



ISMTE

2018 SUPPORT & SPONSORSHIP PROSPECTUS

*Empowering editorial offices
around the world*

ASIAN-PACIFIC CONFERENCE

27-28 March 2018
Singapore

NORTH AMERICAN CONFERENCE

2-3 August 2018
Baltimore, Maryland, USA

EUROPEAN CONFERENCE

8 November 2018
London, England



The International Society of Managing and Technical Editors is a unique community for managing and technical editors at scholarly publications worldwide, that combines networking, training, and industry-proven best practices—allowing them to engage with other professionals, broaden their day-to-day skills, and be proud of the journals they produce.

In 2017 our membership exceeded **1,100 members worldwide**.

MEMBERS AT A GLANCE

Our members are the users, and reviewers, of the software systems that manage the review process and make key decisions for their journals:

- 51%** Review and critique financial performance.
- 48%** Directly advise their editors on commissioning strategies.
- 72%** Serve as liaisons between their publisher and home societies.
- 30%** Have a direct say in determining the editorial office budget at their journals
- 64%** Handle ethical issues at their journal.
- 71%** Produce reports for their journal's editorial boards.
- 50%+** Develop policies and set goals for the editorial board of their journals.

**statistics based on 2016 survey of members*

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WHY PARTNER WITH ISMTE?

By partnering with the Society at our Asian-Pacific, North American and European conferences, you ensure contact with ISMTE's influential member base: managing and technical editors who serve as key decision-makers for their journals.

WHO ATTENDS OUR CONFERENCES*?

- 4.3** Average number of journals managed by each attendee.
- 45%** Attendees who work for an association.
- 20%** Attendees who work for a publisher.
- 46%** Attendees who work for a medical journal.
- 35%** Attendees who work for a science journal.
- 12+** Average number of years of experience in an editorial office.

*statistics based on past meeting attendance

Conference Highlights:

Asian-Pacific: Over 125 attendees.

North American: Over 200 attendees.

European: Over 150 attendees

Attendees of the ISMTE conferences drive the editorial process in the fields of science, technology, medicine, nursing and allied health, and the humanities, as well as business, finance, economics, law, criminology, and the social sciences. The ISMTE conferences attract attendees from all over the world. This is your opportunity to deliver your message directly to representatives of some of the top journals worldwide. Leaders will arrive ready to discuss new trends in publishing, including products and services to help them work better and smarter. Don't miss your opportunity to gain direct access to this audience!

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2018 Conference Sponsorship Opportunities

(all prices are in U.S. dollars)

For sponsorship of meal functions, your logo will be displayed on signage at the entrance to the room, on tables and/or in the display area.

CONFERENCE APP: All meeting materials and information will be provided to attendees. Exclusive advertising sponsorship within the app includes a banner ad, splash screen, personalized button and much more!

\$3,000 each or \$8,000 for all

BREAKFAST: ISMTE welcomes our attendees in the morning with coffee, tea, pastries, and fruit.

Asian-Pacific Conference (2 available):

Exclusive Sponsorship: \$2,000 each Contributing Sponsor: \$1,000

North American Conference (2 available):

Exclusive Sponsorship: \$2,000 each Contributing Sponsor: \$1,000

European Conference: Exclusive Sponsorship: \$1,500 Contributing Sponsor: \$750

LUNCH: Our attendees network with colleagues during the dedicated lunch hour.

Asian-Pacific Conference (2 available):

Exclusive Sponsorship: \$2,500 each Contributing Sponsor: \$1,250

North American Conference (2 available):

Exclusive Sponsorship: \$2,500 each Contributing Sponsor: \$1,250

European Conference: Exclusive Sponsorship: \$2,000 Contributing Sponsor: \$1,000

EVENING FUNCTION: ISMTE has several networking opportunities for attendees.

Asian-Pacific Conference (2 available):

Exclusive Sponsorship: \$2,500 each Contributing Sponsor: \$1,250

North American Conference: Exclusive Sponsorship: \$2,500

Contributing Sponsor: \$1,250

European Conference: Exclusive Sponsorship: \$2,000 Contributing Sponsor: \$1,000

BREAKS: Beverages are provided during 30-minute morning and afternoon breaks.

