Exhibitor and Sponsor Prospectus

Global Event
November 1-3, 2022

Scholarly Publishing in a Connected World: Turning Disruptions into Opportunities

FOR MORE INFORMATION CONTACT
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Greetings Sponsors and Exhibitors!

This prospectus outlines the many opportunities ISMTE offers to reach editorial professionals in scholarly publishing, including exhibits, various event sponsorships, and advertising.

Don’t see what you’re looking for? Feel free to contact us - we will work with your team to develop a sponsorship package based on your specific objectives.

Whether your organization sells a service or product ISMTE is here to help you reach your audience! We look forward to partnering with you.

WHY PARTNER WITH ISMTE?

Do you want to influence editorial office policies, practices, and activities? By partnering with our Society, you can deliver your message directly to ISMTE’s influential member base: managing editors, editorial offices, and publishing professionals from around the globe who serve as key advocates for their journals.

Don’t see what you’re looking for? We will work with your team to develop a package that highlights and meets your organization’s goals.
ABOUT ISMTE

The International Society of Managing and Technical Editors (ISMTE) is a unique community for editorial professionals at scholarly publications worldwide. Since 2007, our events combine networking, training, and industry-proven best practices—allowing members to engage with other editorial office professionals, broaden their day-to-day skills, and improve the quality of the journals they produce. In 2021 ISMTE membership exceeded 1,100 members representing over 18 countries worldwide.

MEMBERS AT A GLANCE

ISMTE members are the stewards of the peer-review process with approximately 68% of our members having more than 10+ years of experience.

ISMTE members are professionals who are passionate about the operations of peer-reviewed publications. We are a unique community of editorial office staff at scholarly publications worldwide, who network within our society to discuss, train, and hone industry-proven best practices.

EXPERIENCE

68% of ISMTE members have more than 10+ years of experience in scholarly publishing in various industries.

INDUSTRY REPRESENTATION

75% of ISMTE members work for scientific, medical, nursing, and allied health journals.

REACH

ISMTE members work on an average of 4.4 journals.
Attendees at 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. ISMTE conferences attract attendees from all over the world. Do not miss your opportunity to gain direct access to this audience of more than 300+ participants from more than 18 countries! At the 2021 Global Event education sessions and resources addressed the latest trends in publishing, including products and services, to help editorial professionals work better and smarter.

The 2022 Global Event will be hosted over three days (November 1-3, 2022) and will focus on the EU, UK, and NA time zones – live sessions will be presented along with extended networking opportunities. Sessions will be recorded and available for viewing after the event ends, extending visibility for exhibitors and sponsors even further! In addition to social media and in-session exposure, Global Event sponsors benefited from more than 466,000 in-app sponsor impressions during ISMTE’s Global Event in 2021.

2022 Global Event Schedule

November 1 – 3, 2022

- Programming starts: 9:00 AM GMT/5:00 AM EDT
- Programming ends: 3:00 PM EDT/1:00 PM PDT
- Networking sessions each day (includes one in AEDT and IST)
- Exchange Forum each day
- Early access to event platform

* The Event app will remain open after the live event for extended networking and access to session recordings.
## EXHIBIT BOOTHS

Each exhibit booth includes two exhibitor registrations which includes access to all live and recorded sessions, and networking. In the Premium package, these registrations apply to the Sponsored Education session presenters. Additional booth representatives are welcome for an additional fee depending on their ISMTE member status. Please see the chart below for full package details.

