UKSG’s 46th Annual Conference & Exhibition: SEC, Glasgow.

DATES
April 13 2023 to April 15 2023

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>Gala Reception Partner (1)</td>
<td>£6,500</td>
</tr>
<tr>
<td>Platinum Sponsor (2)</td>
<td>£5,500</td>
</tr>
<tr>
<td>Gold Sponsor (Limited)</td>
<td>£3,200</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 (<em>ONLY AVAILABLE AS AN ADD-ON TO A PLATINUM/GOLD Sponsorship</em>)</td>
<td>£1,500*</td>
</tr>
<tr>
<td>John Merriman Award (1)</td>
<td>£3,850</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</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

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

**Monday 5 December 2022**

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 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

**Wednesday 7 December 2022**
What’s included:
Gala Reception, Platinum and Gold sponsorships.

<table>
<thead>
<tr>
<th>Pre-Conference</th>
<th>Gala Reception</th>
<th>Platinum Sponsor</th>
<th>Gold 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>
</tr>
<tr>
<td>Named on the conference brochure</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>
</tr>
<tr>
<td>Logo on conference letterhead as sponsor (Categorised)</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>
</tr>
<tr>
<td>UKSG eNewsletter advert</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>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>At the Conference</th>
<th>Gala Reception</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pull-up banner at registration desk.</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></td>
<td></td>
</tr>
<tr>
<td>Logo on graphic animation on screen at the conference</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>
</tr>
<tr>
<td>Highlighting as sponsor on exhibitor List on conference site</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>One free ad on the conference site</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Specific acknowledgement in welcome address at conference opening</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

*Exhibition stands sold separately.*
PARTNERSHIP & SPONSORSHIPS

Make a MAJOR impact at the scholoray communication community’s largest annual gathering.

PRIORITY opportunity to select an exhibition stand
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.
- Company profile on conference section of the 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.
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
- Company profile on conference section of the 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.
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.

**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.

£3,200
MAKE A DIFFERENCE

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

Sir Winston Churchill
JOHN MERRIMAN AWARD

£ 3,850
ONLY ONE AVAILABLE

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.

EARLY CAREER

£1,500
ONLY 10 AVAILABLE

Only available as an add-on to a 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.
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)
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.
FIRST NIGHT QUIZ

£ 3,600
(ONLY ONE AVAILABLE)

Includes Gold Sponsorship
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.

DAILY LUNCH

£ 3,495
(ONLY THREE AVAILABLE)

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

*Only available to Sponsors*

<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
The 2023 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.
The UKSG eNews is published every two weeks, exclusively for UKSG members.

Each edition is sent 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:

The UKSG 45th Annual Conference and Exhibition: Telford

The UKSG Annual Conference is a major event in the scholarly communications calendar which attracts 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 trade exhibition. This year we are delivering Telford both in-person and digitally.

When
May 30 2022 - 13:00
to
June 01 2022 - 16:15

Where
Telford International Centre
St Quentin Gate
Telford, TF3 4JH
United Kingdom

Seemap

Venue Photos
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
£1935 ex VAT

Floor space
2.5m x 1.5m
£1725 exVAT

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

BOOK SPONSORSHIP & ADVERTISING

Par Rock
+46 (0) 70 888 99 23
par@contentonline.com

BOOK STAND SPACE AND GENERAL EXHIBITION ENQUIRIES

KARINA HUNT
+44 (0)7900 165 848
karina@khec.co.uk

GENERAL ENQUIRIES

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