Empowering editorial offices around the world

2020 SUPPORT & SPONSORSHIP PROSPECTUS

ASIA-PACIFIC CONFERENCE
2-3 March 2020
Melbourne, Australia

NORTH AMERICAN CONFERENCE
6-7 August 2020
Chicago, Illinois, USA

EUROPEAN CONFERENCE
12 November 2020
Amsterdam, Netherlands
The International Society of Managing and Technical Editors is a unique community for managing and technical editors at scholarly publications 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 2019 our membership exceeded 1,000 members worldwide.

MEMBERS AT A GLANCE*
Our members are the stewards of the peer-review process. In that role they:

- 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 direct input 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

WHY PARTNER WITH ISMTE?
Do you want to influence editorial office decisions, practices and activities? By partnering with the Society at our Asian, North American and European conferences, you ensure contact with ISMTE’s influential member base: managing editors and other editorial office and publishing professionals 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
Asia-Pacific: Over 125 attendees
North American: Over 200 attendees
European: Over 90 attendees

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. By participating as an ISMTE corporate member or sponsor, you have an opportunity to deliver your message directly to representatives of some of the top journals worldwide. Events and resources address new trends in publishing, including products and services, to help editorial professionals work better and smarter. Don’t miss your opportunity to gain direct access to this audience!
SPONSORSHIPS

CONFERENCE MEALS
All meal sponsors receive the following: pre-conference recognition in the conference app and ISMTE newsletter, recognition in the conference program, logo displayed on signage at the entrance to the dining area, recognition during the meal event, and a tabletop exhibit or literature distribution during the meal.

BREAKFAST:
Be a part of the ISMTE morning welcome.
- Asia-Pacific Conference (2 available): Exclusive Sponsorship $2,000 (Co-sponsorship $1,000 each)
- North American Conference (2 available): Exclusive Sponsorship $2,000 (Co-sponsorship $1,000 each)
- European Conference: Exclusive Sponsorship $1,500 (Co-sponsorship $750 each)

LUNCH:
Our attendees network with colleagues during the dedicated lunch hour.
- Asia-Pacific Conference (2 available): Exclusive Sponsorship $2,500 (Co-sponsorship $1,250 each)
- North American Conference (2 available): Exclusive Sponsorship $2,500 (Co-sponsorship $1,250 each)
- European Conference: Exclusive Sponsorship $2,000 (Co-sponsorship $1,000 each)

EVENING RECEPTION
- Asia-Pacific Conference: Exclusive Sponsorship: $2,500 (Co-sponsorship $1,250)
- North American Conference: Exclusive Sponsorship: $2,500 (Co-sponsorship $1,250)
- European Conference: Exclusive Sponsorship: $2,000 (Co-sponsorship $1,000)

BREAKS:
Beverages are provided during morning and afternoon breaks.
- Asia-Pacific Conference: (3 available): Exclusive Sponsorship: $1,000 per break or $2,500 for all breaks
- North American Conference (3 available): Exclusive Sponsorship: $1,000 per break or $2,500 for all breaks
- European Conference (2 available): Exclusive Sponsorship: $750 per break or $1,250 for both breaks

OTHER CONFERENCE SPONSORSHIPS

CONFERENCE APP:
Provided to all conference attendees. Exclusive sponsorship includes:
- pre-conference promotion in ISMTE newsletter
- banner ad
- splash screen
- personalized button
  $3,000 for each conference; $4,500 for two; $6,000 for all three

WIRELESS ACCESS:
ISMTE provides wireless internet access to attendees free of charge. Exclusive sponsorship includes pre-conference promotion in ISMTE newsletter, logo displayed with wireless access instructions at registration desk and in general session room, and recognition in conference app.
- Asia-Pacific Conference: Exclusive Sponsorship $3,000
- North American Conference: Exclusive Sponsorship $3,000
European Conference: Exclusive Sponsorship $3,000
Two Conferences: $5,500; $8,000 for all three

PROGRAM BOOK:
ISMTE produces 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 half and full-page sizes. For each conference:
- Back Cover: $2,000 per conference; $3,000 for two conferences
- Full page: $500 per conference; $750 for two conferences
- Half page: $300 per conference; $500 for two conferences

CONFERENCE LANYARD:
Promote your company with your name/logo on conference lanyards.
- Asia-Pacific Conference: $1,500
- North American Conference: $1,500
- European Conference: $750
- Two Conferences: $2,000
- All three conferences: $2,500

TABLETOP EXHIBIT BOOTH:
Would you like to have a physical presence at our conferences? Your exhibit will include a complimentary registration and 50% off one additional registration, a draped table and two chairs. Electrical extension cords are the exhibitor’s responsibility.
- One Conference: $1,000
- Two Conferences: $1,500
- All three conferences: $2,250

PUBLICATION ADVERTISING
With more than 1,000 members, your advertisement will be seen all around the globe! Monthly newsletters are emailed to all ISMTE members. Editorial Office News (EON), the official publication of the ISMTE, is e-mailed to current members and visible on 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: $150

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

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

Exclusive sponsorship of four webinars per year for ISMTE members. Sponsorship includes recognition in webinar promotional materials, free registration for up to five persons for each webinar, and a panelist role in webinar to incorporate brief sponsor message.