### Packages include:

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Standard</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Education session - innovative topics or case studies are highly encouraged. Date TBD.</td>
<td></td>
<td>✓</td>
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<tr>
<td>Session included in the official conference program as “Industry Breakout Session” – this is an opportunity to position your organization as a thought leader.</td>
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<td>✓</td>
</tr>
<tr>
<td>Pre-recorded presentation allowed (20-minutes maximum in length) - broadcast during the meeting in designated time slot AND available for on-demand viewing after initial broadcast.</td>
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<td>✓</td>
</tr>
<tr>
<td>Recognition on event website, virtual platform, e-newsletter (non-exclusive), and social media (exclusive).</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Branded virtual booth with company logo, description, and hyperlinks to company website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Display video, audio, images, PDFs, and any outside links in booth</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Live chat with attendees 24/7</td>
<td>✓</td>
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<tr>
<td>Early access to mobile app to set appointments with meeting participants</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Ability to contact attendees before and during the conference to request meetings (attendees must set up profile)</td>
<td>✓</td>
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<tr>
<td>Company logo/link placed on conference website and virtual conference platform</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Post event attendee report</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Pre- and Post-Event (opt-ins only)</td>
<td>✓</td>
<td>✓</td>
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</table>

### Standard Exhibit Booth

- Corporate Member: $1499.00
- Corporate Non-Member: $1799.00

### Premium Exhibit Booth

- Corporate Member: $2399.00
- Corporate Non-Member: $2599.00
WHO ATTENDS ISMTE CONFERENCES*?

- **4.30** - 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

*statistics based on past meeting attendance.

**GLOBAL EVENT SPONSORSHIP**

Attendees at 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. ISMTE conferences attract attendees from all over the world. Do not miss your opportunity to gain direct access to this audience of more than 300+ participants from more than 18 countries!

The 2022 Global Event theme is "Scholarly Publishing in a Connected World: Turning Disruptions into Opportunities." This three-day event (November 1-3) will address the latest trends in publishing, including products and services, to help editorial professionals work better and smarter.

In addition to social media and in-session exposure, in 2021 Global Event sponsors, benefited from more than 466,000 in-app sponsor impressions during ISMTE virtual events.

**Diamond Sponsor Packages**

$5,000/each

**Gratitude Sponsor** *(3 available)*

- Custom branded digital Thank You gift ($10.00 US) for the first 100 attendees who register
- Four (4) complimentary registrations
- Logo included on welcome and closing slides
- Custom dedicated email sent to ISMTE membership *(opt-ins only)*
- 30-second promotional video at the beginning of an educational session *(session assignments will be determined by ISMTE)*
- Sponsor recognition on event page, virtual platform, email promotions, and on exclusive social media posts

**Keynote Sponsor** *(2 available)*

- 3-minute speaking opportunity at the onset of the Opening Session or Keynote address
- Four (4) complimentary registrations
- Logo included on welcome slides
- Custom dedicated email sent to ISMTE members and attendees *(opt-ins only)*
- 30-second promotional video at the beginning of an educational session *(session assignments will be determined by ISMTE)*
Gold Sponsor Packages
$4,500/each

Career Coaching Sponsor (3 available)
- Article in the Early Career Corner section of the ISMTE eNewsletter (sent monthly to all members)
- Dedicated email sent to ISMTE membership (opt-ins only)
- Sponsor recognition on event page, virtual platform, email promotions, and on exclusive social media posts

Trivia Challenge/Networking Sponsor (3 available)
- Join ISMTE in co-hosting this popular social event for registrants to network and unwind
- Custom introductory slide featuring logo
- Dedicated email sent to ISMTE membership (opt-ins only)
- Sponsor recognition on event page, virtual platform, email promotions, and on exclusive social media posts for this activity

Virtual “Swag Bag” Sponsor (2 available)
- A dedicated page on the event site to offer a giveaway or raffle item
- Attendees will have to opt-in; all opt-in information will be shared with the sponsor
- Any physical items will be fulfilled directly by the sponsor

Competition Sponsor (3 available)
- Branded notification to the winners of platform interaction contests
- Logo (clickable link) in a member email promoting the winners
- Branded platform notification to all event registrants of the winners

Delegate Sponsor Package
$5,000/each

Sponsor listing in the event app including hyperlinked logo placement, logo placement on the event registration pages, and social media recognition. (Interested sponsors would apply; subject to approval by ISMTE committee)

Sponsorships in this category provide funding for delegates from certain ISMTE membership types to attend the event free of charge:
- Women working in editorial roles in developing countries (limited to 2)
- Early career editorial staff working in editing roles for less than 5 years (limited to 2)
- Freelance editors (limited to 2)
- Early career editors in developing countries (limited to 2)
- Small Editorial Office staff groups of 3 or fewer (limited to 3)

CUSTOM SPONSOR PACKAGES AVAILABLE!

