

LEEDS INTERNATIONAL MEDIIEVAL CONGRESS



1-4 JULY 2019
Advertising and Exhibitions

www.imc.leeds.ac.uk


UNIVERSITY OF LEEDS

International Medieval Congress

1-4 July 2019

The International Medieval Congress (IMC) is the largest annual gathering of medievalists in Europe, focusing upon all aspects of the Middle Ages (c. 300-1500). Participants at the IMC present research in all areas of medieval studies, ranging from art and literature to science and technology.

Since its start in 1994, the Congress has established itself as an annual event. In 2018 over 2,900 medievalists from all over the world attended the event. It is the largest conference of its kind in Europe.

Drawing medievalists from over 60 countries, with over 2,100 individual papers and 700 academic sessions and a wide range of concerts, performances, readings, round tables, excursions, the bookfair and associated events, the Leeds International Medieval Congress is Europe's largest annual gathering in the humanities.

The IMC offers a unique opportunity for publishers, booksellers, and other organisations to market to this specialist audience, both at the event itself through its established and popular Bookfair and receptions, and through the printed IMC 2019 programme, mailout, and registration packs.

If you wish to take advantage of any of the opportunities outlined in this booklet, please complete the booking form and return it to the IMC via email at imc@leeds.ac.uk.



IMC 2019 Bookfair

LOCATION

The International Medieval Congress 2019 Bookfair will take place in the iconic Parkinson Building at the University of Leeds, a central location for much of the IMC 2019 academic programme. Complimentary refreshments are available for all delegates, including exhibitors, throughout the day.

WHY EXHIBIT?

The IMC offers the opportunity to meet a greater number of medievalists than any other event in Europe. Below is some of the feedback from previous delegates and exhibitors.

💬 'So much temptation!'

Delegates described the Bookfair as **'one of the main reasons to attend the IMC'** and **'always a highlight'**. Delegates spoke positively of the **'excellent range of booksellers'**.

💬 'A crucial event for medieval studies'

Some of the best features of the IMC were that it provided the opportunity to show off new titles, meet with existing and potential authors, and sell books.

💬 'Brilliant location with a lot of footfall'

Exhibitors described Parkinson Court as the perfect location for the Bookfair, with **'plenty of opportunity for delegate interaction'**.

BOOKFAIR SCHEDULE

Book deliveries for stands at the IMC will be accepted from Monday 24 - Friday 28 June. Please note that the IMC is unable to accept pallet deliveries.

	SET UP	OPENING TIMES	TAKE DOWN
SUNDAY 30 JUNE	12.00-18.00	SET UP ONLY	
MONDAY 1 JULY	07.00-10.00	10.00-19.30	
TUESDAY 2 JULY		09.00-18.00	
WEDNESDAY 3 JULY		09.00-18.00	
THURSDAY 4 JULY		09.00-13.00	13.00-17.00

IMC 2019 BOOKFAIR RECEPTION

Each year, to celebrate the opening of the IMC Bookfair, all delegates are invited to an evening wine reception with extended opening times on the first day of the IMC. This special event is an excellent opportunity for exhibitors to continue networking with a captive audience, meet new authors, or make that extra sale.

