

LEEDS INTERNATIONAL MEDIEVAL CONGRESS



06-09 JULY 2026
Advertising and Exhibitions



www.imc.leeds.ac.uk

UNIVERSITY OF LEEDS

International Medieval Congress

06-09 July 2026

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.

IMC 2025 saw over 2,700 attendees register for the fourth hybrid-format IMC, with 89% of these attending in person. Now in its 33rd year, IMC 2026 will take place in the University of Leeds campus, whilst retaining an option for virtual attendance for those unable to travel.

Regularly drawing medievalists from over 60 countries, with over 2,000 individual papers, 700 academic sessions, and a range of concerts, performances, round tables, excursions, the Bookfair, and associated events, we expect to welcome over 2,500 attendees to IMC 2026.

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 2026 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 2026 Bookfair

Location

The International Medieval Congress 2026 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 2026 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 29 June - Friday 03 July. Please note that the IMC is unable to accept pallet deliveries.

	Set Up	Opening Times	Take Down
Sunday 05 July	13.00-18.00	SET UP ONLY	
Monday 06 July	07.00-08.30	08.30-19.30	
Tuesday 07 July		08.30-18.30	
Wednesday 08 July		08.30-18.30	
Thursday 09 July		08.30-13.00	13.00-17.00

IMC 2026 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.

IMC 2026 Virtual Bookfair

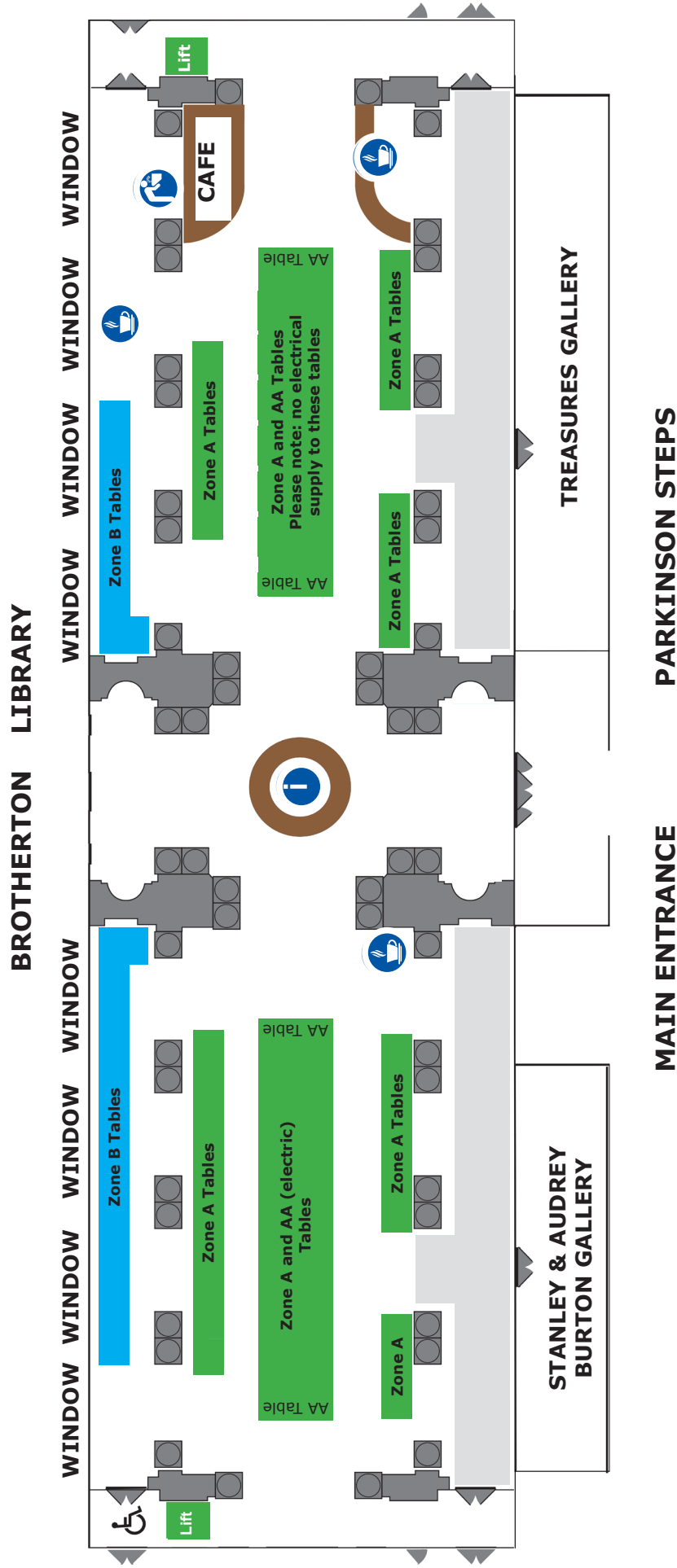
Exhibitors can choose whether to exhibit virtually, in person, or both! All publishers booking a stand at the Bookfair in Leeds will receive an exhibitor profile on our online event platform, allowing you to increase engagement with delegates in Leeds and online and maximise your exposure at IMC 2026. Please see pages 8-9 for more details.

