

The background image shows a large, bright conference hall with a high ceiling and large windows. Several people are standing and talking in small groups. In the foreground, a man in a dark blue shirt and tan trousers is talking to a woman in a black top with white floral patterns. To the right, a woman in a white blazer and a grey skirt is looking at something in her hands. The floor is made of light-colored wood in a herringbone pattern. There are black metal stools and a wooden table in the foreground.

THE BOOKSELLER

Marketing &Publicity Conference

Media Pack

What is M&P?

The Bookseller's Marketing & Publicity conference, fondly known as M&P, is an essential day for all marketing and publicity professionals working across the book trade. The conference is attended by the industry's biggest talents and serves as a crucial platform for publishing experts to network, share insights, strategies, and case studies on the most pertinent topics facing the sector. The day comprises panels, keynotes and 1-2-1 surgeries to equip attendees with practical tips to improve their output.

Why sponsor?

By sponsoring M&P you will...

1

Align your brand with cutting-edge thought leadership.

2

Reach a uniquely configured, specialised and highly engaged audience not gathered anywhere else.

3

Speak to decision makers who hold the budgets for their teams.

4

Become part of an ongoing, collaborative conversation about the future of the industry.

5

Network with hundreds of potential customers, all interested in moving their companies and the industry forward



Testimonials

"This is the most re-energising and refocusing event of the publishing calendar – I always feel reset and motivated by the insights I hear through the day."

"The Marketing & Publicity conference is a great way to keep up to date on what's going on in the industry and to keep yourself inspired and excited about the work we do!"

"As a senior press officer, it was empowering to have an opportunity to learn from experienced and inspiring professionals. I left with practical tips and a renewed sense of purpose!"

"A brilliant opportunity not only to get a sense of what M&P has been going on in the last year, but to see what lies ahead. Informative, accessible, and invigorating!"



"The M&P conference is one of the highlights of the calendar and always makes me feel energised and excited!"

"I would recommend The Bookseller's Marketing and Publicity Conference to anyone, regardless of experience level, for insights into what's going on in our industry and creative motivation/inspiration for working on future marketing and publicity campaigns."

Sponsorship package includes:

1

Exhibition space at the Marketing & Publicity conference.

2

Four delegate places at the conference, and 10% off additional in-person and online tickets.

3

Branding on the conference website and all print advertisements for it.

4

Email and online advertising prior to the event and post-event.

5

Your branding on-screen during the event.

6

Half-page advertisement in the conference preview edition of *The Bookseller*.

7

75,000 digital advertising impressions on thebookseller.com

8

One sponsored post on one of The Bookseller's channels within the event marketing timeline

COST

£6,500+VAT

MEDIA VALUE

£11,450



Distribution only package includes:

- 1 Opportunity to place or hand out marketing materials at the event.
- 2 Opportunity to have a promotional stand at the event to distribute to delegates and network.

COST	£3,000+VAT
MEDIA VALUE	£3,875

Lanyard sponsorship includes:

- 1 Co-branding the conference lanyard with The Bookseller.
- 2 Branding on the conference website and all print advertisements for it.
- 3 Email and online advertising prior to the event and post-event.
- 4 Your branding on-screen during the event.

COST	£2,500+VAT
MEDIA VALUE	£3,800



Previous attendees include



Penguin
Random
House



BONNIER
Books UK



CANON GATE

Quarto

**Nielsen
BookData**



Yale

dark matter



little, brown
BOOK GROUP



Andrew Nurnberg Associates, Bangkok
INTERNATIONAL LITERARY AGENCY



PICADOR

Thames
& Hudson



lonely planet

B L O O M S B U R Y



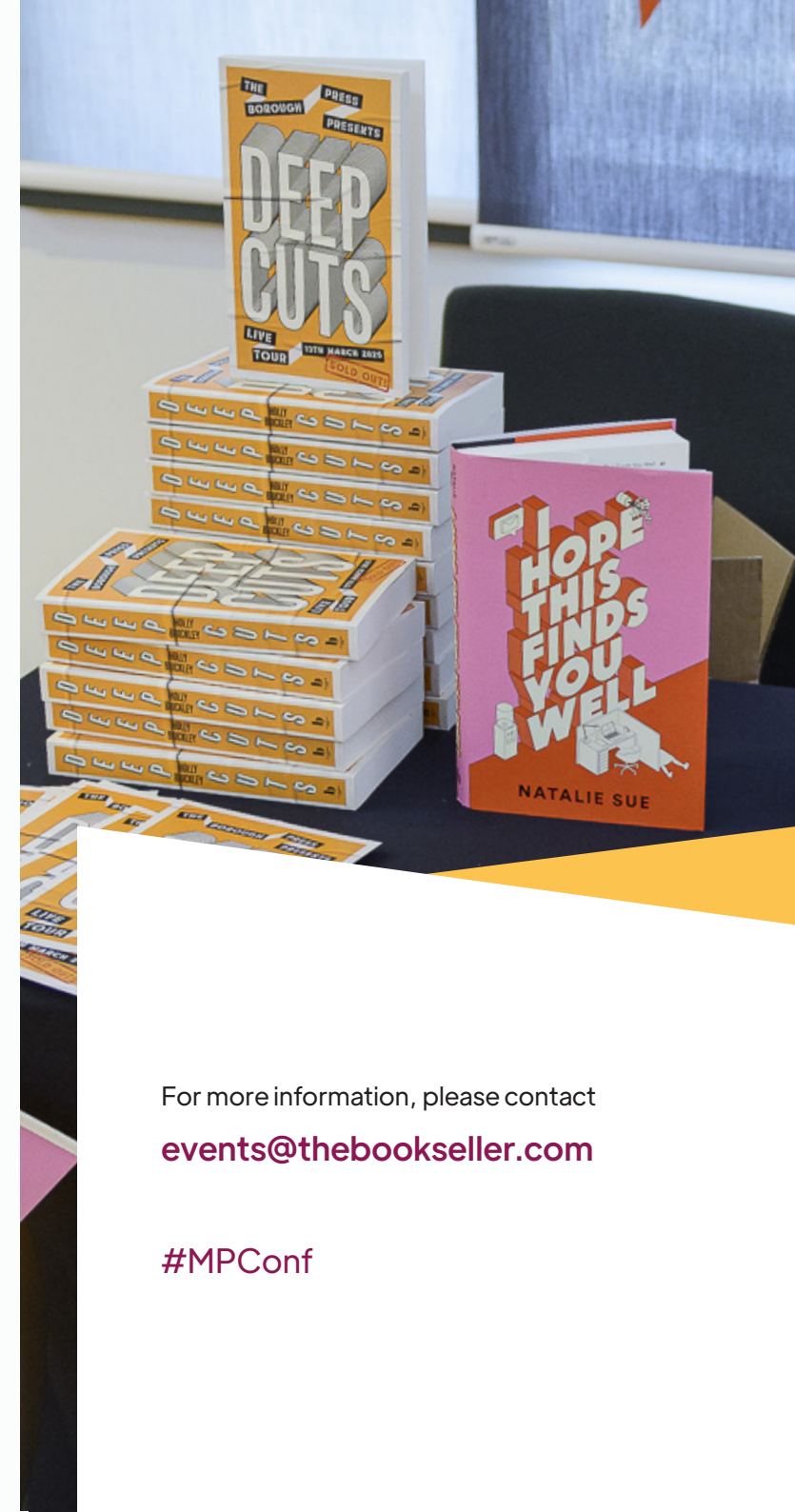
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PAN MACMILLAN



Edinburgh
International
Book Festival

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For more information, please contact

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#MPConf