MAILING SERVICE

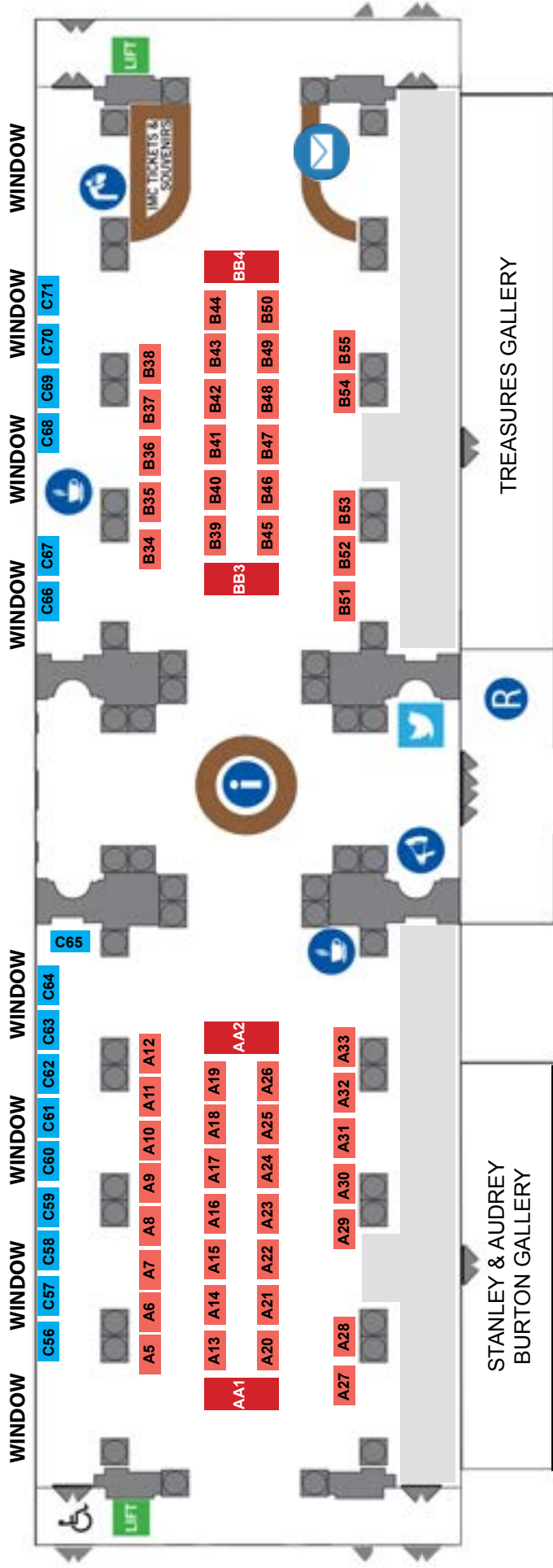
We plan to offer a mailing service alongside the Bookfair in the Parkinson Court on Wednesday and Thursday until 2pm allowing delegates to easily ship their purchases home without having to worry about excess baggage! The service will be advertised in the IMC 2019 Programme and around the bookfair during Congress.

International Medieval Congress 2019 BOOKFAIR

TO SESSION ROOMS, TOILETS, AND EXIT TO OTHER BUILDINGS

TO COMPUTER CLUSTERS, SESSION ROOMS, AND TOILETS

BROTHERTON LIBRARY



MAIN ENTRANCE

PARKINSON STEPS

IMC 2019 Bookfair

Exhibition Stands

Zone AA (Stands AA1 - AA2) **£895**
Includes 3m x 0.8m display table space
Equipped with a double electrical socket as standard

Zone A (Stands A5 - A33) **£480**
Includes 1.8m x 0.8m display table space
Equipped with a double electrical socket as standard

Zone BB (Stands BB3 - BB4) **£845**
Includes 3m x 0.8m display table space

Zone B (Stands B34 - B55) **£425**
Includes 1.8m x 0.8m display table space

Zone C (Stands C56 - C70) **£375**
Includes 1.8m x 0.8m display table space
No standing room behind
Additional shelving space available on request -
Please contact imc@leeds.ac.uk for pricing

Electrical Sockets **£55**
Stands in zone AA/A are supplied with electrical sockets as standard. Sockets may be purchased for other stands as an optional extra.
PLEASE NOTE: It is NOT POSSIBLE to supply electricity to stands BB1-2 and BB39-50

**BOOK BY 16 NOVEMBER TO RECEIVE
10% OFF YOUR BOOKING**

All prices shown are net of VAT and are subject to UK VAT (currently at 20%).

IMC 2019

Advertising Packages

Programme Advertisements

**BOOK BY
16 NOVEMBER
TO RECEIVE
10% OFF YOUR
BOOKING**

Printed size 115mm x 172mm per page

Free weblink to your organisation on the IMC website

Free publication of your advert as a download on the IMC 2019 website

Programmes mailed annually to 3000+ medievalists around the world

Artwork required by 30 November 2018, supplied as a PDF file.

Minimum resolution of 300 dpi.