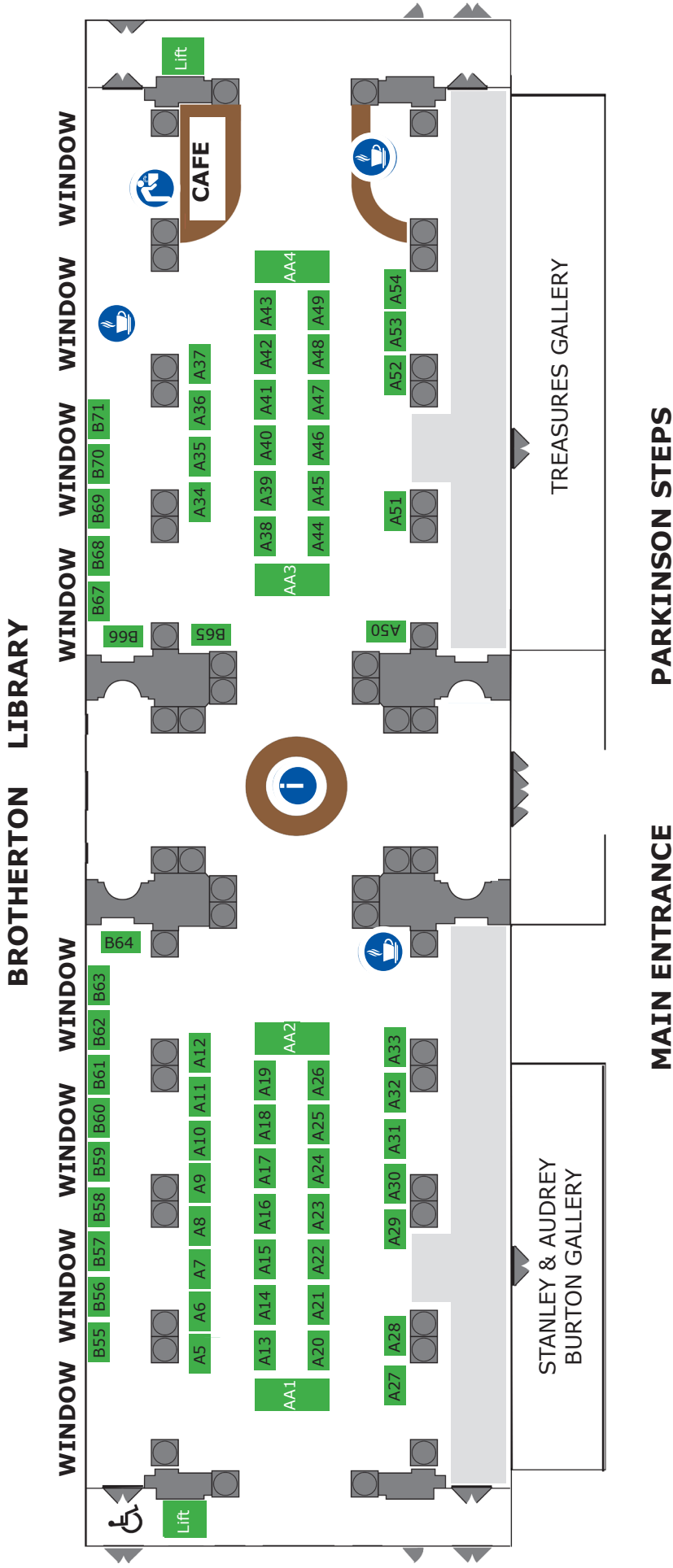
International Medieval Congress 2026

BOOK FAIR

TO COMPUTER CLUSTERS, SESSION ROOMS, AND TOILETS

TO SESSION ROOMS, TOILETS, AND EXIT TO OTHER BUILDINGS





IMC 2026 Bookfair

Exhibition Stands

All Bookfair stand bookings include a standard Virtual Bookfair Exhibitor page on the IMC 2026 event platform and listing on the IMC website and IMC 2026 mobile app.

