

BSA Bibliography Week 2024: Sponsorship Opportunities

<i>Sponsorship Opportunity</i>	<i>Amount</i>	<i>Sponsor Benefits</i>	<i>Number Available</i>
General Annual Meeting Sponsorship – Quarto 26 January	\$250	Small format clickable logo on BibliographyWeek.org with links to your website and catalog.	Unlimited
General Annual Meeting Sponsorship – Folio 26 January	\$500	Large format clickable logo on BibliographyWeek.org with links to your website and catalog.	Unlimited
Bibliography Week Events – Joint Sponsorship of one session One to two sessions per day, 22-26 January	\$650	Large format clickable logo on BibliographyWeek.org , invitations, & registration (all digital); clickable logo on registration page; acknowledgement & link in archived YouTube video.	2-4 left!
Bibliography Week Virtual Events – Full Sponsorship of one session View Tentative Schedule	\$1,250	Large format clickable logo on BibliographyWeek.org , invitations, & registration (all digital); live verbal acknowledgment; acknowledgement & link in archived YouTube video.	Up to 5 Only 2 left!
New Scholars Sponsorship 26 January	\$1,750	Large format clickable logo on BibliographyWeek.org , & registration (all digital); live verbal acknowledgment; acknowledgement & link in archived YouTube video.	1
Annual Meeting Keynote Sponsorship 26 January	\$1,750	Large format clickable logo on BibliographyWeek.org & registration (all digital); live verbal acknowledgment; acknowledgement & link in archived YouTube video.	1
Annual Meeting Reception (In Person) 26 January	\$1,750	Large format clickable logo on BibliographyWeek.org & registration (all digital); live verbal acknowledgment.	1

Secure your sponsorship at bit.ly/bsa-spons-24.

Notes from Call with Abbie for 2025:

Abbie books presence at diff meetings

What makes sponsorship compelling for publishers? Decision points: Budget, past decisions

UCP Fiscal Year is July 1 to June 30

- Staffed Display tables
- Unstaffed Display tables – most compelling because it's more engaging, more swag opportunities
Sometimes this is too expensive so they don't choose it
- Inserts in a registration packet
They go for this if it's at their price point
- Program Advertising
online or printed add (diff sizes)
MLA, History of Science Society (part of contract) – they know that MLA is a conference where people
In online add – give people more info that they can use any info they want, custom design for this site
- BIBLIOGRAPHYWEEK.ORG
Possibility of spotlighting on home page – perks and special offers for attendees
Banner add on certain pages in an online program or conference site
- VOCAB FOR FLYER
 - Staffed table at the meeting or event
 - Unstaffed table at the meeting or event
 - Registration packet insert
 - Banner for individual events/calendar
 - [Instagram promotion – not mentioned by abbie but something we should come up with]
- TIMING
 - Varies, but usually 4-5 months in advance. They've already booked all of their July meetings, they're deciding what will go in shipments now (late April)
 - Prep materials for meeting as soon as possible before the meeting (2 weeks? Be sure to set deadlines and communicate about when materials need to arrive); making sponsorship decision 6+ months in advance

<https://wmich.edu/medievalcongress/exhibits-advertising/exhibitors>

<https://www.smrs-slu.org/advertising.html>

<https://www.rsa.org/page/RSA2024Exhibitors>

https://cognitivesciencesociety.org/wp-content/uploads/2023/11/CogSci2024_Sponsorprospectus.pdf

Secure your sponsorship at bit.ly/bsa-spons-22.

Rebecca Romney –

- Advertising
 - AIB – twice a year for advertising dollars
 - Fine Books & Collections
 - Print advertising – overall, dealers perceive that print is more powerful than a virtual display (postcard, bookmark, etc.)
 - Tiers with add on: (1) bib week logo; (2) bib week logo and print on sponsor table; (3) bib week logo, print on sponsor table, add in print program; (4) all of the above + session sponsor promotion
- Don't do it – let dealers give speeches before events they sponsor
- Talk to Susan Benne about collab for Bib Week booksellers' showcase
- TIMING – make sure the show has a good rhythm
 - Compelling part of collab is bringing in new people
- SPACE: Convene – compelling location flexibility; hard to get lots of booksellers in one fair in the same room. AF has 2 floors, people on upper floor might not get any traffic. Importance of signage

Secure your sponsorship at bit.ly/bsa-spons-22.