Full Colour Advertisement

First Page £495

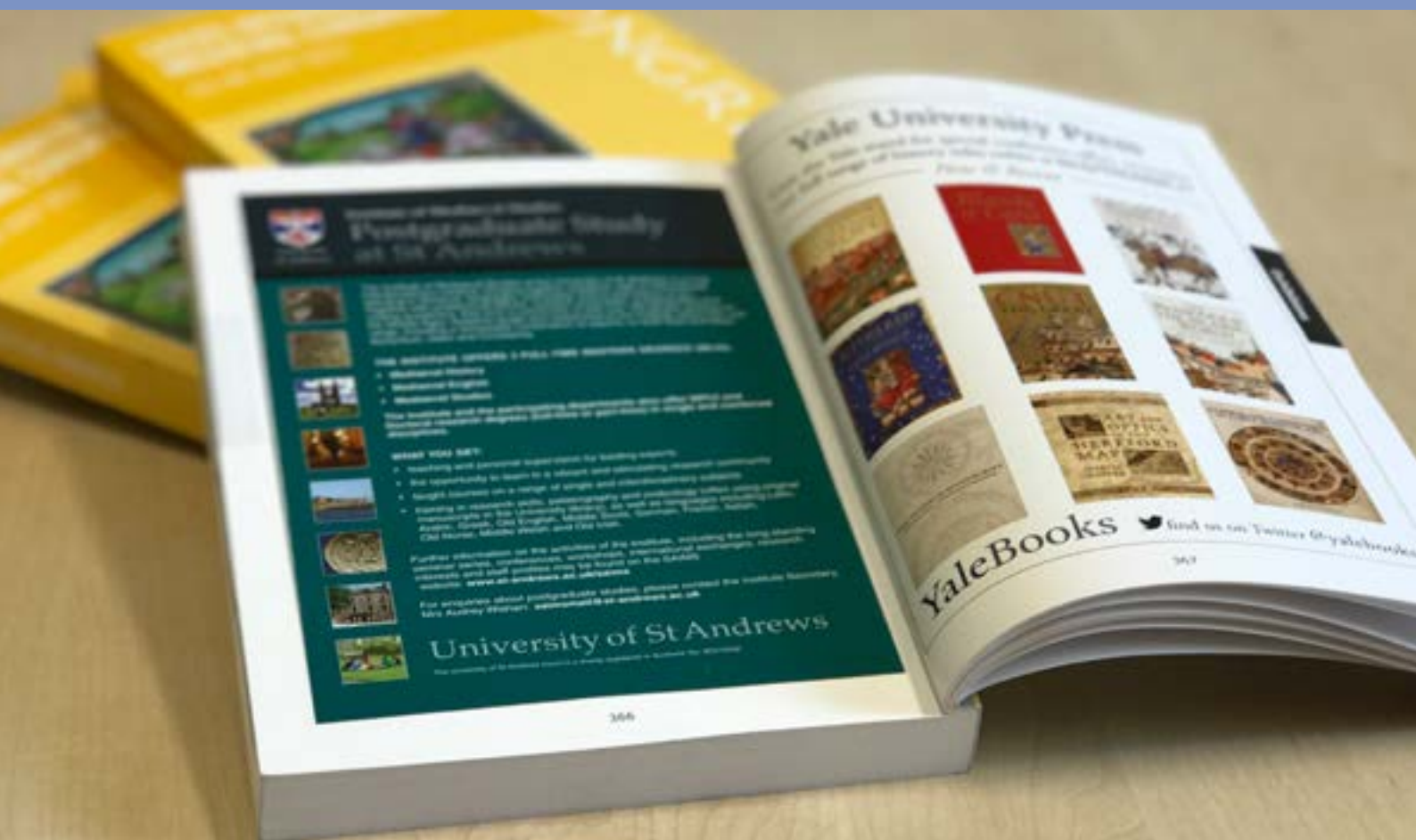
Additional Page £160

Grayscale Advertisement

First Page £420

Additional Page £110

All prices shown are net of VAT and are subject to UK VAT (currently at 20%).