Zone AA (electric)

£1175

Includes 3m x 0.8m display table space
Equipped with a double electrical socket as standard

Zone AA

£1105

Includes 3m x 0.8m display table space
It is NOT possible to supply electricity to these stands

Zone A

£580

Includes 1.8m x 0.8m display table space

Zone B

£480

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

£75

Sole access to a socket located near your exhibition space.
PLEASE NOTE: Sockets are provided by an external contractor and must be pre-booked to be guaranteed.

BOOK BY 30 NOVEMBER 2025 TO RECEIVE 5% OFF BOOKFAIR STANDS

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

IMC 2026 Bookfair

Hybrid and Virtual Offering

Although we plan for the majority of sessions to be held live in Leeds at IMC 2026, we will once again utilise a dedicated online event platform and a mobile app to complement the in-person offering.

As well as allowing those unable to travel to Leeds the opportunity to participate in IMC 2026 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:

- 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 2026 until 21 September 2026, increasing the period over which attendees engage with IMC 2026 and exposure for advertisers and exhibitors.



Virtual Exhibitor Package

£275

A dedicated Exhibitor Page on the IMC 2026 event platform is included with all in-person bookfair stand bookings.

This can also be purchased as a virtual-only exhibit.

Your dedicated Bookfair Exhibitor Page is accessed from the event platform'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:

- Images
- Downloadable documents
- Video content
- Social Media links
- Lead capture
- Registration for two online representatives

Exhibitors will be given access to populate their own Exhibitor Pages.

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.

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



Programme Advertisements

The IMC 2026 Programme book will be issued in a digital format in February 2026 with a printed copy given to in-person delegates when they attend IMC 2026 in Leeds. Adverts will be published throughout the IMC Programme book. Advertisers also benefit from:

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

Artwork deadlines:

1st Digital Edition released February 2026: artwork deadline 01 December 2025

2nd Print & Digital Edition distributed at IMC 2026 in Leeds and available online: artwork deadline 31 March 2026

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	£500	£180
Greyscale	£425	£130

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

BOOK BY 30 NOVEMBER 2025 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. Advertisers also benefit from:

- Free weblink to your organisation
- Publication of your insert as a PDF download on the IMC advertisers webpage

A4 Insert

1 x A4 sheet folded or unfolded

£500

A3 Insert

1 x A3 sheet folded to A4

£545

A5 or DL Insert

A5 or DL booklet, up to 16 pages

£600

Bookmark

£400

Other sizes available - please enquire.

All inserts required by 12 June 2026

Prices do not include printing or folding.

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



Sponsorship Opportunities

IMC welcomes approaches to sponsor elements of Congress. Please contact us to discuss sponsorship opportunities.

Current opportunities include:

Delegate Lanyards

Your company logo on every delegate lanyard at IMC 2026 - fantastic for brand recognition.

£POA

Delegate Tea & Coffee Stations

Sponsorship of one or more free delegate tea and coffee service points around campus.

£POA

Receptions and Networking Events

We are always looking for new ways to bring delegates together. Networking events could be offered for all delegates or more specific delegate groups.

£POA

To discuss sponsorship of these elements or other delegate services, please contact imc@leeds.ac.uk



Bursary Patrons

IMC welcomes businesses, organisations, and individuals as patrons of our IMC Bursary Fund.

Each year, the IMC receives many applications for financial support. As part of our commitment to widening participation at the IMC, the IMC Bursary Fund is available to students, independent scholars, pensioners, unwaged scholars, and delegates from outside Western Europe. The bursaries awarded range in value and may cover all or part of the Registration and Programming Fee, accommodation, and meals.

For IMC 2025 a total amount of £16,825 was awarded. 289 applications were received, and 100 applicants from 43 different countries were awarded bursaries.

For patrons contributing at least one full bursary (to the value of a full in-person concessionary registration), we are pleased to acknowledge your support in our Programme. We also welcome approaches for more substantial named bursaries.

