



Exhibiting and Advertising



St Martin of Tours, Leeds University Library, Brotherton Collection MS2, fol. 245v.

International Medieval Congress

Leeds, 9-12 July 2012

General Information

The International Medieval Congress (IMC) 2012 is due to take place at Bodington Hall and Weetwood Hall Hotel, from 9-12 July 2012. The IMC attracts more than 1600 delegates from all over the world, who come to present research in all areas of Medieval Studies ranging from Art and Literature to Science and Technology.

The IMC offers a unique opportunity for publishers and booksellers to market to this specialist audience, both through its established and popular Bookfair and receptions at the event itself, and through its Programme, mail outs, and Registration Packs. If you wish to take advantage of any of the opportunities outlined in this leaflet, please complete the attached booking form and return to the Institute for Medieval Studies.

Important Booking Information

- Book before 15 November 2011 in order to claim your 10% discount.
- Returning customers: You have the right of first refusal on the space you occupied in 2011 if you book before 15 November 2011.
- Advertisers please note: Adverts should be sent electronically in A4 Adobe® PDF format (no crop marks or bleed) as email attachments. Should this not be possible please contact the IMC as soon as possible. All adverts will be posted free of charge on the IMC website. All adverts should reach us by 30 November 2011.
- Deadlines for arrival of inserts in our office:
 - In the Programme Mail-out: 14 Jan 2012.
 - In the Registration packs: 10 June 2012.
- Please notify us as soon as possible if your organisation's address, contact name, or contact details are to change.
- The booking of advertising and exhibition space at IMC 2012 is subject to the **Terms and Conditions** noted on this leaflet. Please read these carefully **before** completing and returning the enclosed form.

Bookfair Schedule

	Set-up & Take-down Times	Bookfair Opening Times	
Sunday 8 July	14.00-18.00	Bodington	Weetwood
Monday 9 July	09.00-11.00 (Weetwood 08.30-10.30)	11.00-19.30	10.30-18.00
Tuesday 10 July		08.30-18.00	08.30-19.30
Wednesday 11 July		08.30-18.00	08.30-18.00
Thursday 12 July	12.00-16.00	08.30-12.00	08.30-12.00

Exhibition Space:**Cost per item:**

Weetwood Hall

***18 Display Tables** (c. 2m x 0.75m) will be situated in the Bramley Room on the ground floor of the conference centre. These rooms can, upon request, be fitted with ADSL internet connections and are well suited for the display of electronic publications.

£275

Bodington Hall

***70 Display Tables** (c. 1.8m x 0.8m) will be situated in two separate exhibition rooms near to the central Dining Room.

£365

Advertising and Inserts:

***Colour Full-page Advertisement** in the IMC 2012 Programme:

(printed size 115mm x 172mm)

A print run of c. 2000 to be distributed in **February 2012**.

£435

*Additional **colour** page **Advertisement** in IMC 2012 Programme.

£180

***Monochrome Full-page Advertisement** in the IMC 2012 Programme:

(printed size 115mm x 172mm)

A print run of c. 2000 to be distributed in **February 2012**.

£365

*Additional **Monochrome** page **Advertisement** in IMC 2012 Programme.

£115

*A5 2-page **Inserts** in February mailout:

Programme mailout: Print run c. 2000

£420

Institutions mailout: Print run c. 2500

£295

Institutions and Programme mailout: Print run c. 4500

£520

*A5 2-page **Inserts** in the IMC 2012 Delegate Registration Packs:

Print run c. 1550

£460

Quotations for other sizes of insert are available on request.

*We can supply single-use **address labels** from our database of up to 8000 medievalists and organisations world-wide. Quotations for a selection of addresses are available on request.

*We now offer **web links** from our website and our biannual newsletter. For further information, or for a quotation, please contact the IMC.