IMC February Mailout Inserts

Programme Mailout Insert £480

1 x A4 sheet folded to A5
Distribution to 2500+ medievalists

Prices for inserts do not include printing. All inserts required by 11 January 2019.
Prices for other sizes of insert are available on request; please email imc@leeds.ac.uk

Sponsorship Opportunities

IMC welcomes approaches to sponsor elements of Congress. Please contact us to discuss sponsorship opportunities. Examples include lanyards, bookfair mailing service, mobile charging stations, events and delegate services.

**BOOK BY 16 NOVEMBER TO RECEIVE
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Registration Pack Inserts

A4 Insert

1 x A4 sheet folded or unfolded
Distribution to 2400+ registered delegates

£565

A3 Insert

1 x A3 sheet folded to A4
Distribution to 2400+ registered delegates

£620

A5 or DL Insert

A5 or DL booklet, up to 16 pages
Distribution to 2400+ registered delegates

£670

All inserts required by 31 May 2019

All prices shown are net of VAT and are subject to UK VAT (currently at 20%).



RECEPTIONS, PRODUCT LAUNCHES, & BUSINESS MEETINGS

Each year, organisations, publishers, and exhibitors host evening receptions, product launches, or business meetings at the International Medieval Congress. Receptions are a highlight of the IMC for many delegates and offer a more informal way for exhibitors to make connections, promote a new product, or increase brand awareness among a receptive medievalist audience.

GREAT VENUES

From the intimate rooms of the University House function floor to the larger session rooms located around the University Campus, a wide range of venues are available to exhibitors (free of charge, subject to a minimum catering order), and all venues can be equipped with AV equipment as required (extra charges may apply). All reception rooms are located conveniently close to the dedicated event, social, and dining spaces used by delegates throughout the IMC.

GREAT FOOD AT LEEDS

The University of Leeds catering service, Great Food at Leeds, is once again offering exhibitors a fine selection of wines, beers, and buffet options to impress their guests. The 'deli(very)' menu focuses on locally-sourced ingredients and trusted suppliers and producers.

PRICES, MORE INFORMATION, AND BOOKING

Catering prices start at £14.25 per bottle of wine, £2.50 per bottle of beer, with a variety of different buffet options. All prices are subject to UK VAT. Room hire is free of charge subject to a minimum catering order.

Should you wish to discuss hosting a reception at the IMC 2019, learn more about menus or availability of reception rooms, or should you have any special requirements for your event, please indicate this on the booking form or email imc@leeds.ac.uk.

RECEPTION INVITATIONS

Exhibitors that are hosting a reception, product launch, or business meeting at the IMC will once again be able to send targeted invitations to delegates which will be placed in their Registration Pack. Whilst IMC receptions are generally open to all delegates, the IMC are able to place invitations in specific delegate registration packs on your behalf. Below are examples of the types of delegate the IMC are able to target using their bespoke database, with many more options available:

- Specifically named delegates
- First-time IMC delegates
- Postgraduate student delegates
- Delegates presenting papers on specific subjects or thematic strands
- Delegates attending from specific countries

For more information about options and prices, please email imc@leeds.ac.uk.

