



UKSG 2023

Sponsorship pack

Sponsorship enquiries:

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par@contentonline.com ✉

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.

Access to 900+ delegates

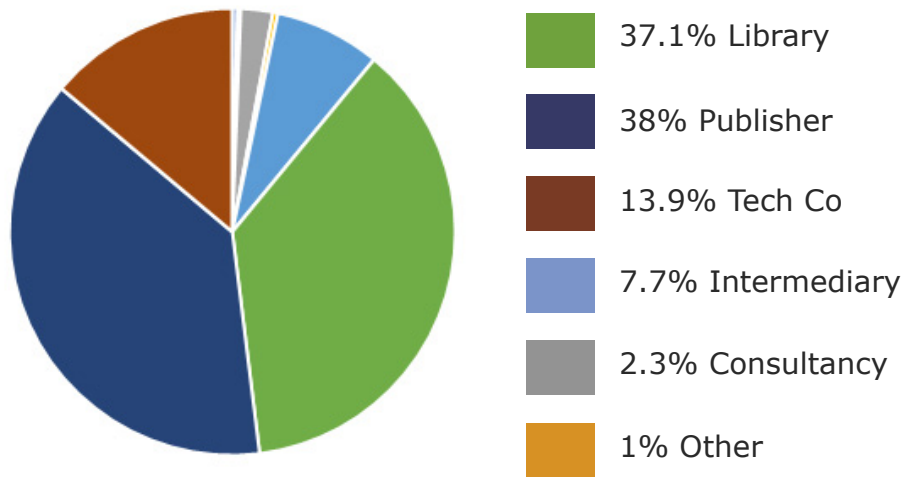
Attracting over 900 delegates each year from around the world.

Reach key decision makers

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

Statistics of our reach 2019

This is the breakdown of our 2019 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

SPONSORSHIPS	Price (GBP)
Gala Reception Partner (1)	£6,500
Platinum Sponsor (2)	£5,500
Gold Sponsor (Limited)	£3,200
MAKE A DIFFERENCE SPONSORSHIPS	Price (GBP)
Save the Planet Sponsor (1)	£4,995
Reusable KeepCup Coffee Cups (1)	£5,995
Sponsorship of Student / Early Career Professional Place add-on (*ONLY AVAILABLE AS AN ADD-ON TO A PLATINUM/GOLD Sponsorship*)	£1,500*
John Merriman Award (1)	£3,850
TAKE A BITE SPONSORSHIPS	Price (GBP)
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)

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.

	GALA RECEPTION	PLATINUM SPONSOR	GOLD SPONSOR
PRE-CONFERENCE	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
AT THE CONFERENCE	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.
- 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.



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.
- 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.

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.

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.



INCLUDES
GOLD
sponsor




£ 5,995

**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.





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.

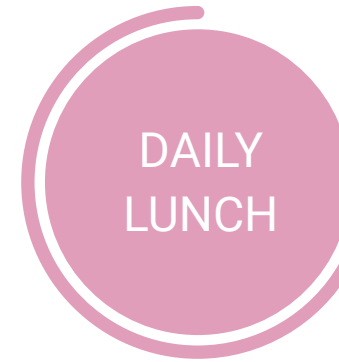


£ 3,600
(ONLY ONE AVAILABLE)

Includes Gold Sponsorship

Priority to select an exhibition stand)

- Acknowledgement in opening session.
- 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.



£ 3,495
(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

ADVERTISING	Price (GBP)
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 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.



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



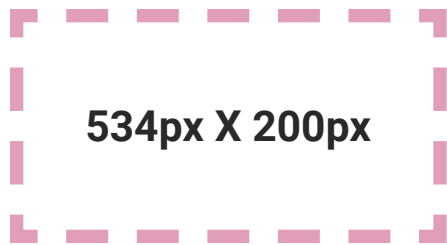
ALSO DOWNLOADED ON WEBSITE

EMAIL SECTION ADVERT

UKSG eNews

£ 950

(ONLY 8 AVAILABLE AND 1 PER ISSUE)



EMAIL SECTION ADVERT

534px wide
200px high

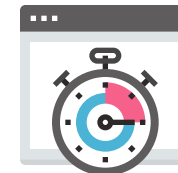
The UKSG eNews is published every two weeks, exclusively for UKSG members.

