



# UKSG 2024

## Sponsorship pack

**Sponsorship enquiries:**

+46 (0) 70 888 99 23 📞

par@contentonline.com ✉

# UKSG's 47th Annual Conference & Exhibition: SEC, Glasgow.



## DATES

April 8 April to  
April 10 2024



## LOCATION

SEC - Scottish Event Campus,  
Glasgow, Scotland, G3 8YW

[www.sec.co.uk](http://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.

## Access to 800+ delegates

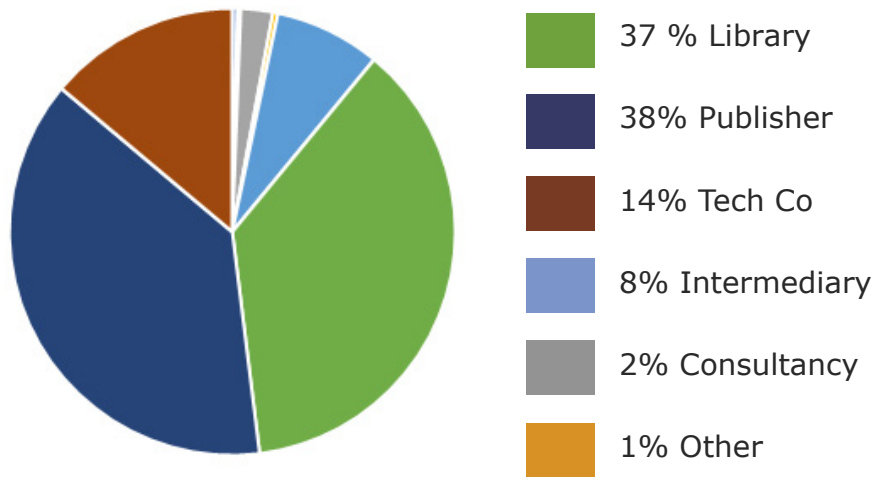
Attracting over 900 delegates each year from around the world.

## Reach key decision makers

Librarians, publishers, content providers, consultants and intermediaries will all be under one roof.

## Statistics of our reach 2019

This is a typical breakdown of our delegates.



## 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

All prices are exclusive of VAT

| <b>SPONSORSHIPS</b>  | <b>Price (GBP)</b> |
|--|--------------------|
| Gala Reception Partner (1)   | £6,500             |
| Platinum Sponsor (2)   | £5,500             |
| Gold Sponsor (Limited)   | £3,200             |
|  |                    |
|  |                    |
| <b>MAKE A DIFFERENCE SPONSORSHIPS</b>  | <b>Price (GBP)</b> |
| Save the Planet Sponsor (1)  | £4,995             |
| Sponsorship of Student / Early Career Professional Place add-on<br><b>(*ONLY AVAILABLE AS AN ADD-ON TO A PLATINUM/GOLD Sponsorship*)</b> | £1,500*            |
| John Merriman Award (1)  | £3,850             |
|  |                    |
|  |                    |
|  |                    |
| <b>TAKE A BITE SPONSORSHIPS</b>  | <b>Price (GBP)</b> |
| First Night Quiz Sponsor   | £3,600             |
| Sustainable Daily Lunch and Refreshment Break Sponsors (3)   | £3,495             |

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

**Tuesday 5 December 2023**

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**


**Thursday 7 December 2023**

# What's included:

Gala Reception, Platinum and Gold sponsorships.

|                          | GALA RECEPTION   | PLATINUM SPONSOR | GOLD SPONSOR |
|--------------------------|--|------------------|--------------|
| <b>PRE-CONFERENCE</b>    | Highlighted as a sponsor on the exhibitor list                       | X                | X            |
|                          | Named on the conference brochure                                     | X                | X            |
|                          | Linked logo on conference section of the website                     | X                | X            |
|                          | Logo on conference letterhead as sponsor (Categorised)               | X                | X            |
|                          | Company profile on conference section of UKSG website                | X                | X            |
|                          | UKSG eNewsletter advert  | X                | X            |
|                          | Logo on conference information page                                  | X                | X            |
|                          |  |                  |              |
| <b>AT THE CONFERENCE</b> | Pull-up banner at registration desk.                                 | X                | X            |
|                          | Acknowledgments and branding of the gala dinner                      | X                |              |
|                          | Logo on graphic animation on screen at the conference                | X                | X            |
|                          | Banner linked to your company profile on conference site home screen | X                | X            |
|                          | Highlighting as sponsor on exhibitor List on conference site         | X                | X            |
|                          | One free ad on the conference site                                   | X                | X            |
|                          | Specific acknowledgement in welcome address at conference opening    | X                | X            |
|                          |  |                  |              |

\*Exhibition stands sold separately.



