LEEDS INTERNATIONAL MEDIEVAL CONGRESS

03-06 JULY 2023

Advertising and Exhibitions

www.imc.leeds.ac.uk

UNIVERSITY OF LEEDS

International Medieval Congress
03-06 July 2023

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).

After two years as a virtual event, IMC 2022 returned to the University of Leeds Campus in a hybrid format. Over 2,400 attendees from 60 different countries registered with 80% of these attending in person. Now in its 30th Year, IMC 2023 will take place in the University of Leeds campus, whilst retaining an option for virtual attendance for those unable to travel.

This year's Programme features medievalists from 60 countries, with over 2,000 individual papers and 680 academic sessions and a range of concerts, performances, round tables, excursions, the bookfair, and associated events. We expect to welcome 2,700 attendees to IMC 2023.

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 IMC 2023 online event platform, mobile app, programme, and registration packs.

If you wish to take advantage of any of the opportunities outlined in this booklet, please book online at https://www.imc.leeds.ac.uk/exhibitors or contact us at **imc@leeds.ac.uk**.

IMC 2023 Bookfair

Location

The International Medieval Congress 2023 Bookfair will take place in the iconic Parkinson Building. Academic sessions will be held in the building along with registration pack collection. Complimentary refreshments are available for all delegates, including exhibitors, throughout the day.

All stall holders will also benefit from a virtual booth in the IMC 2023 online event platform and listing on the IMC website.

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.

Bookfair Schedule

Book deliveries for stands at the IMC will be accepted from Monday 26 June - Friday 30 June. Please note that the IMC is unable to accept pallet deliveries.

	Set Up	Opening Times	Take Down
Sunday 02 July	13.00-18.00	SET UP ONLY	
Monday 03 July	07.00-10.00	10.00-19.30	
Tuesday 04 July		08.30-18.30	
Wednesday 05 July		08.30-18.30	
Thursday 06 July		08.30-13.00	13.00-17.00

IMC 2023 Bookfair Reception

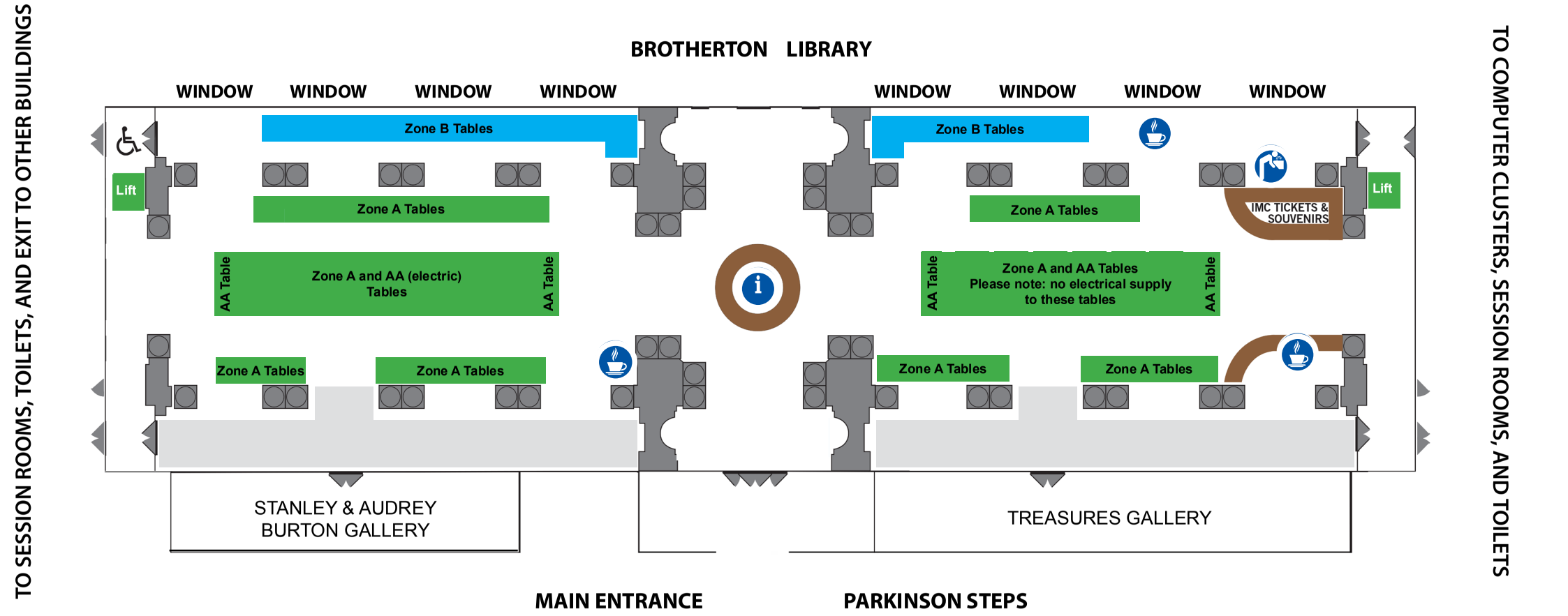
Each year, to celebrate the opening of the IMC Bookfair, all delegates are invited to an evening wine reception with extended opening times on the first day of the IMC. This special event is an excellent opportunity for exhibitors to continue networking with a captive audience, meet new authors, or make that extra sale. Please note this event may be subject to reduced capacities, and will not go ahead if University/Government restrictions prohibit it.

