

# LEEDS INTERNATIONAL MEDIIEVAL CONGRESS



05-09 JULY 2021

Advertising and Sponsorship

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



UNIVERSITY OF LEEDS

# International Medieval Congress

## 05-09 July 2021

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 2020 the IMC was a wholly virtual event with over 3,000 medievalists from all over the world in attendance. It is the largest conference of its kind in the world.

Drawing medievalists from over 57 countries, with over 1,500 individual papers and 500 academic sessions and a wide range of 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. This year we will be offering a range of advertising opportunities through the virtual event platform, the IMC online programme, and the IMC website, as well as dedicated exhibitor and advertiser pages, and virtual exhibition stalls.

If you wish to take advantage of any of the opportunities outlined in this booklet, please book your package online at <https://www.imc.leeds.ac.uk/exhibitors>. To discuss options further please contact us at [imc@leeds.ac.uk](mailto:imc@leeds.ac.uk).



## International Medieval Congress 2021

Hosted by University of Leeds  
5-9 July 2021



pathable



Drawing medievalists from over 60 countries, with more than 2,000 individual papers as well as public concerts, performances, excursions, bookfairs and more, the International Medieval Congress (IMC) is Europe's largest forum for sharing ideas in medieval studies.



### 1,600 Speakers

From over 60 countries



### Networking

Meet face-to-virtual-face with other delegates



### Community

A global community of medievalists

## Exciting Meeting of the Year

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed magna metus, nellenesque eu egestas non frinilla id turms. Donec ut sapien non leo

# International Medieval Congress

## Virtual Offering

We are delighted to be working with Pathable, a large virtual event platform provider, to host IMC 2021 entirely online. We hope to make the experience of attending IMC as seamless and familiar as possible.

The entire virtual programme – including all academic sessions, bookfairs, events, exhibitions, excursions, fringe events, performances, workshops - will all be accessible in one place. All academic sessions in the IMC Programme will be hosted via Pathable's Zoom licenses, which are also used to build powerful networking tools to enable 1-to-1 and small group meetings to be arranged by attendees and exhibitors within the platform.

A choice of packages are offered for 2021 to allow exhibitors to showcase their brand and online offerings and connect with delegates, including through a dedicated webpage 'booth', organised sessions and fringe events, scheduled meetings, and advertisements. You can view the package options and full descriptions below.

## Virtual Bookfair

The event platform allows exhibitors to share a wide range of content with attendees including downloadable files, brochures, sample chapters, videos, polls, weblinks, as well as descriptive text, special offers, company branding and contact information.

Enhanced networking features available include text-based live-chat, and 1-to-1 and small group video meetings powered by Zoom - ideal for private meetings with prospective authors, 'meet the editor' sessions, networking, or commissioning-related activities during IMC 2021.

The virtual Bookfair will be viewable to delegates 24/7 from launch on 28 June until 31 August 2021. During this time, attendees can view all exhibitor information, send direct messages and even request and hold meetings within the platform. Exhibitors can choose and display when they are available to chat and meet.

During Congress week, exhibitors who add a 'Live Virtual Booth' will be featured in our daily open-doors 'Bookfair Showcase' hours, when they will have an open Zoom booth where attendees can drop in to ask questions, see demos, and find out what's new. See below for more details.

Exhibitors also have the option to add lead capture, fringe events, programme advertising and brand placement to their package. See below for more details.

# Programme Advertisements

The IMC 2021 Programme book will be issued in a digital format only. Adverts will be published throughout the IMC Programme book and on the 'Advertisers' page on the virtual event platform as a downloadable file together with a link to your website.

- **Free** weblink to your organisation on the IMC website and virtual event platform
- **Free** publication of your advert as a PDF download on the advertisers page on the IMC website and on the IMC 2021 virtual event platform

The updated programme will be reissued regularly, deadlines for advert inclusion are:

1<sup>st</sup> Edition released 22 February (no advertisements)

2<sup>nd</sup> Edition released 01 April (artwork deadline 22 March)

3<sup>rd</sup> Edition released 01 May (artwork deadline 22 April)

Artwork technical specification:

Printed size 120mm x 180mm per page. Portrait orientation only. Supplied as high-quality PDF, minimum resolution 600 dpi, no crop-marks or bleeds. PDFs should be print quality using CMYK colours.