**PRIORITY**  
opportunity  
to select an  
exhibition  
stand

# PARTNERSHIP & SPONSORSHIPS

Make a MAJOR impact at the scholarly communication  
community's largest annual gathering.

# GALA RECEPTION

## *partner*

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.
- 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.
- Flyer distribution at the event





# PLATINUM *sponsor*

£ 5,500 (TWO AVAILABLE)

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.
- 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.

#### **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.
- Banner linked to your company profile on conference app home screen.
- Highlighting as gold sponsor on exhibitor list on conference app.



**PRIORITY**  
opportunity  
to select an  
exhibition  
stand

# MAKE A DIFFERENCE

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

*Sir Winston Churchill*



**£ 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.



**£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

**£ 4,995**

**Includes Gold Sponsorship**  
(Priority opportunity to select  
an exhibition stand)

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.





**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.



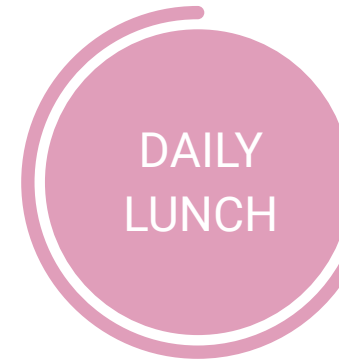
**£ 3,600**

**(ONLY ONE AVAILABLE)**

### **Includes Gold Sponsorship**

**Priority to select an exhibition stand)**

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



**£ 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

All prices are exclusive of VAT

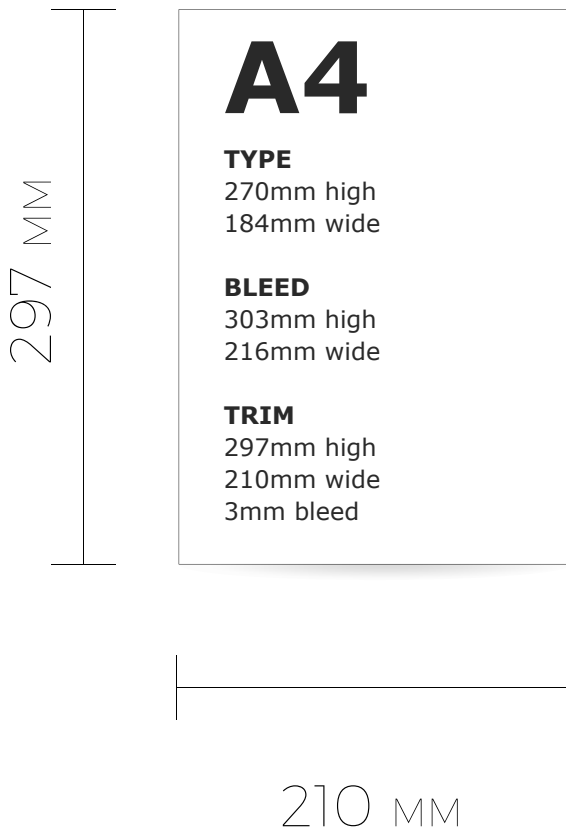
| <b>ADVERTISING</b>  | <b>Price (GBP)</b> |
|---|--------------------|
| Full page advert in the conference programme (limited number) | £1,500             |
| Email section advert UKSG bi-weekly eNews                     | £950               |
| Banner advert on UKSG event landing page            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

# FULL PAGE ADVERT

## UKSG Conference programme

£ 1,500

(LIMITED AVAILABILITY)



### A4 FULL PAGE ADVERT

297mm high  
210mm wide  
3mm Bleed

The 2024 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.