IMC 2023 Virtual Bookfair

Exhibitors can choose whether to exhibit virtually, in-person, or both! All Publishers booking a stand at the Bookfair in Leeds will recieve an exhibitor profile on our online event platform, allowing you to increase engagement with delegates in Leeds and online and maximise your exposure at IMC 2023. Please see pages 7-9 for more details.

International Medieval Congress 2023

BOOKFAIR



IMC 2023 Bookfair
Exhibition Stands

All Bookfair stand bookings include a standard Virtual Bookfair Exhbitor page on the IMC 2023 event platform and listing on the IMC website and IMC 2023 mobile app.

Zone AA (electric) — £1050
Includes 3m x 0.8m display table space
Equipped with a double electrical socket as standard

Zone AA — £985
Includes 3m x 0.8m display table space
It is not possible to supply electricity to these stands

Zone A — £510
Includes 1.8m x 0.8m display table space

Zone B — £445
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 — £67
Sole access to a socket located near your exhibtion space.
PLEASE NOTE: Sockets are provided by an external contractor and must be pre-booked to be guaranteed.

BOOK BY 30 NOVEMBER 2022 TO RECEIVE 5% OFF BOOKFAIR STANDS

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

IMC 2023 Bookfair
Hybrid and Virtual Offering

Although we plan for the majority of sessions to be held live in Leeds at IMC 2023, we will once again utilise a dedicated online event platform and a mobile app to compliment the in-person offering.

As well as allowing those unable to travel to Leeds the opportunity to participate in IMC 2023 as both speakers and audience members, the platform will be an important and useful tool to help guide in-person delegates through the Congress.

The platform and mobile app will feature:

- Easy access to full programme details
- Personal schedule planner
- Networking and messaging tools
- Help and information for delegates
- Details of all exhibitors
- Recordings of the majority of academic sessions

The platform will be available to registered delegates and exhibitors from June 2023 until 31 August 2023, increasing the period over which attendees engage with IMC 2023 and exposure for advertisers and exhibitors.

Virtual Exhibitor Package

An Exhibitor Profile on the IMC 2023 event platform is included with all in-person bookfair stand bookings.

Your Exhibitor profile 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:

- Images
- Downloadable documents
- Video content
- Registration for 2 online representatives

Further details, as well as options and pricing for virtual-only exhibits will be announced in early 2023.

To register your interest in purchasing a virtual-only exhibit, please email imc@leeds.ac.uk

Gold Sponsor Package £POA

Bookfair Package purchasers can further boost their profile with a prominent display of their company logo on the event platform or on delegate lanyards.

Contact us to discuss options.

Programme Advertisements

The IMC 2023 Programme book will be issued in a digital format in February 2023 with a printed copy given to in-person delegates when they attend IMC 2023 in Leeds. Adverts will be published throughout the IMC Programme book.

- **Free** weblink to your organisation and publication of your advert as a PDF download on the Advertisers page on the IMC website

Artwork deadlines:
1st Digital Edition released February 2023: artwork deadline **01 December 2022**
2nd Print & Digital Edition distributed at IMC 2023 in Leeds and available online: artwork deadline **01 April 2023**

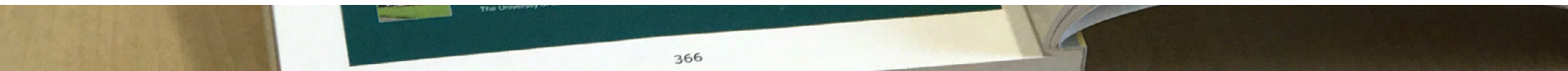
Artwork technical specification:
- Printed size 120mm x 180mm per page.
- Portrait orientation only.
- Supplied as high-quality PDF, minimum resolution 600 dpi, no crop-marks or bleeds
- PDFs should be print quality using CMYK colours.
- All clickable hyperlinks for digital display must be embedded in the PDF file.