## Full Colour or Greyscale Advertisement

First Page £150

Additional Page £100

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



# Your Logo / Header Here

← SEE ALL



## Example Exhibitor

PROGRAMME ADVERTISERS

Your organisation description here.

Drawing medievalists from over 60 countries, with more than 2,000 individual papers as well as public concerts, performances, excursions, bookfairs and more, the International Medieval Congress (IMC) is Europe's largest forum for sharing ideas in medieval studies.

### Video

[https://www.youtube.com/watch?v=dEcs\\_mCTJj4](https://www.youtube.com/watch?v=dEcs_mCTJj4)

### Website

<https://www.imc.leeds.ac.uk/>

[https://twitter.com/imc\\_leeds?lang=en](https://twitter.com/imc_leeds?lang=en)

### Special Offers

Links and descriptions of any offers you would like to give to our delegates at IMC here.

### Showcases

Book Launch Reception Event



WANT TO MEET MANAGE LEAVE YOUR CARD

Conversation Staff Files

NEW CONVERSATION

**Emma Thornton** 11 days ago ...

**Book query**

Hi, I like to find out what books you have on the topic of the medieval.

Reply Like 1 replies

**Holly Smith** 11 days ago ...

Hi, I'm one of the exhibitors for Example Exhibitor. What part of the medieval were you hoping to find a book on? We have a range of medieval books more broadly, and many that are more specific to subtopics.

# Build a Booth Package

Create your own package by booking a Standard Booth and then adding optional extras.

## Standard Booth Package

# £190

Your dedicated Bookfair booth webpage is accessed from Pathable's Bookfair Page featuring your company name and logo. Your booth includes all the basic details you would expect (company name, logo, description, contact details, special offers, clickable link(s) to company website) PLUS the following enhanced features:

- See which delegates have visited your booth
- Create Polls within your booth
- Unlimited downloadable documents (max 10GB each)
- Embedding of videos (to be hosted on vimeo/youtube)
- Ability for delegates to request a meeting within the event platform
- Ability for delegates to contact you via messaging within the event platform
- Add your own branded header
- Start a public conversation in your booth chat

Exhibitors can dynamically update and add content to their own booth before, during and after the event, giving you control over your virtual bookfair presence.

Standard booth holders will also be included in IMC Social Media with a minimum of 1 promotional tweet prior to IMC 2021 (when you book before 22 April 2021).

# Build a Booth Optional Extras

## Live Virtual Booth and Lead Capture add-on

£100

Exhibitors who add a 'Live Virtual Booth' will be featured in our daily open-doors 'Bookfair Showcase' accessed directly from the main programme agenda page. During these times delegates will be able to directly connect to a live Zoom session with your representatives on a drop-in basis to ask questions, see demos and find out what's new.

Only exhibitors selecting this option will feature in the Bookfair Showcase sessions.

Lead Capture gives you access to a downloadable list of names and emails of attendees who have visited your Bookfair booth page and clicked the 'Leave your Card' button. This can be incentivised by promotion of business card competition draws, for example.



[↑ Back to organization details](#)

### Example Exhibitor

PROGRAMME ADVERTISERS

Basics **Leads (6)** Visits (3) Analytics Polls Files

Ⓒ These are attendees who have specifically requested information about your company or were scanned.

DOWNLOAD LEADS

Name	Company	Scanned by	Visits	Notes	Scanned Date
Alicia Spinnett	Institute of Historical Research, University of Ireland		1	[Alicia Spinnett: Hi...	
Jamie Harrison	Institut für Mittelalterliche Geschichte, Universität Deutschland		1	[Jamie Harrison: D...	
Justin Finch-Fletchley	Department of History, English University		1	[Justin Finch-Fletc...	
Terry Boot	School of History, University of Scotland		1	[Terry Boot: Dear ...	
Claire Davies	Historiska Institutionen, Svenska Universitet		1	[Claire Davies: Hi, ...	
Susan Bones	School of History, University of Anglia		1	[Susan Bones: Hj,...	

# Virtual Booth Optional Extras

## Publisher Fringe Event

£100

Host your own fringe event at IMC 2021.

Fringe events are exhibitor or delegate-led events listed in the main IMC programme but hosted by external organisers. They can be anything from a networking event, book launch, 'meet the editor' event, workshop... the choice is yours!

Your event will be listed in the main agenda, and will feature your company logo both within the overview agenda page and the detailed event page itself.

