

Opportunities to support the 28th SfEP conference

Context is key: Why the answer to most questions is 'It depends'

Wyboston Lakes, Bedfordshire

Saturday 16 to Monday 18 September 2017

The Society for Editors and Proofreaders (SfEP) is the UK's leading association of editorial professionals. The Society's annual conference provides a valuable opportunity for networking in person with skilled and experienced freelance editors and proofreaders, as well as with corporate subscribers and other users of freelance editorial services.

This year the conference will be held at Wyboston Lakes, Bedfordshire, a purpose-built conference and training centre set in 380 acres of beautiful countryside. The venue offers hotel-style accommodation and state-of-the-art facilities, and is easily accessible by rail and road.

Highlights of the [provisional programme](#) include:

- the Whitcombe Lecture by Oliver Kamm, *Times* leader writer and columnist, and author of *Accidence Will Happen: The Non-Pedantic Guide to English*
- many diverse and stimulating workshops and seminars on a variety of relevant topics
- the conference gala dinner with an after-dinner speech by honorary president of the SfEP, David Crystal
- a closing talk by Mark Forsyth, author of *The Etymologicon* and *The Elements of Eloquence*.

Supporting the SfEP conference

Our packages range from Headline/Platinum sponsorship to donating a raffle prize; this year, we are also offering you the opportunity to exhibit or attend in a networking capacity free of charge. We value every contribution and publicise all our sponsors, in the run-up to conference and beyond, through our websites, press releases and active engagement with various social media.

Having a presence at the conference gives you direct access to your target market and is an excellent way to meet delegates and promote your products, services or courses. There may also be valuable opportunities for B2B promotion.

All the packages below are available at the time of writing, but this will change over time as offers (in some cases limited) are taken up. Please contact the conference sponsorship coordinator, Sherona Treen-Coward (conferencesponsorship@sfep.org.uk), for an update.



(All prices given below are exclusive of VAT.)

1. Exhibition stand / networking opportunities

free

(eight stands available)

This year we are offering you the opportunity to take one of eight stands in our exhibitors' fair without charge. Stands will be located close to the refreshment and lunch areas to allow delegates as much time as possible to view stands and engage with exhibitors throughout the conference – from Saturday afternoon to Monday morning.

Benefits:

- Exhibition stand
- Free lunches for exhibitors
- Your logo on delegate packs
- Your logo and profile included in a delegate pack insert
- Pre- and post-conference publicity through social media and other channels
- A mention in the conference issue of *Editing Matters* (the SfEP's bimonthly magazine with a readership of around 2,000 SfEP Members, partner organisations and other subscribers)

Optional extras:

- Bed and breakfast accommodation in the venue's hotel-style rooms and evening meals – including the conference gala dinner on the Sunday evening, which this year features an after-dinner speech by David Crystal – can be booked through the SfEP if required.
- All exhibitors are entitled to attend the conference plenary sessions: this year we open with the prestigious Whitcombe Lecture, given by Oliver Kamm, and close with a talk by the author Mark Forsyth.
- Attendance at a chosen workshop or seminar can be arranged for an additional fee, space permitting.
- Alternatively, if your exhibitor or a second representative from your company would like to attend a full range of conference sessions, a 10% discount on a resident place can be arranged.
- Opportunities for exhibitors to run competitions, advertise an interest in meeting freelancers with particular skills or specialisms, meet with an SfEP director, or participate in our speed networking session can be arranged.
- You can upgrade your support of the SfEP conference by taking advantage of the promotional or sponsorship opportunities also on offer (details below).

Just networking:

- You also have the option of sending a representative to the conference to network with delegates without taking an exhibition stand. All the other benefits and optional extras above still apply.

2. Promotional opportunities

free, or from £110

(unlimited)

These opportunities do not require your attendance at the conference, although they can be combined with an exhibition stand / just networking (see 1 above).

i. Donate a prize for our raffle

free

This is a great way of publicising your product or company, and it's for a good cause – proceeds go to the Dorothy Mitchell Smith Memorial Fund, which helps with training costs for new entrants to the publishing profession. A list of the prizes and their donors will be on display throughout the conference alongside the prizes themselves. Past prizes have included everything from pens and goody bags with a literary theme to books, software and training courses.

ii. Send us promotional materials for display

free

You can apply to send us a poster for display and/or leaflets or branded merchandise for delegates to take away.

Benefits:

All companies who send us materials for display will be listed in a delegate pack insert.

iii. Send us promotional leaflets for our delegate packs

£150

Benefits:

- Named as a sponsor in our promotional material
- Your logo on delegate packs and included, with your profile, in a delegate pack insert
- Pre- and post-conference publicity through social media and other channels
- A mention in the conference issue of *Editing Matters* (the SfEP's bimonthly magazine with a readership of around 2,000 SfEP Members, partner organisations and other subscribers)

iv. Take an advert at a special discounted rate in the conference issue of *Editing Matters*

Editing Matters is the SfEP's bimonthly magazine and has a readership of around 2,000 SfEP Members, partner organisations and other subscribers.

