UKSG 2022
Sponsorship pack

Sponsorship enquiries:
+44 (0) 7867 411 221
chelsea@contentonline.com
UKSG’s 45th Annual Conference & Exhibition: SEC, Glasgow.

DATES
March 28 2022 to March 30 2022

LOCATION
SEC - Scottish Event Campus, Glasgow, Scotland, G3 8YW
www.sec.co.uk
Benefits for sponsors

The UKSG Annual Conference and Exhibition is a major event in the scholarly communications calendar which attracts over 900 delegates each year from around the world.

Statistics of our reach

2019

This is the breakdown of our 2019 delegates.

- 37.1% Library
- 38% Publisher
- 13.9% Tech Co
- 7.7% Intermediary
- 2.3% Consultancy
- 1% Other

Access to 900+ delegates
Attracting over 900 delegates each year from around the world.

Reach key decision makers
Librarians, publishers, content providers, consultants and intermediaries will all be under one roof.

Insight
UKSG provides a respected forum for discussing industry trends and helping you stay ahead of the curve.

Brand exposure
We have a range of sponsorship options to ensure you get the right level of brand exposure.

Support early career & under-represented delegates
We have expanded our sponsorship options to support early career and target those from under-represented communities to attend.

Expand your network
With social events, a major trade exhibition, options to hold breakfast briefings or evening receptions; UKSG will help you expand your network and grow your business.
SPONSORSHIP PACKAGES

All sponsors get an early opportunity to select and book their exhibition stands. They will be allocated in the order that Sponsorship Packages are booked.
# Overview of Sponsorship Packages

<table>
<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>Price (GBP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIVE Stream Sponsor (2)</td>
<td>£6,500</td>
</tr>
<tr>
<td>Gala Reception Partner</td>
<td>£6,500</td>
</tr>
<tr>
<td>Platinum Sponsor (1)</td>
<td>£5,500</td>
</tr>
<tr>
<td>Gold Sponsor (Limited)</td>
<td>£3,200</td>
</tr>
<tr>
<td>Silver Sponsor (Limited)</td>
<td>£2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAKE A DIFFERENCE SPONSORSHIPS</th>
<th>Price (GBP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save the Planet Sponsor (1)</td>
<td>£4,995</td>
</tr>
<tr>
<td>Reusable KeepCup Coffee Cups (1)</td>
<td>£5,995</td>
</tr>
<tr>
<td>Sponsorship of Student / Early Career Professional Place add-on</td>
<td>£1,500*</td>
</tr>
<tr>
<td>John Merriman Award (1)</td>
<td>£3,850</td>
</tr>
<tr>
<td>Keeping you Safe Sponsor (1)</td>
<td>£5,995</td>
</tr>
<tr>
<td>Yoga and Wellness Sponsor (1)</td>
<td>£2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TAKE A BITE SPONSORSHIPS</th>
<th>Price (GBP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Night Quiz Sponsor (1)</td>
<td>£3,600</td>
</tr>
<tr>
<td>Sustainable Daily Lunch and Refreshment Break Sponsors (3)</td>
<td>£3,495</td>
</tr>
</tbody>
</table>

All prices are exclusive of VAT

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**Deadline for booking sponsorship packages (to ensure advanced exhibition booking)**

**Friday 12 December 2021**

The following Sponsors will be given first choice of stand space: Gala Dinner Partner, Diamond Partner, Platinum Partners, John Merriman Award Sponsor, Student / Early Career Professional Places Sponsors, First Night Quiz Sponsor. Bookings will then be made available to Gold and Silver sponsors. Stands will then be offered to confirmed Sponsors strictly in the order by which they confirmed. Cost of sponsorship does not include cost of exhibition stand space.