The event page also includes :

- link to your organisation's exhibitor page
- downloadable files, which can include promotional materials
- ability to create a polls on the event page

The event will also feature on your exhibitor page as an 'exhibitor showcase' event.

Fringe events can be hosted on the IMC virtual event platform OR via your own preferred video conferencing tool and linked to from our platform.

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

← BACK TO BOOK LAUNCH RECEPTION EVENT

+ RESERVE SPOT

NOTES

MANAGE

### Book Launch Reception Event



**Holly Smith**  
Example Exhibitor

🕒 18:30 - 19:30 GMT on Monday, 1 March  
[Add to Calendar](#)

SPONSORED BY:



At this book launch we will discuss the content of the new volume by a medieval scholar.

FRINGE SESSION

#### External Session URL

JOIN EXTERNALLY-HOSTED SESSION

#### Session Abstract

At this book launch we will discuss the content of the new volume by a medieval scholar.

21  
DAYS

1  
HRS

55  
MIN

54  
SEC

This live meeting hasn't started yet

Chat Polls Files

📄 Sample Chapter

18:30 GMT

### Book Launch Reception Event

🕒 18:30 - 20:00 GMT



### Book Launch Reception Event

🕒 18:30 - 19:30 GMT



Your  
Logo  
Here

# Virtual Booth Optional Extras

## Additional representative registrations

£50

You can add extra representatives to your package if required. This covers the administrative and additional platform fees.

Your Logo / Header Here

← SEE ALL



### Example Exhibitor

PROGRAMME ADVERTISERS

Your organisation description here.

WANT TO MEET

MANAGE

LEAVE YOUR CARD

Conversation

Staff

Files

**Holly Smith**  
Example Exhibitor

**Brian Watford**  
Example Exhibitor

**Leona Wilson**  
Example Exhibitor



[Home](#) [Schedule](#) [People](#) [Conversations](#) [Game](#) [Bookfair](#) [Craft fair](#) [Exhibitors](#) [Advertisers](#)



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### Example Exhibitor

PROGRAMME ADVERTISERS

[Basics](#) [Leads \(6\)](#) [Visits \(3\)](#) [Analytics](#) [Polls](#) [Files](#)

#### Organization Details

Name

Logo  
    
ⓘ Please upload a JPG or PNG file of minimum 300x300px size

Header Banner  
    
ⓘ Please upload a JPG or PNG file of minimum 1170x145px size. It will only be displayed if you have the Organization Header Banner widget on the organization details page.

Video  
   
ⓘ Add a link to a Youtube or Vimeo video for it to embed in your virtual booth.

Description

#### Manage your Team

ⓘ Add any members of your company that will be attending the event. Note that they must register and have an account on this site before you can add them here. If your company has lead retrieval, this will also give them the ability to scan and view leads.

**Holly Smith**  
 Enable Talk Now

**Brian Watford**  
 Enable Talk Now

**Leona Wilson**  
 Enable Talk Now

**New Member**

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



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## Premium Bookfair Package

£600

This premium package represents enhanced value and gives you access to increased visibility at IMC 2021 with your logo on the virtual event landing page, linking directly to your booth/listing.

Enjoy all of the features of the Standard Bookfair Booth PLUS:

- Your company logo on the virtual event platform homepage (rotating display)
- 1 page advert in the digital PDF Programme Book, (Value £150)
- Your advert also included as a downloadable file on the Advertisers pages on the IMC website and the virtual event platform
- Live virtual Booth during bookfair open hours and qualified lead capture (Value £100)
- Registration for an additional 2 representatives (4 total) of your organisation (Value £100)
- Opportunity to host a fringe event – listed in the main agenda, including exhibitor logo on agenda listing – the event will also appear on your exhibitor booth as an 'exhibitor showcase' (Value £100)
- Enhanced inclusion in IMC social media campaign including minimum 2 tweets prior to IMC and minimum 1 during congress week which can include specific showcases of products / events you would like to advertise to our audience (when you book and provide content before 22 April 2021)

## Gold Sponsor Package

£POA

MAXIMUM THREE AVAILABLE

Premium Bookfair Package purchasers can further boost their profile with a static display of their company logo on the event platform homepage linking directly to your bookfair booth page.

Gold sponsors are featured prominently at the top of the Bookfair listing page guaranteeing maximum visibility and brand recognition.

Contact us to discuss options.

