

# LEEDS INTERNATIONAL MEDIEVAL CONGRESS



**6-9 JULY 2020**  
**Advertising and Sponsorship**

[www.imc.leeds.ac.uk](http://www.imc.leeds.ac.uk)

  
UNIVERSITY OF LEEDS

# International Medieval Congress

## 6-9 July 2020

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 2019 over 2,800 medievalists from all over the world attended the event. It is the largest conference of its kind in the world.

Drawing medievalists from over 59 countries, with over 2,000 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 2020 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](mailto:imc@leeds.ac.uk).





# IMC 2020

## Advertising Packages

### Programme Advertisements

BOOK BY  
8 NOVEMBER  
2019  
TO RECEIVE  
10% OFF YOUR  
BOOKING

**Free** weblink to your organisation on the IMC website  
**Free** publication of your advert as a pdf download on the IMC website  
Programmes mailed annually to 2500+ medievalists around the world

Artwork required by 22 November 2019:  
Printed size 120mm x 180mm per page. Portrait orientation only. Supplied  
as high-quality (print resolution) PDF, minimum resolution 600 dpi, no crop-  
marks or bleeds.

### Full Colour Advertisement

First Page £500

Additional Page £165

### Grayscale Advertisement

First Page £425

Additional Page £115

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





## IMC Programme Mailout Insert £485

1 x A4 sheet folded to A5

Distribution to 2500+ medievalists

Sent out with the IMC 2020 printed programme book.

Prices for inserts do not include printing. All inserts required by 9 January 2020.

Prices for other sizes of insert are available on request; please email [imc@leeds.ac.uk](mailto: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 8 NOVEMBER TO RECEIVE  
10% OFF YOUR BOOKING**



# Registration Pack Inserts

## A4 Insert

1 x A4 sheet folded or unfolded  
Distribution to 2500+ registered delegates

£574

## A3 Insert

1 x A3 sheet folded to A4  
Distribution to 2500+ registered delegates

£630

## A5 or DL Insert

A5 or DL booklet, up to 16 pages  
Distribution to 2500+ registered delegates

£680

**All inserts required by 29 May 2020**

Prices do not include printing.

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 2020, 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](mailto: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](mailto:imc@leeds.ac.uk).

MEET  
IN LEEDS  
.CO.UK

GREAT  
FOOD  
*at*  
LEEDS



# IMC 2020

## Key Dates

8 November 2019 - Early Bird Discount booking deadline

22 November 2019 - Deadline for receipt of artwork for Programme advertisements

9 January 2020 - Deadline for receipt of inserts for the February Mailout

February 2020 - Registration for IMC 2020 opens

11 May 2020 - Registration Deadline

29 May 2020 - Deadline for receipt of inserts for Registration Packs

6-9 July 2020 - IMC 2020

## Save the Date

IMC 2021 - 5-8 July 2021

IMC 2022 - 4-7 July 2022



## **IMC 2020 Advertising - Terms and Conditions of Booking**

1. Advertising space through the International Medieval Congress 2020 (IMC 2020) 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 Inserts in the Registration Packs received by 5 April 2020 will secure a refund of 80% of the total paid. Cancellations received between 6 April 2020 and 11 May 2020 will secure a refund of 50% of the total paid. There will be no refund for cancellations made after 11 May 2020.
4. Cancellations for Advertising in the IMC 2020 Programme received by 29 November 2019 will secure a refund of 50% of the total paid. There will be no refund for cancellations made after 29 November 2019.
5. Cancellations for Inserts in the IMC 2020 Programme Mailout received by 29 November 2019 will secure a refund of 50% of the total paid. There will be no refund for cancellations made after 29 November 2019.
6. Cancellations for Inserts in the IMC 2020 Registration Packs received by 11 May 2020 will secure a refund of 50% of the total paid. There will be no refund for cancellations made after 11 May 2020.
7. 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.
8. 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.
9. 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. All attendees must agree to be bound by our Terms and Conditions and policies including our Dignity and Mutual Respect policies as detailed at <https://www.imc.leeds.ac.uk/registrations/terms/>
10. 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 2020 Programme or the display or reproduction of any works by you at the event itself.
11. Adverts should be sent electronically as high-quality (print resolution) PDF files, minimum resolution 600 dpi (no crop marks or bleed). Should this not be possible please contact the IMC as soon as possible. All adverts will be uploaded free of charge on the IMC website as a downloadable PDF file from February 2020 - 1 August 2020.
12. 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.
13. 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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