**Stand bookings opened to the public**

**Tuesday 16 November 2021**
## What’s included:
LIVE Stream, Gala Reception, Platinum, Gold and Silver sponsorships.

<table>
<thead>
<tr>
<th>What is included</th>
<th>LIVE STREAM</th>
<th>GALA RECEPTION</th>
<th>PLATINUM SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>SILVER SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlighted as a sponsor on the exhibitor list</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Named on the conference brochure</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Linked logo on conference section of the website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on conference letterhead as sponsor (Categorised)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company profile on conference section of UKSG website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>UKSG eNewsletter advert</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on conference information page</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo and branding across the LIVE stream sponsor on the live stream platform</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Pull-up banner at registration desk</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgments and branding of the gala dinner</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on graphic animation on screen at the conference</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Banner linked to your company profile on conference site home screen</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Highlighting as sponsor on exhibitor list on conference site</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>One free ads on the conference site</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Specific acknowledgement in welcome address at conference opening</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Your networking session promoted by UKSG</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

*Exhibition stand sold separately.
PARTNERSHIP & SPONSORSHIPS

Make a MAJOR impact at the scholoray communication community’s largest annual gathering.
LIVE-STREAM partner

£ 6,500 (TWO AVAILABLE)

TOP priority opportunity to select an exhibition stand.

**Pre-Conference**

- Highlighted as the live stream sponsor on the exhibitor list
- Named on the conference brochure
- Linked logo on conference section of the website.
- Logo on the online conference streaming platform
- Company profile on conference section of UKSG website.
- UKSG newsletter advert
- Logo on the online conference booking information page.
- Co-branding (with UKSG) and company information on the conference streaming platform page.

**At the Conference**

- Pull-up banner at registration desk.
- Logo across the live stream platform on day one or day two (Alongside UKSG)
- Logo on graphic animation on the website
- Logo in conference programme.
- Specific acknowledgement in welcome address at conference opening.
- Banner linked to your company profile on conference site home screen.
- Logo on graphic animation projected in plenary theatre.
- Your networking sessions promoted by UKSG.
- One free ad on the conference website.

- Banner linked to your company profile on conference app home screen.
- Two free conference app push notifications (specific time and date subject to availability).
- Logo on conference app splash screen.
- Highlighting as the LIVE stream sponsor on exhibitor list on conference app.
GALA RECEPTION partner

£ 6,500 (ONLY ONE AVAILABLE)

TOP priority opportunity to select an exhibition stand.

Pre-Conference

- Highlighted as a sponsor on the exhibitor list.
- Named on the conference brochure.
- Linked logo on the conference section of UKSG website.
- Logo on conference letterhead.
- Company profile on the conference section of UKSG website.
- UKSG eNewsletter advert.
- Logo on conference booking information page.

At the Conference

- Pull-up banner at registration desk.
- Logo in conference programme.
- Specific acknowledgement in welcome address at conference opening.
- Logo on graphic animation projected in plenary theatre.
- Linked logo on conference section of the website.
- Company profile on conference section of UKSG website.
- UKSG newsletter advert.
- Banner linked to your company profile on conference site home screen.
- Logo on the online conference booking information page.
- Your networking sessions promoted by UKSG.
- One free ad on the conference website.
- Banner linked to your company profile on conference app home screen.
- Two free conference app push notifications. (Specific time and date subject to availability).
- Logo on conference app splash screen.
- Highlighting as gala dinner partner on exhibitor list on conference app.

At the reception

- Acknowledgement in welcome address.
- Branded napkins in the drinks reception area.
- Pull-up banner in the entrance to the drinks reception area and at the gala reception.
- Branding in the dining area - napkins, balloons, after-dinner chocolates.
- Flyer distribution to each table.

SOLD OUT!
TOP priority opportunity to select an exhibition stand.

**Pre-Conference**

- Highlighted as a sponsor on the exhibitor list
- Named on the conference brochure
- Linked logo on the conference section of the website
- Logo on conference letterhead as platinum sponsor.
- Company profile on the conference section of UKSG website
- UKSG eNewsletter advert
- Logo on conference booking information page

**At the Conference**

- Pull-up banner at registration desk.
- Logo in conference programme.
- Specific acknowledgement in welcome address at conference opening.
- Logo on graphic animation projected in plenary theatre.
- Your networking sessions promoted by UKSG.
- Poster session for product/tech update.
- Logo on helpdesk.
- One free ad on the conference website.
- Acknowledgement in welcome address at conference opening.

- Two free conference app push notifications
  (specific time and date subject to availability).
- Logo on conference app splash screen.
- Banner linked to your company profile on conference app home screen.
- Highlighting as platinum partner on exhibitor list on conference app.
GOLD sponsor

£ 3,200

Priority opportunity to select an exhibition stand.