*Remember to book before 15 November 2011 for
a 10% discount*

IMC 2012 Booking Form

Item:

N^o:

Exhibition Space:

Table(s) at Weetwood Hall @ £275

Table(s) at Bodington Hall @ £365

Advertising:

N.B. Prices for advertising are subject to VAT

Full-page Colour Advert in IMC 2012

Programme @ £435

Deadline: **30/11/11**

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Additional page Colour Advert in IMC 2012

Programme @ £180

Deadline: **30/11/11**

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Full-page Monochrome Advert in IMC 2012

Programme @ £365

Deadline: **30/11/11**

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Additional page Monochrome Advert in IMC 2012

Programme @ £115

Deadline: **30/11/11**

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A5 2-page inserts in February 2012 Mailout

Deadline: **14/01/12**

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Programme Mailout: c. 2000 @ £420

Institutions Mailout: c. 2500 @ £295

Institutions & Programme Mailout:

c. 4500 @ £520

A5 2-page insert in IMC 2012 Delegate Packs: c.1550 @ £460

Deadline: **10/06/12**

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Subtotal

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Less 10% for those booking before

15 November 2011

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Add 20% VAT on

Advertising, Inserts, and Labels

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TOTAL

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Your Details

Name:
Date of Booking:
Organisation:
Address:
Postal Code:
Tel:
Fax:
E-mail:
Website:
VAT number:
Signature:
Purchase Order Number:
<p>The IMC is an ideal occasion for Business Meetings, Receptions, and Product Launches. Rooms for these purposes can be provided free of charge.</p> <p>For further information go to our website at http://www.leeds.ac.uk/ims/imc</p>

IMPORTANT: The booking of advertising and exhibition space at IMC 2012 is subject to the **Terms and Conditions** noted on this leaflet. Please read these carefully **before** completing and returning the enclosed form.

Institute for Medieval Studies
Parkinson 1.03, University of Leeds
LEEDS, LS2 9JT, UK

Our VAT no. GB 613 451 470

IMC 2012 - Exhibitions and Advertising

Terms and Conditions of Booking

1. Exhibition and advertising space at the International Medieval Congress 2012 (IMC 2012) is reserved by payment in advance. Your reservation is not confirmed until payment has been received in full. If payment in full is not received, we may re-allocate the space to another customer. In that case, a deduction of £30.00 will be made before any refund to cover our administration costs.
2. Cancellations of reservations for Exhibition Space or for Inserts in the Registration Packs received on or before 8 April 2012 will secure a refund of 80% total paid. Cancellations received between 9 April and 3 June 2012 will secure a refund of 50% the total paid. There will be no refund for cancellations made after 3 June 2012.
3. We reserve the right to change the venue of this event to a reasonably suitable alternative should the need arise. In that event we will endeavour to provide customers with space at the new venue equivalent to that originally booked. In the event that we are unable to accommodate certain customers in this way, any monies paid will be promptly refunded.
4. Your booking is made subject to the availability of space. Within 30 days of receiving your order we will send you an invoice which is confirmation of our acceptance of your order. The invoice must be paid within 30 days in order to guarantee your reservation.
5. Your booking of exhibition space is an acknowledgement and acceptance of the set-up and opening times of the bookfair as advertised in this form and in the programme. Exhibitors/booksellers are to be present and their exhibits/stands to be fully operational at all times during the published opening times of the 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.
6. You will indemnify us against any costs, claim, loss, or damage we 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 2012 Programme or the display or reproduction of any works by you at the event itself.
7. The University of Leeds takes all reasonable precautions for the security of exhibitors and their property at the IMC 2012 venue. **However, no liability can be accepted for loss or damage, howsoever caused to person or property save for death or personal injury caused by our negligence. Similarly, we will not incur any liability to you if we are unable to provide any of the facilities set out in this form 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. 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.**

8. Adverts should be sent electronically in A4 Adobe® PDF format (no crop marks or bleed). Should this not be possible please contact the IMC as soon as possible. All adverts will be posted free of charge on the IMC website.

9. The hiring of any exhibition space will be subject to any fire, safety, evacuation, and other regulations or procedure applicable to the University or Hotel buildings, and it will be your responsibility to acquaint yourself with such regulations and procedures.

10. Completion of the Booking Form implies acceptance of these **Terms and Conditions** and those listed in the section Important Booking Information overleaf. These may only be varied with our prior written authority.