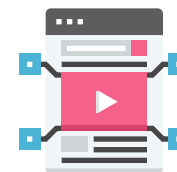


### HEAVILY USED BY DELEGATES

**ACCESSING:**  
the running order of plenary and breakout sessions, details of the social programme, exhibitor info, etc.



### GIVEN TO DELEGATES AT REGISTRATION



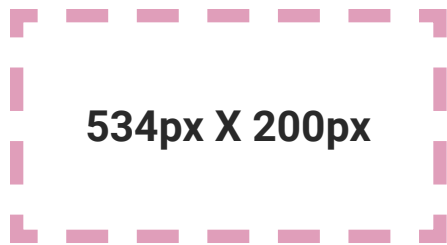
### ALSO DOWNLOADED ON WEBSITE

# EMAIL SECTION ADVERT

## *UKSG eNews*

**£ 950**

**(ONLY 8 AVAILABLE AND 1 PER ISSUE) Only available to sponsors.**



### EMAIL SECTION ADVERT

534px wide  
200px high

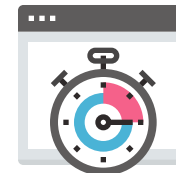
The UKSG eNews is published every two weeks, exclusively for UKSG members.

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.



**SENT TO UKSG MEMBERS AND SUBSCRIBERS**



**SENT BI-WEEKLY LEADING UP TO THE EVENT**



**DRIVES TRAFFIC TO YOUR WEBSITE**

# WEBSITE BANNER ADVERT

## UKSG 2024 event landing page

£ 1,250

(ONLY 4 AVAILABLE)



**AVERAGE MONTHLY VISITORS**

1,798



**AVERAGE TIME ON PAGE**

4 minutes 53 seconds



**RETURN VISITS**

Over 54%

Landing page example:



[News](#) ▾ [Education and Events](#) ▾ [Annual Conference](#) ▾ [Members and Community](#) ▾ [Publications](#) ▾ [Research and Innovation](#) [About UKSG](#) ▾

[UKSG](#) / [About UKSG](#) / [Contact Us](#)

## Contact Us

### Address for all UKSG correspondence

UKSG

Witney Business & Innovation Centre

Windrush House

Windrush Industrial Park

Burford Road

Witney

OX29 7DX

UK

Email: [info \[at\] uksg.org](mailto:info@uksg.org)

|   |   |
|---|---|
| <a href="#">About UKSG</a>                    | — |
| <a href="#">Annual General Meetings</a>       |   |
| <a href="#">Lis-e-resources</a>               |   |
| <a href="#">Awards and Bursaries</a>          |   |
| <a href="#">Committees and Staff</a>          | > |
| <a href="#">Community Initiatives</a>         |   |
| <a href="#">Get Involved</a>                  |   |
| <a href="#">History and Charitable Status</a> |   |
| <a href="#">Contact Us</a>                    |   |