Pricing

	First Page	Additional Page
Full Colour	£480	£165
Greyscale	£400	£115

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

BOOK BY 30 NOVEMBER 2022 TO RECEIVE 5% OFF PROGRAMME ADVERTISEMENTS



Registration Pack Inserts

Inserts will be included in registration packs to be distributed to all in-person attendees on arrival in Leeds.

- **Free** weblink to your organisation and publication of your insert as a PDF download on the advertisers page on the IMC website

A4 Insert — £575

1 x A4 sheet folded or unfolded

A3 Insert — £635

1 x A3 sheet folded to A4

A5 or DL Insert — £695

A5 or DL booklet, up to 16 pages

Other Sizes - please enquire — £POA

All inserts required by 26 May 2023

Prices do not include printing or folding.
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 £14.75 per bottle of wine, £3.50 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 2023, 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 INLEEDS .CO.UK

GREAT FOOD *at* LEEDS

IMC 2023 - Key Dates

30 November 2022 - Early Bird Discount booking deadline (In-person Bookfair stands and Programme advertisements)
01 December 2022: Deadline for receipt of Programme Advertisement artwork (1st Digital edition)
February 2023 - Registration for IMC 2022 opens
01 April 2023 - Deadline for receipt of Programme Advertisement artwork (2nd digital & print edition)
05 May 2023 - Registration Deadline
26 May 2023 - Deadline for receipt of inserts for Registration Packs
01June 2023 - IMC 2022 Online event platform opens to all attendees
26-30 June 2023 - Book Deliveries for stands at IMC accepted
02 July 2022 - Bookfair set up day
03-06 July 2023- IMC 2023
06 July 2023 (pm) - Exhibitor Take Down
07 July 2023 - Courier collection of Bookfair materials

Save the Date

IMC 2024 - 01-04 July 2024
IMC 2025 - 07-10 July 2025

IMC 2023 Advertising and Exhibitions - Terms and Conditions of Booking

1) The International Medieval Congress ("**IMC**") is organised and administered by the Institute for Medieval Studies, which forms part of the University of Leeds. Reference in these terms and conditions to IMC shall be deemed to include the University of Leeds.

2) Advertising, exhibition space and sponsorship at IMC 2023 is reserved by payment in advance. Your reservation is not confirmed until payment has been received in full by IMC. If payment in full is not received by IMC, then we may re-allocate your space to another customer and you will not be included in the Bookfair, virtual event platform, website or programme as applicable. In that case, an administration charge of £50.00 + VAT if applicable ("**Administration Charge**") will be payable and will be deducted from any refunds of payments already made.

3) All cancellations must be made in writing to imc@leeds.ac.uk and are subject to the Administration Charge.

4) **Cancellations of reservations** for any IMC 2023 sponsorship, exhibition space, virtual exhibition space, fringe event, branding or other service/product listed in the IMC 2023 Advertising and Exhibitions Brochure (excluding programme advertising) received by 3 April 2023 will secure a refund of 80% of the total paid (less Administration Charge). Cancellations received between 4 April 2023 and 5 May 2023 will secure a refund of 50% of the total paid (less Administration Charge). There will be no refund for cancellations made after 5 May 2023.

5) **Cancellations for advertising** in the IMC 2023 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 (less Administration Charge) (i.e. 1st Edition – artwork deadline 01 December 2023, 2nd & Print edition Edition– artwork deadline 01 April 2023). 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 or printed programme.

6) **Cancellations for inserts** in the IMC 2023 Registration Packs received by 5 May 2023 will secure a refund of 50% of the total paid (less Administration Charge). There will be no refund for cancellations made after 5 May 2023.

7) All bookings must be made online by following the booking link at https://www.imc.leeds.ac.uk/exhibitors/ . All bookings are subject to the availability of space. You will receive automatic acknowledgement of your booking. The availability of the items booked will then be confirmed by a member of the IMC team. Payment is collected at the time of booking by Visa or Mastercard. Payment by invoice may be arranged on a discretionary basis by request. In the event that the space you have booked is not available, IMC will offer an alternative or full refund.

8) IMC reserves the right to change the in-person venue or online platform of IMC 2023 or any part of any event to a reasonably suitable alternative should the need arise. In that event, IMC will endeavour to provide customers with space at the new venue/platform. If IMC is unable to provide space at the new venue/platform, save as described at **clauses 16 and 17** hereafter, any monies paid to IMC for the affected part will be refunded.