We will work with your team to develop a sponsorship package based on your specific objectives. In addition to the below offerings, we are open to other partnership opportunities

Cost: Varies
GENERAL SPONSORSHIP PACKAGES

PUBLICATION ADVERTISING
With more than 1,000 international members, your advertisement will be seen all around the globe! Monthly newsletters are emailed to all ISMTE members, and Editorial Office News (EON), the official publication of the ISMTE, is emailed to current members and available on our website.

- **eNewsletter Ad**
  - $250/Month
  - Your design can be an animated .gif or a static .jpg. Advertisements will be placed in the left rail (only one allowed per month).

- **Editorial Office News (EON) Ad:**
  - Full page: $500
  - Half page: $250
  - Quarter Page: $150

SPONSOR SPOTLIGHT
A branded section of the ISMTE monthly e-Newsletter, providing information about your company and how it relates to or can benefit our members. Length should be no longer than 500 words. With more than 1,100 editorial professionals worldwide, your Spotlight will be seen all around the globe! (Content is subject to approval by ISMTE.)

- **Spotlight:** $250/each - $2500/year

ADVERTORIAL
A sponsor spotlight in an exclusive communication sent out to the ISMTE membership. This would include your company logo and description as well as a targeted message. You can choose whether to send to all of membership or target a certain group based on job description (Managing Editors, publishing professionals, etc.). (Content is subject to approval by ISMTE)

- **Exclusive message:** $750
- **Message in membership e-Newsletter:** $250

EDUCATION RESOURCE SPONSORSHIP
Exclusive sponsorship of new educational resources as they are produced by the ISMTE Education and Standards Committee. Sponsor recognition is incorporated into the resource for high-visibility and long-lasting exposure to our members.

- **Recognition block with link on cover of resource:** $1,000

WEBINAR SPONSORSHIP – **SOLD OUT for 2022**
Webinars are offered by ISMTE and are free to all ISMTE members. Our webinars cover a broad spectrum of topics, selected by our Webinars Committee, relevant to our international membership of professional scholarly publications staff. For example, in 2020, webinar topics included transparency, data sharing, antiracism toolkits, cross training initiatives, and using Agile project management. This package gives exclusive sponsorship of the webinars per year for ISMTE members.
Sponsorship includes recognition in the webinar promotional materials, free registration for up to five persons for each webinar, and a panelist role in webinar to incorporate a brief sponsor message. Sponsor logo placement on the webinar registration page and social media recognition.

**All webinars: $4,500/year**

**WORKSHOP SPONSORSHIP**
Hands-on three-hour workshop that takes a deep-dive into a topic determined by the ISMTE Workshop Committee *(limited to 100 participants)*

Sponsor logo, social media/newsletter recognition - $1,500.00

**ISMTE OFFICE HOURS**
ISMTE Office Hours are virtual, one-hour informal events where a discussion around a single topic is facilitated by an ISMTE member and discussed by the attendees. ISMTE Office Hours are free and open to all editorial professionals. This new offering has become popular and is well attended by members and non-members alike.

Your company logo and hyperlink is visible on the registration page, recognition on social media and in the ISMTE eNewsletter, and during the live event.

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<thead>
<tr>
<th>Sponsor Recognition Placement</th>
<th>ISMTE Website</th>
<th>Weekly Message</th>
<th>Social Media</th>
<th>eNewsletter</th>
<th>EON</th>
<th>In-Session</th>
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<tbody>
<tr>
<td>Publication Advertising</td>
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<td>Office Hours Sponsorship</td>
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Cost: Varies

For questions, please contact:
ISMTE Executive Director - execdir@ismte.org
direct +1 (919) 341-3900