Pre-Conference

- Highlighted as a sponsor on the exhibitor list
- Named on the conference brochure
- Linked logo on conference section of the website.
- Company profile on conference section of the UKSG website.
- Logo on conference booking information.
- Logo on conference letterhead as gold sponsor.

At the Conference

- Logo on graphic animation projected in plenary theatre.
- Logo on graphic animation on the website.
- Banner linked to your company profile on conference site home screen.
- Highlighted as a sponsor on exhibitor list on conference site.
- Logo on helpdesk.
- Banner linked to your company profile on conference app home screen.
- Highlighting as gold sponsor on exhibitor list on conference app.

SILVER sponsor

£ 2,500

Priority opportunity to select an exhibition stand.

Pre-Conference

- Highlighted as a sponsor on the exhibitor list
- Named on the conference brochure
- Linked logo on conference section of the website.
- Logo on conference booking information.

At the Conference

- Logo on graphic animation projected in plenary theatre.
- Logo on graphic animation on the website.
- Logo linked to your company’s website on the conference site home screen.
- Highlighted as a sponsor on exhibitor list on the conference site.
- Logo on helpdesk.
- Banner linked to your company profile on conference app home screen.
- Highlighting as silver sponsor on exhibitor list on conference app.
MAKE A DIFFERENCE

“We make a living by what we get. We make a life by what we give.”

Sir Winston Churchill
Includes Silver Sponsorship  
(TOP priority to select an exhibition stand)

Make a real difference to someone’s career.

Named in honour of John Merriman, in recognition of his work in founding both UKSG and NASIG. This award is intended to cover expenses for the winner to attend both UKSG and NASIG Annual Conferences.

- Presentation/photo opportunity on the first day.
- Logo projected on screen during presentation.
- Acknowledgement and link on conference app.
- Photo report in UKSG eNews and social media channels before, during and after events.

£ 3,850  
(ONLY ONE AVAILABLE)

只有可用银牌赞助商

Only available as an add-on to a Silver, Gold or Platinum Sponsorship.

Do you remember how hard it was at the beginning of your career? Give someone’s career a kick-start by sponsoring a delegate place and expenses for them.

- Photo opportunity on first day.
- Acknowledgement and link on conference app.
- Logo projected on screen during presentation.
- Photo report on UKSG eNews and social media channels before, during and after events.

£1,500  
(ONLY 10 AVAILABLE)
Save the planet and reduce plastic by sponsoring the drinks stations at UKSG. Put your logo on reusable water bottles that will be given away at the drinks stations.

These bottles are a modern and stylish product designed to combine the convenience of a plastic water bottle, with the high performance technology and eco-friendly benefits of a traditional flask.

It’s a product that will last the years and be used time and time again by your customers.

£ 4,995
Includes Gold Sponsorship
(Priority opportunity to select an exhibition stand)
Put your logo on the world’s first barista standard reusable cup that will be given to all delegates at registration.

This is an opportunity to have your brand on a cup that could be used by your customers for years to come. And feel good that you have helped over 900 people to reduce the impact of single-use products.

£ 5,995
Includes Gold Sponsorship
(Priority opportunity to select an exhibition stand)
Keeping you and the delegates safe by sponsoring the reusable conference masks at UKSG. Put your logo and branding on the facemasks. These will be given to each delegate at the entrance of the conference and throughout the day.

The facemasks are not single use items and are washable. They are also UK made and have 2 layers (2 ply) of fabric and elastic ear loops. The masks are fully brandable which will be split between the sponsor and UKSG.

It’s a product that will last the years and be used time and time again by your customers.

£ 5,995
Includes Gold Sponsorship
(Priority opportunity to select an exhibition stand)
Namaste... Bring a little zen to the conference by sponsoring the mid-conference yoga class. This will be held online and offered as an activity at the UKSG conference via video streaming.

This session proved so popular at our digital conference we have brought it back for a second year running.

£2,500
Includes Silver Sponsorship
(Priority opportunity to select an exhibition stand)
TAKE A BITE

Feeling peckish? We have some great options to get your teeth into and ensure you leave UKSG full of new business opportunities.
Includes Gold Sponsorship
(TOP priority to select an exhibition stand)

- Acknowledgement in opening session.
- Acknowledgment and link on conference app.
- Branding on registration badges.
- Logo on answer sheets.
- Welcome speech and present prizes.
- Branding in dining area.
- Branded napkins.
- Flyer distribution to each table.