9) Your booking of exhibition space is an acknowledgement and acceptance of the set-up and opening times of the IMC 2023 Bookfair as advertised in the IMC 2023 Advertising and Exhibitions Brochure and in the IMC 2023 Programme. Exhibitors/booksellers/representatives at the in-person venue must be present and their stands must be fully operational at all times during the published opening times of the IMC 2023 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) IMC takes all reasonable precautions for the security of exhibitors and their property at IMC 2023. However, no liability can be accepted for loss or damage, howsoever caused, to person or property save for death or personal injury caused by IMC negligence. Similarly, IMC will not incur any liability to you if we are unable to provide any of the facilities set out in the IMC 2023 Advertising and Exhibitions Brochure 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. IMC 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 IMC 2023 must be maintained in a safe condition. IMC 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 IMC guarantees 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 six weeks prior to IMC 2023.

14) All attending representatives of exhibitors must register using the online registration system, whether attending in-person or online. Exhibitor registration is free for all exhibitors and representatives who register by 05 May 2023. Any exhibitor representatives who are not registered by 05 May 2023 will incur an additional late fee of £40.00 per representative. Registration after 14 June 2023 is at the discretion of IMC and will incur an additional Administration Charge. Exhibitors are permitted to attend up to three in-person sessions at IMC 2023; exhibitors who wish to attend more than three sessions must pay a reduced registration fee at the same price as the concessionary registration rate published at https://www.imc.leeds.ac.uk/register/. Exhibitors have full access to the online event platform including all virtual sessions and recordings.

15) All attendees must agree to be bound by the IMC Registration Terms and Conditions and policies including our Dignity and Mutual Respect policies as detailed at https://www.imc.leeds.ac.uk/register/terms/ . Exhibitors will also be required to agree to the terms and conditions of our virtual event platform provider to access the platform. A link will be emailed to exhibitors with details of how to access the virtual event platform, provider terms and conditions no later than 01 June 2023.

a) Where attending in-person in Leeds, all exhibitors must wear exhibitor lanyards. This will provide the necessary access to conference events; failure to do so may result in refused entry.

b) Where attending online/ using the virtual event platform, exhibitors must use their own log-in credentials to access the IMC 2023 virtual event platform.

16) IMC will not incur any liability to you if we are unable to provide any of the services/facilities/in-person or online platforms due to circumstances beyond our reasonable control including, but not limited to, reduction or failure of power supplies, internet outage/disruption, government advice or restrictions, concerns with regard to the transmission of illness (including but not limited to Covid), 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.

17) In the event of circumstance(s) described in **clause 16** above, IMC reserves the right to deliver IMC 2023 on a virtual/online basis only or, if this is not reasonably possible, cancel IMC 2023. IMC will provide notice of any such change or cancellation as soon as reasonably practicable, though this may, of necessity, be at short notice.

a) If notice of change to a virtual/online basis only or cancellation is made by IMC on or before 5 May 2023:

(i) where by such notice IMC 2023 will not be delivered in-person, but is scheduled to continue on a virtual/online basis only, IMC will offer a choice of a full refund less the £50 Administration Charge, or a refund of the difference in price between the original booking and an equivalent virtual-only package; and

(ii) where by such notice IMC 2023 is cancelled entirely, IMC will refund the full value of the booking less the £50 Administration Charge

b) If notice of change to a virtual/online basis only or cancellation is made by IMC after 5 May 2023:

(i) where by such notice IMC 2023 will not be delivered in-person, but is scheduled to continue on a virtual/online basis only, IMC will refund the difference in price between the original booking and an equivalent virtual-only package less the £50 Administration Charge; and

(ii) where by such notice IMC 2023 is cancelled entirely, IMC will refund the full value of the booking less the £50 Administration Charge

IMC will not be liable for any losses or costs other than those detailed above.

18) You will indemnify IMC against any costs, claim, loss, or damage IMC 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 2023 Programme, Virtual Event Platform, or website or the display or reproduction of any works by you at IMC 2023, on the IMC 2023 Virtual Event Platform, mobile app, and at associated events.

19) Adverts should be sent electronically as high-quality (print resolution) PDF files, minimum resolution 600 dpi (no crop marks or bleed). All clickable hyperlinks for digital display must be embedded in the PDF file. 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 2023 - 1 August 2023.

20) Exhibitors are responsible for populating their virtual Bookfair exhibitor profile with the relevant and materials. Exhibitors will be given early access to the platform to enable them to do this from 1 June 2023 at the latest.

21) IMC will provide guidance to virtual Bookfair exhibitors regarding the types, dimensions and technical specifications for information, files and graphics that will be required to populate their virtual exhibitor profile. This will be provided following confirmation of their booking.

22) Completion of the online booking process implies acceptance of these Terms and Conditions and any deadlines listed in the IMC 2023 Advertising and Exhibitions Brochure. These may only be varied with our prior written authority.

23) 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/

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