

UKSG 50TH ANNUAL CONFERENCE & EXHIBITION

50

Golden Anniversary

1977 — 2027



SPONSORSHIP & EXHIBITION BROCHURE

VENUE

Scottish Event Campus (SEC), Glasgow, UK

DATES

5–7 April 2027



Fifty years of connecting the community

In 1977, John Merriman founded UKSG with a simple ambition — to bring together everyone with a stake in serials and scholarly communication. Fifty years on, our community spans libraries, publishers, vendors and technology partners across the globe.

In 2027, we mark our golden anniversary. It promises to be the most celebrated conference in our history — and an exceptional moment for the partners who help shape it. This brochure sets out how your organisation can take its place in this milestone.

— *The UKSG sponsorship team*

THE MILESTONE

1977

Founded by John Merriman

2027

Golden anniversary — 50 years

Why sponsor UKSG 2027

The audience the sector's most influential organisations want to reach

400+

member organisations worldwide

33%+

of our community spans beyond the UK

50th

year of connecting the community

Who's in the room

- Librarians and information professionals
- Publishers and content providers
- Vendors, intermediaries and subscription agents
- Technology and platform providers
- Consortia and research funders

Why the 50th matters

A golden anniversary draws the sector's largest audience, heightened press attention and a genuine sense of occasion. Aligning your brand with this milestone puts you in front of that audience with a prominence no routine year can offer.

Sponsorship packages

2027 anniversary edition • prices exclusive of VAT

Package	Availability	2027 price
50th Anniversary Gala Reception Partner	One only	£8,500
Platinum	Three available	£6,500
Save the Planet	One only	£5,500
App Sponsor	One only	£6,400
First Night Quiz / Sustainable Daily	Limited	£4,000
John Merriman Award	One only	£3,850
Gold	Limited	£3,600
Lunch	Two available	£3,500
Silver	Limited	£2,000
Student & early career	Open	£1,500

What your sponsorship includes

Headline tier benefits at a glance · 50th anniversary edition

Benefit	50th Anniversary Gala Reception Partner	Platinum	Gold	Silver
Priority choice of exhibition stand	✓	✓	✓	✓
Website banner advert	✓	✓	✓	—
UKSG eNewsletter advert	✓	✓	—	—
Highlighted as a sponsor on the exhibitor list	✓	✓	✓	✓
Named in the conference brochure	✓	✓	✓	✓
Linked logo on the conference website	✓	✓	✓	✓
Pull-up banner at the registration desk	✓	✓	✓	✓
Logo on the plenary-theatre screen animation	✓	✓	✓	✓
Acknowledgement in the opening welcome address	✓	✓	—	—
Two conference-app push notifications	✓	✓	—	—
Logo on the conference-app splash screen	✓	✓	—	—
Acknowledgement & branding at the gala reception	✓	—	—	—



50th Anniversary Gala Reception Partner

Headline the 50th anniversary celebration

£8,500

OUR FLAGSHIP PACKAGE

Pre-conference

- ✓ Priority choice of exhibition stand
- ✓ Highlighted as a sponsor on the exhibitor list
- ✓ Named in the conference brochure
- ✓ Linked logo on the conference website
- ✓ Website banner advert linked to your website
- ✓ UKSG eNews advert

At the conference

- ✓ Pull-up banner at the registration desk
- ✓ Logo in the conference programme
- ✓ Named acknowledgement in the opening welcome address
- ✓ Logo on the plenary theatre animation
- ✓ Linked banner on the conference app home screen
- ✓ Two free conference app push notifications
- ✓ Highlighted as Gala Reception Partner on the app exhibitor list

At the 50th anniversary gala reception

- ✓ Branded napkins at the drinks reception
- ✓ Pull-up banner at the gala reception entrance
- ✓ Flyer distribution at the event





Platinum sponsor

Priority choice of exhibition stand

£6,500

OUR PREMIUM TIER

Pre-conference

- ✓ Priority choice of exhibition stand
- ✓ Highlighted as a sponsor on the exhibitor list
- ✓ Named in the conference brochure
- ✓ Linked logo on the conference website
- ✓ Website banner advert
- ✓ UKSG eNewsletter advert

At the conference

- ✓ Pull-up banner at the registration desk
- ✓ Logo in the conference programme
- ✓ Named acknowledgement in the opening welcome address
- ✓ Logo on the plenary theatre animation
- ✓ Two free conference app push notifications
- ✓ Logo on the conference app splash screen
- ✓ Linked banner on the app home screen
- ✓ Highlighted as Platinum partner on the app exhibitor list



