ISMTE 2023
Sponsor and Advertising Prospectus
International Society of Managing and Technical Editors
Empowering editorial offices around the world.

ISMTE 2023 GLOBAL EVENT

LEARNING LEADERSHIP COMMUNITY
Empowering editorial offices around the world

Save the Date
July 18 – 20, 2023

www.ISMTE.org
WHO ARE WE
ISMTE is a unique community geared toward editorial and scholarly publishing professionals worldwide. 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 2022 ISMTE membership exceeded 1,000 members representing 30 countries worldwide. We provide enduring multimedia resources for members during every stage of their career to help facilitate their professional success.

MEMBERS AT A GLANCE*
Our 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 scholarly publications.

WHO ATTENDS ISMTE CONFERENCES*?

4.30 - Average number of journals managed by each attendee
45% - Attendees who work for a society/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.

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 and other editorial office and publishing professionals globally who serve as key advocates for their journals. We will work with your team to develop a package that meets your organization’s goals and showcases its products and services.

2022 CONFERENCE HIGHLIGHTS

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 speakers and attendees from around the world. Do not miss your opportunity to gain direct access to this audience of more than 275 participants from more than 28 countries! Sessions and resources addressed the latest trends in publishing, including products and services, with the theme of “Turning Disruptions into Opportunities” to help editorial professionals work better and smarter. There were more than 50 live sessions hosted over the course of three days.

In addition to social media and in-session exposure, Global Event sponsors benefited from more than 200,000 in-app sponsor impressions benefited from ISMTE virtual events in 2022.

SPONSORSHIP OPPORTUNITIES

PUBLICATION ADVERTISING
With more than 1,000 members worldwide, 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.
E-newsletter 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 Ad: $550
- Half-page Ad: $275
- Quarter-page Ad: $165

SPONSOR SPOTLIGHT
A branded section of the ISMTE monthly E-newsletter highlighting your company. This monthly publication is sent to approximately 2000 recipients with an average open rate of 28.17% and click rate of 4.3%. Your spotlight includes graphic(s), a hyperlink, and up to 500 words. Your Spotlight will be seen by editorial office professionals all around the globe! (Content is subject to approval by ISMTE.)

Spotlight: $250

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. Advertorials may be sent to the full membership, or a targeted group based on job descriptions (Managing Editors, publishing professionals, etc.). (Content is subject to approval by ISMTE)

Exclusive ad: $750
Non-exclusive ad: $250

WEBINAR SPONSORSHIP
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 2022, webinar topics included transparency, data sharing, antiracism toolkits, cross training initiatives, and using Agile project management. This package gives exclusive sponsorship of the six webinars per year.

Sponsorship includes:
- Recognition in the webinar promotional materials
- Free registration for up to five persons from your team for each webinar
- 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: $3,850/year

WORKSHOP SPONSORSHIP
Hands-on three-hour workshops (1 in-person and two virtual) that take a deep-dive into a topic determined by the ISMTE Workshop Committee (limited to 100 participants.)

Sponsor logo, social media/newsletter recognition - $1,250.00

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 theme of the 2023 Global Event is "Leadership, Accountability, and Growth."
The 2023 Global Event will be held via Airmeet on July 18-20. This three-day event will address the latest trends in publishing, including products and services, to help editorial office professionals work better and smarter.

In addition to social media and in-session exposure, in 2022 Global Event sponsors, benefited from more than 200,000 in-app sponsor impressions.

**Early Bird Discounts**
Any packages purchased prior to April 30th, 2023, will receive a $500 discount from the listed price.

**Diamond Sponsorships**
$7500/each

- **Gratitude Sponsor (3 available)**
  - Custom branded digital Thank You gift for the first 100 attendees who register (shipped from sponsor to attendees)
  - 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, created by sponsor (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)
  - Sponsor recognition on event page, virtual platform, email promotions, and on exclusive social media posts

**Gold Sponsor Packages**
$5,000/each

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

- **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 – MOST POPULAR OPTION!
$5,000/each

Sponsor listing in the event app includes 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)

VIRTUAL EVENT EXHIBITOR PACKAGES

PREMIUM EXHIBIT PACKAGE (LIMITED AVAILABILITY)

<table>
<thead>
<tr>
<th>Corporate Member</th>
<th>$2,299</th>
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</thead>
<tbody>
<tr>
<td>Non-Member</td>
<td><em>(Space limited)</em> $2,499</td>
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</table>

Sponsored Session
- Educational and/or innovative topics or case studies are highly encouraged
- Included in the official conference program agenda
- Pre-recorded presentation, 20-minutes maximum in length, broadcast during the meeting in designated time slot AND available for on-demand viewing after initial broadcast
- Live chat with attendees during presentation
- Presenters will receive attendee viewership data post-event
- Two (2) complimentary registrations for your staff to attend the full conference.

ISMTE Exhibit Hall
- Display video, audio, images, PDFs, and any outside links
- Live chat with attendees
- Ability to contact attendees before and during the conference to request meetings *(attendees must set up profile)*
- Company logo/link placed on conference website and virtual conference platform
- Gallery content available to both attendees AND the public *(requires registration)*
- Attendee analytics report

Conference Attendee List
- Pre- and Post-Event *(opt-ins only)*

Exhibitor Recognition
- On event website, virtual platform, e-newsletters *(non-exclusive)*, and social media *(exclusive)*.

BASIC EXHIBIT PACKAGE (UNLIMITED)

<table>
<thead>
<tr>
<th>Corporate Member</th>
<th>$1,399</th>
</tr>
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<tbody>
<tr>
<td>Non-Member</td>
<td>$1,699</td>
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</tbody>
</table>

ISMTE Exhibit Hall
- Display video, audio, images, PDFs, and any outside links
• Live chat with attendees
• Ability to contact attendees before and during the conference to request meetings *(attendees must set up profile)*
• Company logo/link placed on conference website and virtual conference platform
• Attendee analytics report

**Two (2) complimentary registrations to attend the virtual conference.**

**Conference Attendee List**
• Pre- and Post-Event *(opt-ins only)*

**Exhibitor Recognition**
• On event website, virtual platform, and digital program guide *(non-exclusive)*.

Exhibitor Sponsorships at a Glance

<table>
<thead>
<tr>
<th></th>
<th>Premium Package</th>
<th>Basic Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Session</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>ISMTE Exhibit Hall</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Registrations</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Conference Attendee List (post event – no emails)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibitor Recognition</td>
<td>Exclusive</td>
<td>Non-exclusive</td>
</tr>
</tbody>
</table>

**CUSTOM SPONSORSHIP PACKAGE**

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

**Cost:** Varies

For questions, please contact the ISMTE Executive Director or call +1 (919) 787-5181 ext. 1249