MEET
IN LEEDS
.CO.UK

GREAT
FOOD
at
LEEDS

IMC 2019

Key Dates

16 November 2018 - Early Bird Discount booking deadline

30 November 2018 - Deadline for receipt of artwork for Programme advertisements

11 January 2019 - Deadline for receipt of inserts for the February Mailout

February 2019 - Registration for IMC 2019 opens

13 May 2019 - Registration Deadline

31 May 2019 - Deadline for receipt of inserts for Registration Packs

24-28 June 2019 - Book Deliveries for stands at IMC accepted

30 June - Bookfair set up day

1-4 July 2019 - IMC 2019

4 July 2019 (pm) - Exhibitor Take Down

5 July 2019 - Courier collection of bookfair materials

Save the Date

IMC 2020 - 6-9 July 2020

IMC 2021 - 5-8 July 2021



IMC 2019 Advertising and Exhibitions

Terms and Conditions of Booking

1. Advertising and exhibition space at the International Medieval Congress 2019 (IMC 2019) is reserved by payment in advance. Your reservation is not confirmed until payment has been received in full by the IMC. If payment in full is not received by the IMC, then we may re-allocate your space to another customer. In that case, an administration charge of £50.00 will be payable and will be deducted from any refunds of part payments already made.
2. All cancellations must be made in writing and are subject to an administration charge of £50.00 + VAT.
3. Cancellations of reservations for Exhibition Space or for Inserts in the Registration Packs received by 5 April 2019 will secure a refund of 80% of the total paid. Cancellations received between 6 April 2019 and 31 May 2019 will secure a refund of 50% of the total paid. There will be no refund for cancellations made after 31 May 2019.
4. Cancellations for Advertising in the IMC 2019 Programme received by 2 December 2018 will secure a refund of 50% of the total paid. There will be no refund for cancellations made after 2 December 2018.
5. Cancellations for Inserts in the IMC 2019 Programme and Institution Mailouts received by 11 January 2019 will secure a refund of 50% of the total paid. There will be no refund for cancellations made after 11 January 2019.
6. All bookings are subject to the availability of space. Within 30 days of receiving your order we will send an invoice which is confirmation of acceptance of your order. The invoice must be paid within 30 days in order to guarantee your reservation. If booked online, you will receive automatic confirmation of payment for your order. The availability of the items booked will then be confirmed by a member of the IMC team.
7. The IMC reserve the right to change the venue of the IMC or any part of any event to a reasonably suitable alternative should the need arise. In that event the IMC will endeavour to provide customers with space at the new venue equivalent to that originally booked. In the event that the IMC are unable to accommodate customers in this way, any monies paid for this part will be refunded.
8. All exhibitors must register and wear exhibitor lanyards. This will provide the necessary access to conference events; failure to do so may result in refused entry.
9. Your booking of Exhibition Space is an acknowledgement and acceptance of the set-up and opening times of the IMC 2019 Bookfair as advertised in this booklet and in the IMC 2019 Programme. Exhibitors/booksellers/representatives must be present and their stands must be fully operational at all times during the published opening times of the IMC 2019 Bookfair. Exhibitors should not pack up prior to closing time on the final day. Contravention of this condition will result in loss of any traditional pitch in the following years.
10. The University of Leeds takes all reasonable precautions for the security of exhibitors and their property at the IMC 2019. However, no liability can be accepted for loss or damage, howsoever caused to person or property save for death or personal injury caused by our negligence. Similarly, we will not incur any liability to you if we are unable to provide any of the facilities set out in this booklet due to circumstances beyond our control including, but not limited to, reduction or failure of power supplies, student demonstration or sit-in, flooding, and accident. We will not be liable to you for any costs, claim, loss or damage arising out of any tortious act or omission, breach of contract or breach of statutory duty calculated by reference to loss of profits, income or sales.
11. The hiring of any Exhibition Space will be subject to any fire, safety, evacuation, and other regulations or procedure applicable to University buildings, and it will be your responsibility to acquaint yourself with such regulations and procedures.
12. All electrical equipment used at the University of Leeds must be maintained in a safe condition. The University recommends that all equipment is PAT or safety tested annually. We reserve the right to stop the use of any equipment that we deem to be unsafe.
13. Booking an electrical socket means that we guarantee sole access to a socket located near your exhibition space. Electrical sockets are guaranteed only for exhibitors who have pre-booked them. Sockets are provided by an external contractor and must be booked no later than two weeks prior to the Congress.
14. You will indemnify the IMC and the University of Leeds against any costs, claim, loss, or damage we may suffer or incur as a result of any alleged copyright infringement or breach of any other intellectual property rights arising out of publication of your copy in the IMC 2019 Programme or the display or reproduction of any works by you at the event itself.
15. Adverts should be sent electronically in A4 Adobe® PDF format (no crop marks or bleed). Should this not be possible please contact the IMC as soon as possible. All adverts will be posted free of charge on the IMC website as a downloadable PDF file from February 2019 - 1 August 2019.
16. Completion of the Booking Form implies acceptance of these Terms and Conditions and any deadlines listed in this booklet. These may only be varied with our prior written authority.
17. Data provided by you will be processed in accordance with our Privacy Notice which can be read at <https://www.imc.leeds.ac.uk/policies/privacy-notice/>

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