Gold sponsor

Priority choice of exhibition stand

£3,600

OUR MOST POPULAR TIER

Pre-conference

- ✓ Priority choice of exhibition stand
- ✓ Highlighted as a sponsor on the exhibitor list
- ✓ Named in the conference brochure
- ✓ Linked logo on the conference website
- ✓ Website banner advert

At the conference

- ✓ Logo in the conference programme
- ✓ Acknowledgement in the opening welcome address
- ✓ One free conference app push notification
- ✓ Logo on the conference app splash screen
- ✓ Highlighted as Gold partner on the app exhibitor list
- ✓ Logo on the plenary theatre animation



Silver sponsor

Brand visibility throughout the conference

£2,000

BACK FOR 2027

Pre-conference

- ✓ Priority choice of exhibition stand
- ✓ Highlighted as a sponsor on the exhibitor list
- ✓ Named in the conference brochure
- ✓ Linked logo on the conference website

At the conference

- ✓ Logo in the conference programme
- ✓ Acknowledgement in the opening welcome address
- ✓ Highlighted as Silver partner on the app exhibitor list
- ✓ Logo on the plenary theatre animation



App sponsorship

Put your brand across the UKSG conference app

£6,400

OUR DIGITAL PACKAGE ·
NEW FOR 2027

Where your logo appears

- ✓ "Sponsored by [Sponsor Name]" on the UKSG Events website landing page
- ✓ "Sponsored by [Sponsor Name]" in all conference emails promoting the app
- ✓ Company name, logo & profile link in the app home page exhibitor list
- ✓ Name and logo on the app's main event banner image

Included in app announcements about

- ✓ Welcome information
- ✓ Wi-Fi information
- ✓ Tutorials
- ✓ Conference opening
- ✓ Passport game

Standard & premium-tier benefits

Includes all gold sponsorship benefits from the brochure. If bundled with the 50th Anniversary Gala Reception Partner or Platinum package, the app sponsor also gains a listing in the conference brochure, a linked logo and profile in the conference section of the website, an advert in the UKSG eNewsletter, a logo on the conference screen animation, a website banner advert, linked banner on the app home screen, and acknowledgement in the opening welcome address.

Not included: the gala reception, quiz night, exhibitor-generated announcements, or other sponsors' announcements.



Save the planet

Drinks-station sponsorship



Includes a full Gold sponsorship package

Help UKSG cut single-use plastic by sponsoring the drinks stations across the conference — your logo goes on every reusable bottle delegates carry.

Delegates keep them, use them, and see your logo long after the conference ends.



Removes single-use plastic



Reusable bottles to keep

£5,500

Exclusive to one sponsor





First night quiz sponsor

Host the opening night quiz, the most sociable evening in the conference calendar.

Limited · first night event



Includes a full Gold sponsorship package

What's included

- ? Named as First Night Quiz Sponsor across conference materials
- ? Branding on the quiz tables, answer sheets and screens
- ? Welcome delegates and present the prizes on the night
- ? Highlighted as Quiz partner on the app exhibitor list

About the evening

- ? The quiz opens the conference and draws a large delegate turnout
- ? An informal setting to meet delegates away from the exhibition hall
- ? Acknowledgement in the app announcements about the quiz
- ? Named in the conference programme against the quiz

£4,000

CONFERENCE SOCIAL
· FIRST NIGHT



John Merriman Award sponsor

Support the award that carries the name of the founder of UKSG, in the year we mark fifty years.

One only · single sponsor



Includes a full Gold sponsorship package

What's included

-  Named as sponsor of the John Merriman Award in all award communications
-  Presentation of the award on the plenary stage
-  Acknowledgement in the opening welcome address
-  Highlighted as Award partner on the app exhibitor list
-  Logo on the plenary theatre animation

About the award

-  The award carries the name of UKSG's founder, John Merriman
-  Recipient profiled on the UKSG website and in conference materials
-  Named in the award announcement to members and in UKSG eNews
-  A visible association with UKSG's founding purpose in its 50th year

£3,850

NAMED AWARD
· ONE ONLY



Lunch sponsor

Put your brand at the centre of the day, when the whole conference stops to eat.

Two available · one per day

What's included

-  Named as Lunch Sponsor for your chosen conference day
-  Branding at the lunch service points across the venue
-  Flyer or giveaway placement on the lunch tables
-  Highlighted as Lunch partner on the app exhibitor list

About the day

-  Acknowledgement in the app announcement for lunch that day
-  Named in the conference programme against your sponsored day
-  Two days available, allocated on a first confirmed basis

£3,500

CONFERENCE CATERING
· TWO AVAILABLE



Student & early career sponsor

Give someone's career a kick-start by sponsoring their delegate place and expenses.