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 2020 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](#) ▾

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

 [See map](#)

Venue Photos



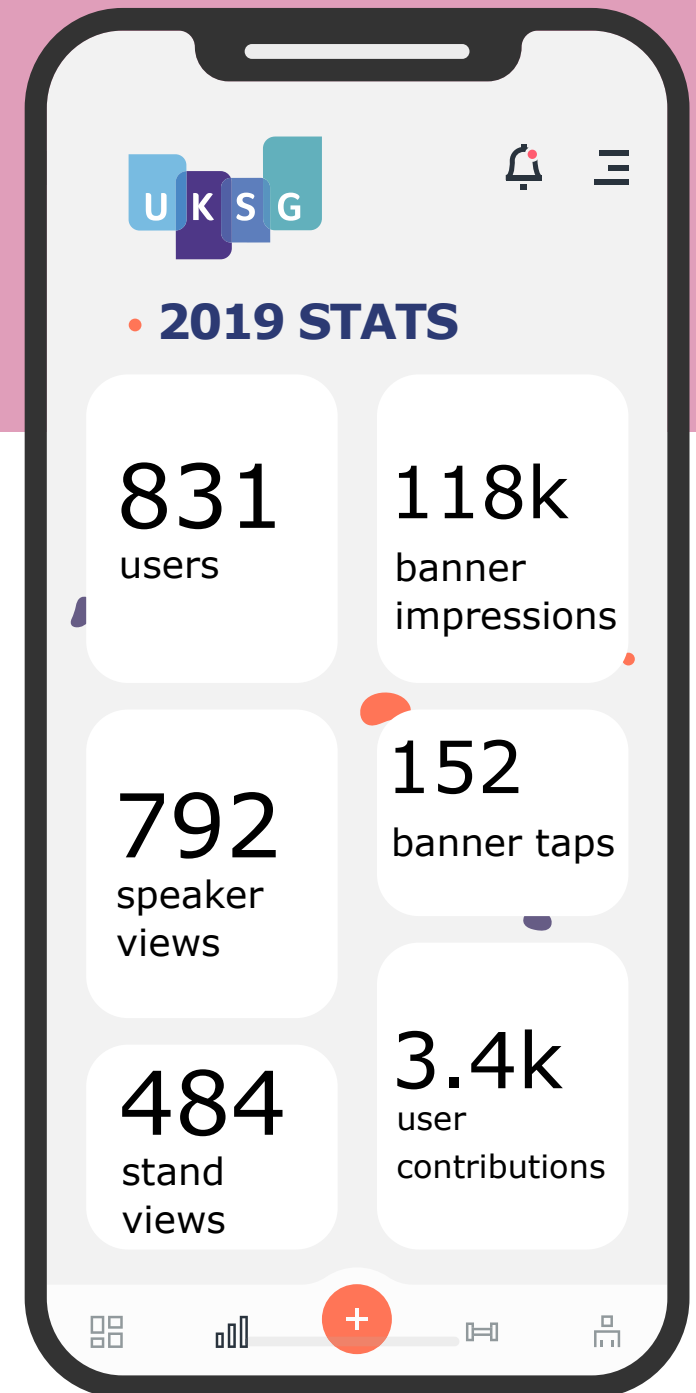
PUSH NOTIFICATION

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.



STAND SPACE BOOKING

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

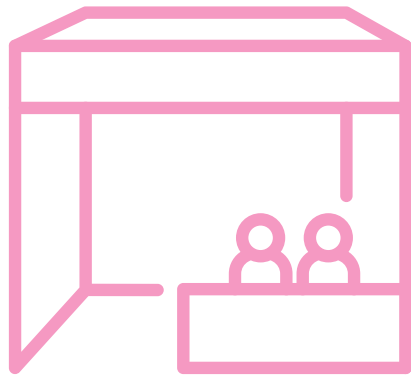
OVERVIEW OF STAND SPACES

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.

Shell scheme

2.5m x 1.5m

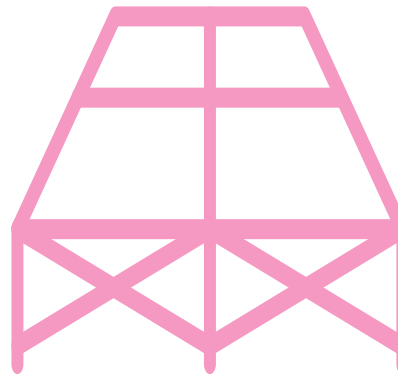
£1935 ex VAT



Floor space

2.5m x 1.5m

£1725 exVAT



GET IN TOUCH



**BOOK
SPONSORSHIP
& ADVERTISING**

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par@contentonline.com



**BOOK
STAND SPACE
AND GENERAL
EXHIBITION
ENQUIRIES**

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**GENERAL
ENQUIRIES**

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