

ease / events

# 16<sup>th</sup> EASE Conference

24-26 June 2022

Valencia, Spain & Online

## Sponsor prospectus



# 16th EASE General Assembly and Conference

## The manuscript journey: the editors' perspective

In 2022 the EASE Conference is set to return to a live setting, with the 16<sup>th</sup> iteration of our regular event being hosted in Valencia, Spain.

We will also be streaming the event to delegates online in our first ever hybrid event, building on the success of our online events in 2020 and 2021. Our 16<sup>th</sup> Conference will take advantage of a range of multi-media technology to reach a larger, wider, audience, providing an enhanced experience for both in-person and online delegates.

It is our pleasure to invite you to participate as a sponsor of this event. We have created a range of packages to give your products and services visibility among our membership and scholarly publishing community, and to help us stage a successful and memorable event.

Unique among academic publishing associations and events, the EASE membership and our conferences encompass every editorial speciality and profession from the full spectrum of roles involved.

For 2022, the Conference focuses on the theme of the manuscript journey; proving insightful, thought-provoking presentations and practical interactive workshop sessions to highlight skills and offer support to the different editor roles involved at every stage of a research paper; from research design, through authorship to publication, promotion and beyond.

Sessions will be thoroughly useful for all EASE members and professionals involved across the scholarly publishing community; from authors to peer reviewers, managing editors, publishers, librarians, copyeditors, translators, technology vendors, industry communicators and more.

The Conference begins with the General Assembly and opening ceremony on Friday, 24<sup>th</sup> June. The main scientific programme will be held on Saturday, 25<sup>th</sup> and Sunday 26<sup>th</sup> June, with satellite events in the weeks before and after.

# Key statistics

EASE membership – circa 700  
Attendance at live conferences - 120  
Attendance at online conferences – 150  
Website traffic – 10,000 page views per month  
Social media – 100,000+ in conference months



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**Sponsorship packages**

**16<sup>th</sup> EASE Conference**



# Premier Sponsor

**£3000**

## Pre-Conference benefits

1. Recognition in the EASE members' e-newsletter from April-August 2022. The newsletter goes to all members and has over 40% open rate.
2. Recognition in the Conference e-newsletter/social media posts during June 2022
3. Welcome tweet as a Conference sponsor on acceptance, and weekly tweets from acceptance to the Conference date
4. Logo and link on all Conference webpages, social media and correspondence related to the Conference
5. Full page advert in the pre-Conference edition of the EASE Digest, which can include a video link

## During the Conference benefits

6. Logo on the physical Conference banners/signage
7. Recognition at the event of your support, and a chance to make a short speech at the Opening Ceremony
8. 3 in-person Conference registrations
9. 20 virtual Conference registrations: unused places to be redirected to sponsorees
10. 30 minute session at the Conference (live/virtual) to promote your own products/services
11. Invitation to host/moderate one EASE Forum Live! Session, including your logo/links on the welcome screen
12. Video/slide session 2-3 mins, to be repeated during breaks throughout the Conference, in the hall and virtually
13. Physical booth at the venue to promote your products/services
14. Virtual booth to promote your products/services (via GatherTown)

## Post-Conference benefits

15. Full page advert in the post Conference edition of the EASE Digest, which can include a video link
16. Two dedicated Blog posts in 2022, featured on the EASE website
17. Full page advert in the Conference packet, with can include a video link.

# Supporter package

**£1000**

## **Pre-Conference benefits**

1. Recognition in the e-newsletter from April-August 2022. The newsletter goes to all members and has over 40% open rate.
2. Recognition in the Conference e-newsletter/social media posts during June 2022
3. Welcome tweet as a Conference sponsor on acceptance
4. Logo and link on main Conference webpages

## **During the Conference benefits**

5. Recognition at the event of your support, and a chance to make a short speech at an appropriate time
6. 1 in-person Conference registration
7. 3 virtual Conference registrations: unused places to be redirected to sponsorees
8. Invitation to host/moderate one EASE Forum Live! Session, including your logo/links on the welcome screen
9. Video/slide session on virtual element - 2-3 mins, to be repeated throughout the Conference, in the hall and virtually
10. Physical booth at the venue to promote your products/services
11. Virtual booth to promote your products/services (via GatherTown)

## **Post-Conference benefits**

12. Half page advert in one edition of the EASE Digest in 2022, including video link
13. Half page advert in the Conference packet, which can include a video link

## Conference elements

We are only offering one of each of these Conference Elements, presenting you with a unique opportunity for a position of prominent visibility in the event.

We offer the same benefits as the Supporter package, with the additional benefit of recognition of supporting the specific item:

### **Wifi - £1000**

Logo on wifi code slide running throughout the Conference, and mentioned whenever the wifi is referred to.

### **Coffee breaks - £1000**

Signage at the coffee station to recognise your support, plus mentioned when delegates break for coffee.

### **Drinks reception - £1000**

Signage at the Reception to recognise your support, a chance to make a short speech during the event.

### **Conference dinner - £1000**

Signage at the Dinner to recognise your support, a chance to make a short speech during the event.

## Meet the Council Breakfast

### **£1000**

- / Opportunity to host this session
- / Logo on venue signage
- / 1 in person Conference registration
- / Video/slide session on virtual element - 2 mins, to be repeated throughout the Conference, in the hall and virtually
- / Physical booth at the Conference venue to promote your products/services
- / Virtual booth to promote your products/services (via GatherTown)
- / Recognition in the Conference packet.

## Poster exhibition

**£1000**

- / Promotion of your organisation as sponsor on the poster exhibition webpages
- / Logo on venue signage
- / 1 in person or virtual Conference registration
- / Opportunity to announce the winners and give a short (2 mins) speech about your organisation
- / Video/slide presentation on the virtual element - 2 mins, to be repeated throughout the Conference, in the hall and virtually
- / Physical booth at the Conference venue to promote your products/services
- / Virtual booth to promote your products/services (via GatherTown)
- / Recognition in the Conference packet.

## Sponsorship of delegates

### Registration cost

We also offer organisations the chance to offer people with limited financial resources the opportunity to attend the conference by paying their attendance fee. This gives those who might otherwise not be able to afford the costs themselves a chance to experience at first hand the benefits the Association offers.

- / Local students to attend sessions in person
- / Early careerists working in low, low-middle income countries to attend online
- / Women returners from low, low-middle income countries to attend online
- / New or novice journal editors to attend online
- / Other criteria to be suggested by the sponsor.



The image features a background of a Gothic cathedral with a large fountain in the foreground. The cathedral has intricate stone carvings and large stained-glass windows. The fountain has several jets of water spraying upwards. The sky is a clear, bright blue. In the top left corner, the text 'ease events' is displayed. 'ease' is in a white, lowercase, sans-serif font, and 'events' is in a dark blue, lowercase, sans-serif font. A white diagonal bar with a pinkish-purple gradient on its left edge separates the two words. In the top right corner, there are three white diagonal lines of varying lengths, creating a sense of movement and modern design.

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# Contact Us

For further information  
or to discuss any of the opportunities listed  
please contact the EASE Secretary at

[secretary@ease.org.uk](mailto:secretary@ease.org.uk)

[www.ease.org.uk](http://www.ease.org.uk)