Asian-Pacific Conference (4 available):

Exclusive Sponsorship: \$1,000 each Contributing Sponsor: \$500

North American Conference (4 available):

Exclusive Sponsorship: \$1,000 each Contributing Sponsor: \$500

European Conference (4 available):

Exclusive Sponsorship: \$750 each

Contributing Sponsor: \$350

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2018 Conference Sponsorship Opportunities

(all prices are in U.S. dollars)

WIRELESS ACCESS: ISMTE will provide wireless internet access to attendees free of charge. Your logo will be displayed with the wireless access instructions at the registration desk and in the general session room.

Asian-Pacific Conference: Exclusive Sponsorship: \$3,000

North American Conference: Exclusive Sponsorship: \$3,000

European Conference: Exclusive Sponsorship: \$3,000

All three conferences: \$8,000

PROGRAM BOOK: ISMTE will produce its program book in a convenient size for attendees. In exchange for your sponsorship, we would be pleased to provide a full-page, full-color ad on the outside back cover. In addition, inside ads are available in quarter, half and full-page sizes.

For Each Conference: Exclusive Sponsorship of back cover: \$2,000

Internal Ad: Full page: \$500;

Half page: \$300

Quarter page: \$200

POSTER SESSION: Previous poster sessions have been an enormous success and have enabled attendees to share their unique editorial office experiences in a different format. The posters are displayed at **all three conferences**, and your sponsorship helps support the printing and shipping of the posters.

Exclusive Sponsorship: \$1,250

LANYARDS & OTHER GIVE-AWAYS: Promote your company on conference lanyards or other give-away items. Your name/logo will be placed on the lanyards or give-away items with the ISMTE logo.

Lanyards

Asian-Pacific Conference: \$1,500

North American Conference: \$1,500

European Conference: \$1,500

For other give-aways, please contact ISMTE.

EXHIBIT BOOTH: Would you like to have a physical presence at our conferences? Your exhibit will include a draped table and two chairs. Electrical access would be the exhibitor's responsibility.

Each Conference: \$1,000

Two Conferences: \$1,500 (you select which two)

All three conferences: \$2,250 for all three.

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Website Advertising

An average month consists of **over 10,000 page views** by at least **2,500 unique visitors**. Share your company information with all those who stop by!

Website Sponsor: \$500 / Month or \$4,000 / Year

Right rail ad on all interior pages for one month: \$250/ Month

Right rail ad on all interior pages for entire year: \$2,000

Publication Advertising

With **over 1,100 international members**, your advertisement will be seen all around the globe! Monthly newsletters are e-mailed to all ISMTE members. *EON*, the official publication of the ISMTE, is e-mailed to current members and then uploaded to our website.

E-newsletter advertisement: \$250 / Month - Your design can be an animated .gif or static .jpg. Advertisement will be placed in the left rail (*only one allowed per month*).

Full-page EON Ad: \$500

Half-page EON Ad: \$250

Quarter-page EON Ad: \$100

Program Book

ISMTE will produce its program book in a convenient size for attendees. In exchange for your sponsorship, we would be pleased to provide a full-page, full-color ad on the outside back cover. In addition, inside ads are available in quarter, half and full-page sizes.

For Each Conference: Exclusive Sponsorship of back cover: \$2,000

Internal Ad: Full page: \$500

Half page: \$300

Quarter page: \$200

Corporate support is essential to fulfilling ISMTE’s mission, and we are grateful for contributions at any level. Financial support provided by our corporate supporters enables ISMTE to develop education and training opportunities that advance the professional development of editorial staff. Organizations that join ISMTE will see an immediate benefit as a result of their enhanced relationship with current and prospective clients, and are a highly visible advocate for the scholarly publishing community.

Regardless of your organization’s size, you can support the mission of ISMTE. In return, complimentary memberships are yours to share with employees and associates of your choice. ISMTE membership can also be an added benefit to staff of client journals you publish or service. This program will enhance your business through increasing client loyalty.