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|----------------|------|
| ➤ Box | £110 |
| ➤ Quarter page | £155 |
| ➤ Third page | £180 |
| ➤ Half page | £225 |
| ➤ Full page | £495 |

3. Sponsorship of social events

from £150

(for up to two sponsors each)

You can sponsor the conference's social events, singly or in combination. These options do not require your presence at the conference, although you are welcome to join us at your chosen event if you wish, and they can be combined with any of the other opportunities.

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| i. Saturday pre-dinner drinks reception | £150 |
| ii. Pre-gala dinner drinks reception | £250 |
| iii. Gala dinner, speaker and wine | £450 |

Benefits:

- Named as a sponsor in our promotional material
- Your logo on delegate packs and included, with your profile, in a delegate pack insert
- Pre- and post-conference publicity through social media and other channels
- A mention in the conference issue of *Editing Matters* (the SfEP's bimonthly magazine with a readership of around 2,000 SfEP Members, partner organisations and other subscribers)
- Sponsorship of the gala dinner includes two complimentary dinner places

4. Bronze sponsorship

special 2017 rate

Sponsorship of a single conference session

£300

(for up to 25 sponsors)

You can sponsor a conference workshop or seminar of your choice on topics as diverse as content marketing, fiction editing, setting up accountability groups and using Word styles and templates.

Benefits:

All the benefits and optional extras listed under **1. Exhibition stand / networking opportunities** above apply, although please note that exhibition stands are subject to availability. As a Bronze sponsor, you will also be entitled to the following benefits:

- Named as a significant sponsor in our promotional material
- Promotional leaflets in delegate packs
- Your company name in the conference programme
- Your logo on the SfEP website, with a link to your website (remaining for at least 12 months)
- A box advert in the conference issue of *Editing Matters*
- 30% discount on your corporate subscription to the SfEP (see accompanying flyer)

5. Silver sponsorship

special 2017 rate

Sponsorship of a single headline conference session

£550

(for up to two sponsors)

You can sponsor either the opening Whitcombe Lecture by Oliver Kamm or the closing speech by Mark Forsyth.

Benefits:

All the benefits and optional extras listed under **1. Exhibition stand / networking opportunities** above apply, although please note that exhibition stands are subject to availability. As a Silver sponsor, you will also be entitled to the following benefits:

- Named as a significant sponsor in our promotional material
- Promotional leaflets in delegate packs
- Your company name in the conference programme
- Your logo on the SfEP website, with a link to your website (remaining for at least 12 months)
- Quarter-page advert in the conference issue of *Editing Matters*
- One complimentary day conference place (excluding overnight accommodation and conference gala dinner) OR a 25% discount on one full resident place
- 40% discount on your corporate subscription to the SfEP (see accompanying flyer)

6. Gold sponsorship

special 2017 rate

Major conference sponsorship

£950

(for up to two sponsors)

Benefits:

All the benefits and optional extras listed under **1. Exhibition stand / networking opportunities** above apply, although please note that exhibition stands are subject to availability. As a Gold sponsor, you will also be entitled to the following benefits:

- Named as a leading sponsor in our promotional material
- Promotional leaflets in delegate packs
- Your company name in the conference programme
- Your logo on the SfEP website, with a link to your website (remaining for at least 12 months)
- Half-page advert in the conference issue of *Editing Matters*
- One complimentary resident conference place (including accommodation for two nights and all meals and refreshments, which includes the conference gala dinner)
- One additional complimentary place at the conference gala dinner
- 50% discount on your corporate subscription to the SfEP (see accompanying flyer)

7. Platinum sponsorship

special 2017 rate

Headline conference sponsorship

£2,250

(for one sponsor only)

Benefits:

All the benefits and optional extras listed under **1. Exhibition stand / networking opportunities** above apply, although please note that exhibition stands are subject to availability. As a Platinum sponsor, you will also be entitled to the following benefits:

- Named as principal sponsor in our promotional material
- Promotional leaflets in delegate packs
- Your company name in the conference programme
- Your logo on the SfEP website, with a link to your website (remaining for at least 12 months)
- Full-page advert in the conference issue of *Editing Matters*
- Full-page advert in one further issue of *Editing Matters*
- Two complimentary resident conference places (accommodation for two nights and all meals and refreshments, including the conference gala dinner)
- 15% discount on additional conference places
- 55% discount on your corporate subscription to the SfEP (see accompanying flyer)

Contacts and further information

Sponsorship

For further information, or to discuss any of the above opportunities, please contact:

Sherona Treen-Coward

Conference sponsorship coordinator

07816 821056

conferencesponsorship@sfep.org.uk

Editing Matters advertising

For details of advertising rates and formats, please contact:

Hazel Reid

Editor of *Editing Matters*

em@sfep.org.uk

[Sizes, rates and requirements](#)

Conference programme

Further information about the conference, including the provisional programme, can be found at:

sfep.org.uk/conference2017