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

# Bookfair Packages Overview

	Standard Package	Optional Extras	Premium Package
Price	£190+VAT	See pricing	£600+VAT
Dedicated Virtual Booth Page	✓		✓
Company Details and Logo	✓		✓
Downloadable Documents	✓		✓
Videos	✓		✓
See who visited your booth	✓		✓
Private meetings	✓		✓
Delegate messaging	✓		✓
Networking tools	✓		✓
Representative registrations	2	Additional at £50 each	4
Social Media	Basic		Enhanced
Live Video Booth & Lead Capture		£100	✓
Fringe event		£100 per event (Max 2 per company)	✓
Advertisement in programme		From £150	✓
Logo on virtual event Home Page (rotating display)		Premium sponsors only	✓
Static logo on homepage, Placement at top of bookfair listings		Premium sponsors only	Gold sponsor add-on £POA

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

# IMC 2021

## Key Dates

- 01 March 2021 - Registration for IMC 2021 opens
- 22 March 2021 - Artwork Deadline Digital Programme 2nd Edition (issued 1 April)
- 22 April 2021 - Artwork Deadline Digital Programme 3rd Edition (issued 1 May)
- 10 May 2021 - Deadline for inclusion of Fringe Events in Programme
- 10 May 2021 - Exhibitor Package Booking Deadline
- 01 June 2021 - Exhibitor access to Pathable to populate virtual booth pages
- 28 June 2021 - Delegate access to virtual event platform opens
- 05-09 July 2021 - IMC 2021
- 31 August 2021 - Virtual event platform closes

## Save the Date

IMC 2022 - 04-07 July 2022

IMC 2023 - 03-06 July 2023



## **IMC 2021 Advertising, Exhibitions and Sponsorship - Terms and Conditions of Booking**

1. Advertising, exhibition space and sponsorship through the International Medieval Congress 2021 (IMC 2021) 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 and you will not be included in the virtual event platform, website or digital programme. 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 to [imc@leeds.ac.uk](mailto:imc@leeds.ac.uk) and are subject to an administration charge of £50.00 + VAT.
3. Cancellations of reservations for any IMC 2021 sponsorship, virtual exhibition space, fringe event, branding or other service/product listed in this brochure (excluding programme advertising) received by 5 April 2021 will secure a of 80% of the total paid. Cancellations received between 6 April 2021 and 10 May 2021 will secure a refund of 50% of the total paid. There will be no refund for cancellations made after 10 May 2021.
4. Cancellations for Advertising in the IMC 2021 digital Programme received before the artwork deadline for the edition in which the advertisement will first appear will secure a refund of 50% of the total paid (i.e. 2nd Edition (01 April) – artwork deadline 22 March 2021, 3rd Edition (01 May) -artwork deadline 22 April 2021). There will be no refund for cancellations made after the relevant artwork deadline or after an advertisement has been featured in an edition of the digital programme.
5. 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. In the event that the space you have booked is not available, we will offer an alternative or full refund for this part of your booking.
6. The IMC reserve the right to change the venue or online platform 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/platform 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.
7. All attending representatives of online exhibitors must be registered as part of the exhibitor booking and use their own Pathable credentials to access the IMC virtual event platform. 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 Registration Terms and Conditions and policies including our Dignity and Mutual Respect policies as detailed at <https://www.imc.leeds.ac.uk/register-2021/terms/>. Exhibitors will also be required to agree to Pathable's Terms and Conditions available at <https://pathable.com/terms-conditions/> to access the platform.
8. The University of Leeds will not incur any liability to you if we are unable to provide any of the services/facilities due to circumstances beyond our control including, but not limited to, reduction or failure of power supplies, internet outage/disruption, 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.
9. 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 2021 Programme, Virtual Event Platform, or website or the display or reproduction of any works by you at the IMC 2021, on the IMC 2021 Virtual Event Platform, and at associated fringe events.
10. 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 April 2021 - 1 August 2021.
11. Exhibitors are responsible for populating their virtual Bookfair booth with the relevant and materials information before the virtual event platform opens to delegates on 28 June 2021. Exhibitors will be given early access to the platform to enable them to do this from 1 June 2021 at the latest.
12. IMC will provide guidance to Bookfair exhibitors regarding the types, dimensions and technical specifications for information, files and graphics that will be required to populate their virtual booth webpage. This will be provided following confirmation of their booking.
13. Completion of the online booking process implies acceptance of these Terms and Conditions and any deadlines listed in this booklet. These may only be varied with our prior written authority.
14. 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/>