All four webinars: $3,500/year

CORPORATE MEMBERSHIP

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

<table>
<thead>
<tr>
<th>Complimentary ISMTE memberships</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td></td>
<td>500+</td>
<td>100</td>
<td>60</td>
<td>25</td>
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<tr>
<td>Cost per member</td>
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<td>$110</td>
<td>$132</td>
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<tr>
<td>Discounted ISMTE membership for additional employees and affiliated journal staff</td>
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<td>10% Discount</td>
<td>5% Discount</td>
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<tr>
<td>Discounted ISMTE meeting registration for non-member employees and affiliated journal staff</td>
<td>25% Discount</td>
<td>25% Discount</td>
<td>20% Discount</td>
<td>15% Discount</td>
</tr>
<tr>
<td>Discounted exhibit space at ISMTE conferences</td>
<td>25% Discount</td>
<td>25% Discount</td>
<td>20% Discount</td>
<td>15% Discount</td>
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<tr>
<td>Price</td>
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<td>$9,900</td>
<td>$6,600</td>
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Corporate Membership Benefits

Individual membership benefits include:

- *EON*, published 11 times a year, including access to all archived issues
- Opportunities to participate in the creation of professional development programs
- Access to members-only networking and discussion forum, and discounts with other organizations’ meetings and products
- Acknowledgement in *EON*, the monthly newsletter, on the ISMTE website, and at ISMTE conferences

Join Online or Download a Membership Application Today!

www.ismte.org/page/CorporateSupporter
As an alternative to this form, you may purchase sponsorships and advertising using the keyword Find feature of the ISMTE Online Store here. Add your sponsorship and/or advertising to a shopping cart, select Checkout and make your credit card payment all at once. Questions? Call Janine at (919) 314-3900 or email info@ismte.org.

Publication Advertising Editorial Office News (EON)
- Full Page Ad: $500 per issue
- Half Page Ad: $250 per issue
- Quarter Page Ad: $150 per issue
- Full Page Ad – 11 Issues: $4,500
- Half Page Ad – 11 Issues: $2,200

E-Newsletter Advertising (Monthly)
- $250 per issue
- 12 Issues: $2,400

Education Resource Sponsorship
- $1,000 per resource

Webinar Sponsorship
- $3,500 per year

Conference Meal Sponsorships
- Breakfast Sponsorship – Asia-Pacific Conference: Exclusive Sponsorship, $2,000
  - Day 1
  - Co-sponsorship: $1,000
  - Day 2
- Breakfast Sponsorship – North American Conference: Exclusive Sponsorship, $2,000
  - Day 1
  - Co-sponsorship: $1,000
  - Day 2
- Breakfast Sponsorship – European Conference: Exclusive Sponsorship $1,500
  - Day 1
  - Co-sponsorship $750
  - Day 2

- Lunch Sponsorship – Asia-Pacific Conference: Exclusive Sponsorship, $2,500
  - Day 1
  - Co-sponsorship: $1,250
  - Day 2
- Lunch Sponsorship – North American Conference: Exclusive Sponsorship, $2,500
  - Day 1
  - Co-sponsorship: $1,250
  - Day 2
- Lunch Sponsorship – European Conference: Exclusive Sponsorship $2,000
  - Co-sponsorship $1,000

- Evening Reception – Asia-Pacific Conference: Exclusive Sponsorship, $2,500
  - Day 1
  - Co-sponsorship: $1,250
- Evening Reception – North American Conference: Exclusive Sponsorship, $2,500
  - Co-sponsorship: $1,250

- Beverage Break Sponsorship – Asia-Pacific Conference (3 available)
  - Each Break $1,000
  - Day 1
  - Day 2
  - Exclusive All Breaks $2,500
- Beverage Break Sponsorship – North American Conference (3 available)
  - Each Break $1,000
  - Day 1
  - Day 2
  - Exclusive All Breaks $2,500
- Beverage Break Sponsorship – European Conference (2 available)
  - Each Break $750
  - Exclusive All Breaks $1,250
Conference Technology Sponsorships

- **Wireless Access Sponsorship (covering the duration of conference)**
  - Exclusive, Asia-Pacific: $3,000
  - Exclusive, North American: $3,000
  - Exclusive, European: $3,000
  - Exclusive, Two conferences: $5,500
  - Exclusive, Three conferences: $8,000

- **Digital Conference App Sponsorship (covering the duration of conference)**
  - Exclusive, Asia-Pacific: $3,000
  - Exclusive, North American: $3,000
  - Exclusive, European: $3,000
  - Exclusive, Two conferences: $5,500
  - Exclusive, Three conferences: $8,000

Conference Promotional Sponsorships

- **Program Book Sponsorship**
  - Back Cover, $2,000 per conference
    - Asia-Pacific
    - North American
    - European
  - $3,000 - two conferences

- Full Page, $500 per conference
  - Asia-Pacific
  - North American
  - European
  - $750 - two conferences

- Half Page, $300 per conference
  - Asia-Pacific
  - North American
  - European
  - $500 - two conferences

- **Badge Lanyards:**
  - Asia-Pacific: $1,500
  - North American: $1,500
  - Europe: $750
  - Two conferences $2,000
  - All three: $2,500

- **Tabletop Exhibit Booth:**
  - $1,000 per conference
    - Asia-Pacific
    - North American
    - European
  - $1,500 for two
  - $2,250 for three

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 (Mail to: 1500 Sunday Drive, Suite 102, Raleigh, NC 27607) FEIN: 26-0428687*

Card No. ____________________________ Exp. ________ / ________ CCV __________

Signature ___________________________________ Date ________________

Billing Address (if different from above): _______________________________________
_______________________________________________

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info@ISMTE.org