To discuss how you can support widening participation in IMC through our Bursary Fund, please email imc@leeds.ac.uk

Further details about the IMC Bursary Fund are available at <https://www.imc.leeds.ac.uk/imc-2025/proposals/bursary>



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 focusses on locally-sourced ingredients and trusted suppliers and producers.

Prices, More Information, and Booking

Catering prices start at £17.95 per bottle of wine, £4.75 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 2026, 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.

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



IMC 2026 - Key Dates

30 November 2025	Early Bird Discount booking deadline (In-person Bookfair stand and Programme advertisements)
01 December 2025	Deadline for receipt of Programme Advertisement artwork (1st Digital edition)
10 February 2026	Registration for IMC 2026 opens
31 March 2026	Deadline for receipt of Programme Advertisement artwork (2nd digital & print edition)
01 May 2026	Registration Deadline
12 June 2026	Deadline for receipt of inserts for Registration Packs
29 June-03 July 2026	Book Deliveries for stands at IMC accepted
05 July 2026	Bookfair set up day
06-09 July 2026	IMC 2026
09 July 2026 (pm)	Exhibitor Take Down
10 July 2026	Courier collection of Bookfair materials

Save the Date

IMC 2027 - 05-08 July 2027
IMC 2028 - 03-06 July 2028
IMC 2029 - 02-05 July 2029



IMC 2026 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 2026 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 £60.00 + 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 2026 sponsorship, exhibition space, virtual exhibition space, fringe event, branding or other service/product listed in the IMC 2026 Advertising and Exhibitions Brochure (excluding programme advertising) received by 31 March 2026 will secure a refund of 80% of the total paid (less Administration Charge). Cancellations received between 01 April 2026 and 01 May 2026 will secure a refund of 50% of the total paid (less Administration Charge). There will be no refund for cancellations made after 01 May 2026.
- 5) **Cancellations for advertising** in the IMC 2026 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 2025, 2nd & Print edition Edition– artwork deadline 31 March 2026). 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 IMC 2026 Registration Packs received by 01 May 2026 will secure a refund of 50% of the total paid (less Administration Charge). There will be no refund for cancellations made after 01 May 2026.
- 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 2026 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 2026 Bookfair as advertised in the IMC 2026 Advertising and Exhibitions Brochure and in the IMC 2026 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 2026 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 2026. 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 2026 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 2026 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 2026.
- 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 01 May 2026. Any exhibitor representatives who are not registered by 01 May 2026 will incur an additional late fee of £45.00 per representative. Registration after 10 June 2026 is at the discretion of IMC and will incur an additional Administration Charge. Exhibitors are permitted to attend up to three in-person sessions as audience members only at IMC 2026; exhibitors who wish to attend more than three sessions, or are participating in the academic programme as a presenter, moderator, respondent, or any other active role (excluding round table discussants), must pay a reduced registration fee at the same price as the concessionary registration rate published at <https://www.imc.leeds.ac.uk/register>.
- 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 must agree to be bound by the terms and conditions of our virtual event platform provider as detailed at

<https://imc-leeds.confex.com/imc/f/ssodhnjoreel>. Details of how to access the virtual event platform will be provided no later than 01 June 2026.

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 2026 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 2026 on a virtual/online basis only or, if this is not reasonably possible, cancel IMC 2026. 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 01 May 2026:

(i) where by such notice IMC 2026 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 £60 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 2026 is cancelled entirely, IMC will refund the full value of the booking less the £60 Administration Charge

b) If notice of change to a virtual/online basis only or cancellation is made by IMC after 01 May 2026:

(i) where by such notice IMC 2026 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 £60 Administration Charge; and

(ii) where by such notice IMC 2026 is cancelled entirely, IMC will refund the full value of the booking less the £60 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 2026 Programme, Virtual Event Platform, or website or the display or reproduction of any works by you at IMC 2026, on the IMC 2026 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 May 2026 - 1 August 2026.

20) Exhibitors are responsible for populating their virtual Bookfair exhibitor profile with the relevant information and materials. Exhibitors will be given early access to the platform to enable them to do this from 01 June 2026.

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 2026 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/>

International Medieval Congress
University of Leeds
Leeds
LS2 9JT

Tel: +44 (113) 343-3614
imc@leeds.ac.uk
www.imc.leeds.ac.uk