LEVELS

	Platinum	Gold	Silver	Bronze
Complimentary ISMTE memberships	200+	100	50	25
Cost per member	variable	\$120	\$120	\$120
Discounted ISMTE membership for additional employees and staff of affiliated journals	n/a	15% Discount	10% Discount	5% Discount
Discounted ISMTE meeting registration for non-member employees and staff of affiliated journals	25% Discount	25% Discount	20% Discount	15% Discount
Discounted exhibit space at the ISMTE Conferences	25% Discount	25% Discount	20% Discount	15% Discount
Price	\$18,000	\$12,000	\$6,000	\$3,000

Corporate Membership Benefits

- Includes individual membership benefits, such as;
 - The monthly ISMTE publication, Editorial Office News (*EON*), including access to all archived issues.
 - Participation opportunities in the creation of professional development programs.
 - Access to Members-only networking and discounts with other organizations and companies.
- Acknowledgement in Editorial Office News (*EON*), on the ISMTE website, and at ISMTE Conferences.

Join Today!

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2018 Sponsorship Agreement Form

(prices quoted in U.S. dollars)

My Organization Wishes to Sponsor:

- Breakfast Sponsorship
 - Exclusive Sponsorship, AP Conference: \$2,000
 - Exclusive Sponsorship, NA Conference: \$2,000
 - Exclusive Sponsorship, EU Conference: \$1,500
 - Contributing Sponsor, AP Conference: \$1,000
 - Contributing Sponsor, NA Conference: \$1,000
 - Contributing Sponsor, EU Conference: \$750
- Lunch Sponsorship on Monday, AP Conference
 - Exclusive Sponsorship: \$2,500
- Lunch Sponsorship on Tuesday, AP Conference
 - Contributing Sponsor: \$1,250
- Lunch Sponsorship on Thursday, NA Conference
 - Exclusive Sponsorship: \$2,500
- Lunch Sponsorship on Friday, NA Conference
 - Contributing Sponsor: \$1,250
- Lunch Sponsorship, EU Conference
 - Exclusive Sponsorship: \$2,000
 - Contributing Sponsor: \$1,000
- Evening Function Sponsorship
 - Exclusive Sponsorship, AP Conference: \$2,500
 - Exclusive Sponsorship, NA Conference: \$2,500
 - Exclusive Sponsorship, EU Conference: \$2,000
 - Contributing Sponsor, AP Conference: \$1,250
 - Contributing Sponsor, NA Conference: \$1,250
 - Contributing Sponsor, EU Conference: \$1,000
- Break Sponsorship (*morning and afternoon available*)
 - Exclusive Sponsorship, AP Conference: \$1,000
 - Exclusive Sponsorship, NA Conference: \$1,000
 - Exclusive Sponsorship, EU Conference: \$750
 - Contributing Sponsor, AP Conference: \$500
 - Contributing Sponsor, NA Conference: \$500
 - Contributing Sponsor, EU Conference: \$350
- Wireless Access Sponsorship (*covering the duration of conference*) - Exclusive for all: \$8,000
 - Exclusive, AP: \$3,000
 - Exclusive, NA: \$3,000
 - Exclusive, EU: \$3,000
- Program Book Sponsorship - Exclusive for all: \$5,000
 - Back Cover, AP: \$2,000
 - Back Cover, NA: \$2,000
 - Back Cover, EU: \$2,000
 - Full Page \$500
 - 1/2 Page \$300
 - 1/4 Page \$200
 - Full Page \$500
 - 1/2 Page \$300
 - 1/4 Page \$200
 - Full Page \$500
 - 1/2 Page \$300
 - 1/4 Page \$200
- Poster Presentation Sponsorship (*applied to all three conferences*): Exclusive Sponsorship: \$1,250
- Lanyards: AP \$1,500 NA \$1,500 EU \$1,500
- Conference App Sponsorship: AP \$3,000 NA \$3,000 EU \$3,000 Exclusive for all: \$8,000
- We Wish to Exhibit: One Conference: \$1,000 Two Conferences: \$1,500 All Three: \$2,250
 Pick 1: AP NA EU Pick 2: AP NA EU

Please type or print.

Organization: _____
 Contact Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____

Total Due: (USD)\$ _____

Payment Method: VISA MC American Express Check
 Make checks payable to ISMTE (275 N. York St., Suite 401, Elmhurst, IL 60126) FEIN: 26-0428687
 Card No. _____ Exp. ____ / ____ CCV _____

Signature _____



INTERESTED IN PARTNERING?

Sponsorships

www.ismte.org/page/Advertising

Corporate Membership

www.ismte.org/page/CorporateSupporter

International Society of Managing and Technical Editors (ISMTE)

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