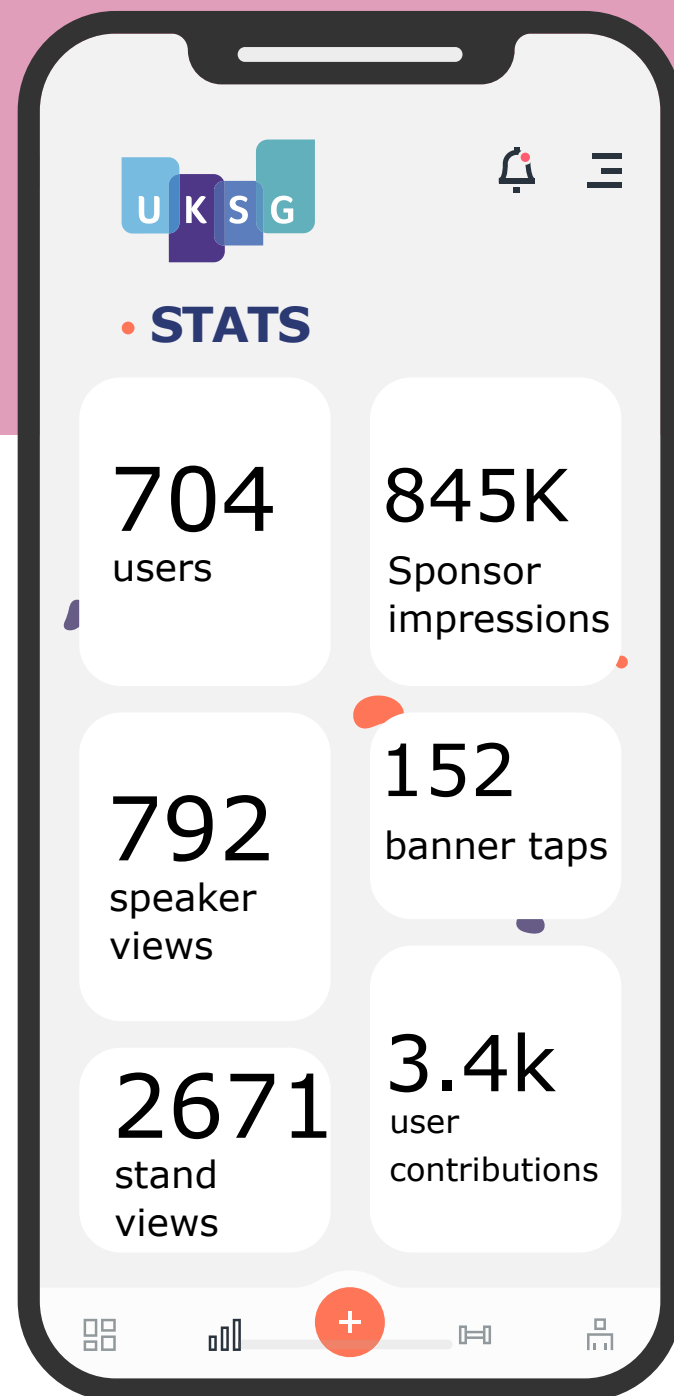
# PUSH NOTIFICATION

## *UKSG app*

**£ 250** (LIMITED NUMBER AVAILABLE TO SPONSORS)

Stand out from the crowd with interruptive push marketing via the UKSG app. The stats 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.



# **STAND SPACE BOOKING**

All sponsors get an early opportunity to select and book their exhibition stands.

## OVERVIEW OF STAND SPACES

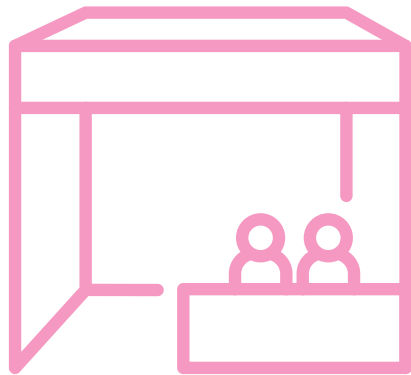
The exhibition hall layout is a predetermined layout as approved by the SEC, Glasgow. All shell stands and floor stands are 2.5m x 1.5m.

**Up to 4**  
stand spaces  
can now be  
booked per  
company.

### Shell scheme

2.5m x 1.5m

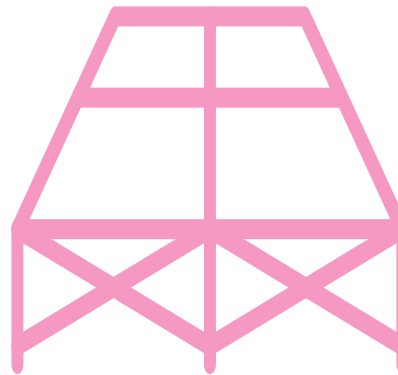
**£1935 ex VAT**



### Floor space

2.5m x 1.5m

**£1725 exVAT**



# GET IN TOUCH



**BOOK  
SPONSORSHIP  
& ADVERTISING**

**Par Rock**  
+46 (0) 70 888 99 23  
[par@contentonline.com](mailto:par@contentonline.com)



**BOOK  
STAND SPACE  
AND GENERAL  
EXHIBITION  
ENQUIRIES**

**KARINA HUNT**  
+44 (0)7900 165 848  
[karina@khec.co.uk](mailto:karina@khec.co.uk)



**GENERAL  
ENQUIRIES**

**BEV ACREMAN**  
+44 (0)1993 848 235  
[bev@uksg.org](mailto:bev@uksg.org)