not limited to, the following topics:

- Innovative modalities of protection and planning urban heritage
- Community approaches to and uses of, urban heritage
- City based tourism and visitor economies of urban heritage
- Urban heritage as a form of social resistance
- Heritage as city memory
- Cosmopolitan urban heritage and re-creating identities
- Global and mega-city competition through heritage
- Revitalising the city through heritage
- Sub-urban and sub-altern heritage
- Urban spaces, traditions and intangible heritage

Further information on the Conference can be found on the website:

www.inheritingthecity.wordpress.com

Conference Format

This conference will feature:

- Keynote sessions
- Parallel sessions
- Panel discussions
- Networking breaks
- Exhibition space
- Study visits

This conference is organised by the Ironbridge International Institute for Cultural Heritage, University of Birmingham, in association: National Taiwan University, National Taiwan Normal University, National Central University and National Taipei University of Education

Attendance and participants

The conference expects to attract in excess of 200 delegates from over 35 countries. In addition, the conference will be open for day delegates from Taiwan.

Sponsorship Packages

Exhibitor package: This package includes stand at this five day event, website logo and link through to site. There will be one of your information leaflets in the delegate pack and a half-page advertisement in conference handbook.

£350 Please note staff attending the conference must also register to attend through conference website and will have access to a discounted rate.

Advertising package: Your company poster will be displayed at the event, and your information leaflet will be included in the delegate pack.

£125 or £150 (to also include your logo on our website)

Conference handbook adverts: Please note that full artwork to spec must be provided.

£125 (Half Page)

£200 (Full Page)

Thank you for taking the time to read the sponsorship packages we have on offer. The Conference Committee will be grateful of any support for what we believe to be a promising, insightful event.

To discuss sponsorship opportunities further please contact Hannah Stretton, Development and Events Officer: h.stretton@bham.ac.uk, 0121 414 8621