£ 3,600
(ONLY ONE AVAILABLE)

SOLD OUT!

Includes Silver Sponsorship
(Priority opportunity to select an exhibition stand)

Sponsor the best hour of the day. This scrumptious package is for lunch on day 1, day 2 or day 3.

- Acknowledgment and link on conference app.
- Pull-up banners in catering areas.
- Logo on napkins.
- Logo on bags.

£ 3,495
(ONLY THREE AVAILABLE)
ADVERTISING

We have some prime advertising positions available in the UKSG Conference programme, website, eNews and App.
# OVERVIEW OF ADVERTISING

<table>
<thead>
<tr>
<th>ADVERTISING</th>
<th>Price (GBP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page advert in the conference programme (limited number)</td>
<td>£1,500</td>
</tr>
<tr>
<td>Email section advert UKSG bi-weekly eNews</td>
<td>£950</td>
</tr>
<tr>
<td>Banner advert on UKSG event landing page</td>
<td>£1,250</td>
</tr>
<tr>
<td>Push notification in the conference app (limited number)</td>
<td>£250</td>
</tr>
</tbody>
</table>

All prices are exclusive of VAT
FULL PAGE ADVERT
UKSG Conference programme

£ 1,500
(LIMITED AVAILABILITY)

A4 FULL PAGE ADVERT
297mm high
210mm wide
3mm Bleed

The 2022 conference programme is going to be a lot smaller than previous years to help reduce UKSG’s environmental impact. This means we’re now only offering 8 prime adverts in addition to the sponsors adverts.

BUT WAIT, this means your advert will stand out much more than in previous years.

HEAVILY USED BY DELEGATES ACCESSING:
the running order of plenary and breakout sessions, details of the social programme, exhibitor info, etc.

GIVEN TO DELEGATES AT REGISTRATION

ALSO DOWNLOADED ON WEBSITE

A4

TYPE
270mm high
184mm wide

BLEED
303mm high
216mm wide

TRIM
297mm high
210mm wide
3mm bleed
The UKSG eNews is published every two weeks, exclusively for UKSG members.

As of July 2019, it goes out to over 2,300 members.

It drives traffic to your website and offers you access to the people you need to reach.
WEBSITE BANNER ADVERT

UKSG 2020 event landing page

£ 1,250
(ONLY 4 AVAILABLE)

Landing page example:

UKSG 43rd Annual Conference and Exhibition: Brighton 2020

The UKSG Annual Conference and Exhibition will be held at the Brighton Centre in 2020 and is a major event in the scholarly communications calendar which attracts over 900 delegates each year from around the world - librarians, publishers, content providers, consultants and intermediaries. The conference combines high quality plenary presentations, lightning talks and breakout sessions with entertaining social events and a major trade exhibition.

When
March 30 2020 - 10:00
to
April 01 2020 - 13:30

Where
The Brighton Centre
Kings Road
Brighton, BN1 2GR
United Kingdom

Venue Photos

Return Visits
Over 54%
PUSH NOTIFICATION
UKSG app

£ 250 (LIMITED NUMBER AVAILABLE)

Stand out from the crowd with interruptive push marketing via the UKSG app. The stats from 2019 show it was used heavily by attendees.

It’s a great way to get noticed and drive traffic to your stand or website in the build up or during the event.
All sponsors get an early opportunity to select and book their exhibition stands.
OVERVIEW OF STAND SPACES

The exhibition hall layout is a predetermined layout as approved by the SEC, Glasgow. All shell stands and floor stands are 2.5m x 1.5m.

Shell scheme
2.5m x 1.5m

Floor space
2.5m x 1.5m

TBC
TBC

Up to 4 stand spaces can now be booked per company.
GET IN TOUCH

BOOK SPONSORSHIP & ADVERTISING
CHELSEA PLUNKETT
+44 (0) 7867 411 221
chelsea@contentonline.com

BOOK STAND SPACE AND GENERAL EXHIBITION ENQUIRIES
KARINA HUNT
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karina@khec.co.uk

GENERAL ENQUIRIES
BEV ACREMAN
+44 (0)1993 848 235
bev@uksg.org