



# ISMTE

## 2017 CONFERENCE SUPPORT OPPORTUNITIES & PROSPECTUS

*Empowering editorial offices  
around the world*

### **ASIAN-PACIFIC CONFERENCE**

27-28 March 2017  
Kempinski Hotel Beijing

### **NORTH AMERICAN CONFERENCE**

10-11 August 2017  
Embassy Suites Downtown Denver

### **EUROPEAN CONFERENCE**

9-10 November 2017  
London



# ISMTE

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 2016 our membership exceeded **1,000 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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# ISMTE

## 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

### 2016 Conference Highlights:

Asian-Pacific: Inaugural meeting in the region, with over 125 attendees.

North American: 9<sup>th</sup> annual conference with record attendance of over 225 attendees.

European: 9<sup>th</sup> annual conference, and first stand-alone in mainland Europe.

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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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



# ISMTE

## 2017 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 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 is \$500; Half page is \$300 and Quarter page is \$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 to each.*

**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

On an average month, **over 10,000 pages are viewed** by at least **2,500 unique visitors**. Share your company information with all those who stop by!

**Home page banner ad:** \$500 / Month

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

**Right rail ad on all interior pages for entire year:** \$2,400

### Publication Advertising

With **over 1,000 international members**, your advertisement will be seen all around the globe! Monthly newsletters are emailed to all ISMTE members. *EON*, the official publication of the ISMTE, is emailed to current members and then uploaded to our website.

**E-newsletter advertisement:** \$250/ Month, to appear in left rail

**Full-page *EON* Ad:** \$500

**Half-page *EON* Ad:** \$250

**Quarter-page *EON* Ad:** \$100

### Best of *EON* Compilation

Be seen in one of our few printed publications. The Best of *EON* is distributed to all meeting attendees.

**Outside Back Cover:** \$1,500

**Inside Front/Back Cover:** \$1,000

**Full Page Inside Ad:** \$350



Corporate support is essential to fulfilling ISMTE’s mission, and we are grateful for contributions at any level. Financial support provided by our Corporate Members enables ISMTE to develop education and training opportunities that advance the professional development of editorial staff. Companies that join ISMTE see 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.

No matter 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

	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
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.
- Promotional literature distributed at each ISMTE conference.

**Join Today!**

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**ISMTE**

# INTERESTED IN PARTNERING?

## Sponsorships

[www.ismte.org/page/Advertising](http://www.ismte.org/page/Advertising)

## Corporate Membership

[www.ismte.org/page/CorporateMembership](http://www.ismte.org/page/CorporateMembership)

### **ISMTE**

275 N. York Street • Suite 401 • Elmhurst, IL 60126

TEL: (+1) 630.433.4513 • [info@ISMTE.org](mailto:info@ISMTE.org)





### 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
  - Contributing Sponsor: \$1,250
- Lunch Sponsorship on Tuesday, AP Conference
  - Exclusive Sponsorship: \$2,500
  - Contributing Sponsor: \$1,250
- Lunch Sponsorship on Thursday, NA Conference
  - Exclusive Sponsorship: \$2,500
  - Contributing Sponsor: \$1,250
- Lunch Sponsorship on Friday, NA Conference
  - Exclusive Sponsorship: \$2,500
  - 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
- Best of EON* Sponsorship
  - Outside Back Cover: \$1,500
  - Full-Page Inside Ad: \$350
  - Inside Front Cover: \$1,000
  - Inside Back Cover: \$1,000
- 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 \_\_\_\_\_