

Support. Visibility. Partnership.

The Book Industry Study Group (BISG) offers a range of sponsorship opportunities across webinars, programs, events, and publications.

Sponsors gain visibility across the publishing supply chain while supporting BISG's mission of creating a more informed, efficient, and accessible book industry.

BISG Content Sponsorship Pricing 2025- 2026

OPPORTUNITY	FY26 PLAN	SINGLE EVENT	EXCLUSIVE ANNUAL**
Lunch & Learn Webinar	12	\$2,500	\$25,000
Content Webinar	12	\$2,500	\$25,000
Coffee Break	6	\$1,000	\$7,500
Live Event	2	See additional information below.	
Publications	2	\$10,000	\$15,000
Find A Rightsholder	1		Gold \$5,000 Platinum \$10,000
Newsletter	52 issues	\$1,500/quarter	\$10,000
BISG@50		See additional information below.	

For companies sponsoring content offerings, BISG provides:

- E-mail alerts prior to the event
 - Sponsor recognition with a logo and tagline in each of the promotional e-mails. A hot link to a desired landing page can be added.
- Recognition at the start and end of the webinar, program, or event, with additional information about the sponsor provided at the start.
- Contact information for all registrants after the event takes place.
- For programs and events, an on-site presence that can include signage and marketing materials.
- Other support to be customized based on the event.

Companies sponsoring BISG are asked to pay invoiced amounts no later than the date of the webinar, program, or event.

Sponsors are welcome to assist BISG in promoting the event through customer and prospect communications and other means.

**Members receive a 10% discount on all pricing.*

*** The rate given to a single, exclusive sponsor purchasing the full series at the start of the year. Annual agreements are billable upon order and payable within 60 days.*

PROGRAMMING DESCRIPTIONS

LUNCH & LEARN

BISG's Lunch & Learn series is a monthly educational webinar hosted by the [Supply Chain Committee](#). Topics cover a broad spectrum, including inventory management, production capacity, sustainability, forecasting, and the impact of global trade policies, among others. The series aims to help publishers, retailers, and manufacturers optimize their operations and adapt to shifting market dynamics. Sessions feature expert speakers and provide an open forum for learning, sharing strategies, and discussing current challenges, offering a platform for industry professionals to stay informed and connected.

CONTENT WEBINARS

Our expert-led content webinars take a deep dive into a timely topic, providing viewers with both an outlet for lively discussion and the tools required to successfully navigate today's supply chain issues.

COFFEE BREAK

These "micro-webinars" are intended to offer focused, practical advice and instruction provided by industry veterans.

LIVE EVENTS

In 2026, BISG will host at least two in-person programs, including:

- [Doing Rights Right 2026](#): Doing Rights Right brings together rights professionals from across the publishing world, offering a chance to connect and collaborate while discussing timely insights and issues. Virtual admission is also available.
- **Annual Meeting**: Held annually in April, BISG's Annual Meeting provides companies from across the supply chain with a unique opportunity to hear about BISG's work to identify and implement the changes needed to improve the book industry supply chain.

PUBLICATIONS

In 2026, planned publications include updates to best-practice guides for metadata and audiobooks.

- **Best Practices for Product Metadata: Guide for North American Data Senders and Receivers** provides detailed instructions on improving the accuracy of product data throughout the supply chain in order to increase efficiency between trading partners, and to make content more discoverable. [A BISG Working Group](#) is currently updating this valuable document.
- Production and sales of **audiobooks** in the North American market have increased significantly across the last decade. Growth rates for audiobooks have led all other formats. The U.S. and Canadian markets lack a consistent framework to outline the basic practices for producing, describing, and distributing audiobooks. [A BISG Working Group](#) is currently establishing these best practices and will publish a resource guide in the coming months.

FIND A RIGHTSHOLDER

In 2025, BISG launched [Find a Rightsholder](#), a groundbreaking new tool designed to help the publishing community easily locate rights and permissions contacts for U.S. and U.K. publishers.

Developed as part of BISG's mission to support the standardized communication of rights information between trading partners, **Find a Rightsholder is a searchable, centralized database of more than 3,500 imprint contacts — and growing.** This includes hundreds of inactive or defunct imprints that are notoriously difficult to trace. The tool empowers users to identify “who owns what,” connect with the right contacts, and take actionable steps to secure content rights more efficiently

NEWSLETTERS

[BISG's newsletter, *Making Information Pay*](#), provides readers with a diverse variety of critical industry news, along with updates on the vital and valuable work of BISG's committees and working groups. Subscriber growth in 2025 exceeded 5%.

2024's top ten topics of interest included:

- Accessibility
- Rights
- Sustainability
- Workflow
- Metadata
- AI
- Supply Chain

- EUDR
- EPUB
- BISG News

BISG@50

On September 16, 2026,, the publishing community will come together to acknowledge and celebrate the 50th anniversary of BISG's beginning, its many notable and valuable achievements, and the people who made those successes happen. [A variety of sponsorship opportunities are available.](#)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- The [Green Book Alliance](#), of which BISG is a member, is launching a vital sustainability tool for publishing, a single-book **carbon footprint calculator**. This free-to-use, web-based tool will be designed for both one-off calculations and bulk input (via CSV), and results will be available for export. It's practical, scalable, and built for the real needs of publishing professionals. This tool is an essential step toward greater transparency and sustainability in our industry. Please contact Jarin Pintana, GPA Project Manager, at jpintana@greenbookalliance.org.

In 2020, BookNet Canada, the Book Industry Study Group (U.S.) and Book Industry Communication (U.K.) formed the Green Book Alliance, which is committed to improving sustainability in the book publishing supply chain. The alliance focuses on information sharing, joint planning, environmental events, and other initiatives. Learn more at greenbookalliance.org