Only 10 available · add-on to Gold or Platinum

£1,500

DELEGATE SPONSORSHIP
· ONLY 10 AVAILABLE

What's included

-  Photo opportunity with your sponsored delegate on the first day
-  Acknowledgement and link on the conference app
-  Logo projected on screen during the presentation
-  Photo report on UKSG eNews and social media channels before, during and after the event

About the sponsorship

-  Covers a delegate place and expenses for an early career professional
-  Only ten places available each year
-  Available exclusively as an add-on to a Gold or Platinum sponsorship
-  A visible way to support the next generation of the community



Carbon offset partner

Plant native trees with the National Trust for Scotland and put your sustainability values on show.

Add-on only · available to sponsors

What's included

- ✓ Listed as a sponsor on the exhibitor list
- ✓ Logo in the conference programme
- ✓ Acknowledgement in the opening welcome address
- ✓ Highlighted as Carbon Offset partner on the app exhibitor list

About the initiative

- ✓ Native trees planted in partnership with the National Trust for Scotland
- ✓ Certificate marking your contribution to UKSG's sustainability goals
- ✓ Recognition as a Sustainability Partner in the conference brochure
- ✓ A visible, lasting way to put your environmental values on show

£1,000

SUSTAINABILITY PARTNER
· NEW FOR 2027

Add-ons & enhancements

Extend your presence and reinforce the values that matter to your brand.



Sponsor app – New for 2027

£6,400

Put your logo where delegates look most — the UKSG conference app.



Carbon offset – New for 2027

£1,000

Plant native trees with the National Trust for Scotland and put your sustainability values on show.



Sponsor a delegate

£510

Fund the place of a named guest — a client, partner or prospect you'd like in the room.

Advertising

Prime placements across UKSG's channels — exclusive to sponsors. Prices exclusive of VAT.



eNews section advert

£950

A section advert in the bi-weekly UKSG eNews, reaching 2,000+ members and driving traffic to your site.

8 available · one per issue



Website banner advert – Only for silver sponsors

£1,250

A banner on the 2027 event landing page — 1,798 monthly visitors, ~5 min average dwell and 54% returning.

Only 4 available



App push notification

£250

A direct push through the conference app — a proven way to drive delegates to your stand or website.

Limited · sponsors only

Email section advert

UKSG eNews

534 × 200 px

Your advert artwork — 534px wide × 200px high.

The UKSG eNews is published fortnightly, exclusively for UKSG members. Each edition reaches over 2,000 members — driving traffic to your website and giving you direct access to the people you need to reach.

£950

8 available · 2 per issue
· sponsors only



Sent to UKSG members and subscribers



Sent fortnightly in the run-up to the event



Drives traffic to your website

Website banner advert

UKSG 2027 event landing page

The artwork spec is:

Size: 468 x 60

Allowed types: ideally jpg but also acceptable png, gif, jpeg.

£1,250

Only 4 available · sponsors only

Landing page example



AVERAGE MONTHLY VISITORS

1,798



AVERAGE TIME ON PAGE

4 min 53 sec



RETURN VISITS

Over 54%

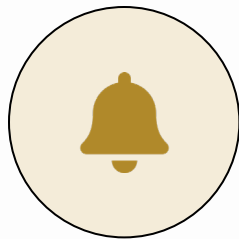


Push notification

UKSG app

Stand out from the crowd with attention-grabbing push marketing through the UKSG app — the stats show it was used heavily by attendees.

A great way to get noticed and drive traffic to your stand or website, both in the build-up to and during the event.



£250

Limited number · sponsors only

311K

Sponsor impressions

686

Users

5.6k

User contributions

1.6k

Stand views

Exhibition stand space

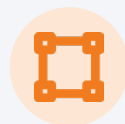
Sponsors get priority access — select and book your stand before general booking opens.



Shell scheme

£1,935 ex VAT

2.5m × 1.5m walled stand package, ready to dress — includes a name board and basic fit-out.



Floor space

£1,725 ex VAT

2.5m × 1.5m of bare floor space for a fully custom-built stand.

Stands are allocated on a first-confirmed, first-served basis, so booking early secures the best position. Up to four stand spaces may be booked per company.



Stand bookings & exhibition enquiries — **Karina Hunt** · karina@khec.co.uk · +44 (0)7900 165 948

Be part of the 50th.

UKSG Annual Conference 2027 · Golden anniversary



Packages are reserved on a first-come basis, and the top tiers are strictly limited. To secure your place in the milestone year, contact the sponsorship team.

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KHEC