

# The Online London Book Fair 2021



The **Online London Book Fair** will launch on 7th of June with a week exclusively dedicated to our main four conferences – Intro to Rights, The Writer's Summit, What Works in Education, The Research and Scholarly Forum. The following two weeks will be dedicated to the seminar stream – themes include Literary Translation, Authors, Children, Digital Technology and The Scholarly Stream.

Over the next few slides we have listed suggestions which we believe would highlight the profile of your brand at the Online Fair. Exact requirements and inclusions can be negotiated depending on your requirements and budget.

**AI-Powered  
Events & Communities  
Live. Hybrid. Virtual.**



Putting exhibitors at the forefront with digital showrooms for **Reed Exhibitions**

# Conference Programme

AI-Powered  
Events & Communities  
Live. Hybrid. Virtual.



Putting exhibitors at the forefront with digital showrooms for Reed Exhibitions

	Conferences							
	Monday 7th June - PM	Tuesday 8th June - AM	Wednesday 9th June - PM	Thursday 10th June - AM				
	Intro to Rights	The Writers' Summit	What Works? Education Conference	The Research & Scholarly Publishing Forum				
	Tuesday 22nd June		Wednesday 23rd June	Thursday 24th June				
AM	Opening keynote (09:30-10:15)	Industry Insights (max 9)	Digital Technology: What's Next for Publishing (max 11)	Children's & Edutainment (6)	People Development: Re-Skilling Our Industry (5)			
PM	How to masterclasses (5)			The Scholarly Stream (6)				
	WEEK 2: DIGITAL							
	Tuesday 29th June		Wednesday 30th June		Thursday 1st July			Friday 2nd - 16th July
AM	Live event - venue TBC - Keynote	In conversation with... IEA Award Winners (6 x 10 min)	Literary Translation: Making Words Travel (TBC)	English PEN Literary Salon (TBC)	Authors: Central to Our Business (6)	AOI Masterclass	The Business of Books (BIC AM & BA booksellers PM) (5)	All content on demand
PM						Charles Clarke Memorial Lecture		

- Personalised Dashboard to show engagement analytics and showing a list of visitors who have:
  - ✓ Viewed your Company Profile (Virtual Showroom]
  - ✓ Viewed your Products(s)
  - ✓ Favorited your Company Profile (Virtual Showroom]
  - ✓ Clicked on your Product(s) & put them on Favourites
  - ✓ Messaged you
- Targeted Matchmaking & Product Recommendations to buyers based on categories of interest and interactions in the platform
- Tools : Browsing, Searching, Filtering & Messaging

# New Connections Package

## The Packages

Inclusions	Premium Limited to 20
(New) International Connections through AI-driven recommendations	✓
KPI dashboard : Leads & Analytics Dashboard	✓
Company Profile (Virtual Showroom)	✓
Product Profiles	Unlimited
Exhibitor Badges	3
Promotion on 1 Social Media Channel –Twitter, LinkedIn, Facebook or Instagram	✓
Price	£ 1,500

# New Connections Package Plus

## The Packages

Inclusions	
(New) International Connections through AI-driven recommendations	✓
KPI dashboard : Leads & Analytics Dashboard	✓
Company Profile (Virtual Showroom)	✓
Product Profiles	Unlimited
Exhibitor Badges	15
Gold Registration *	✓
Digital Bag Inclusion *	✓
Banner * several choices: Search Page; List ; Speaker Page) → see slide Sessions Page; News List ; Delegates	✓
Price	£ 3 950

\* Choose one Option – Gold Registration, Digital Bag Inclusion or Banner

## New Connections Package Plus

Inclusions	Premium Limited to 20
(New) International Connections through AI-driven recommendations	✓
KPI dashboard : Leads & Analytics Dashboard	✓
Company Profile (Virtual Showroom)	✓
Product Profiles	Unlimited
Exhibitor Badges*	6
Sponsored Webinar	✓
Promotional E-mail	✓
Price	£5,000



# Sponsorship opportunities



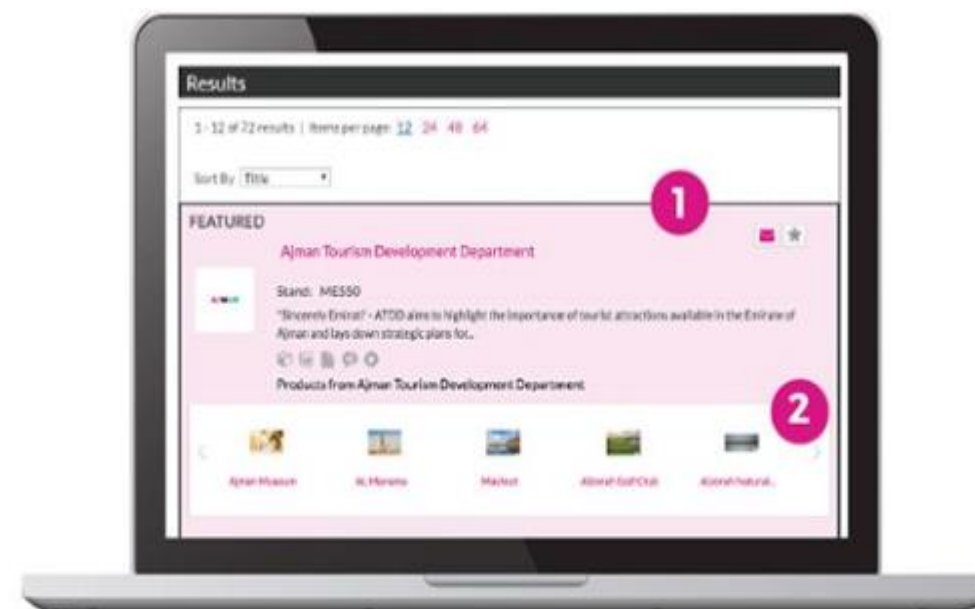
### What am I buying?

The Silver Registration helps you stand out with:

**1 Highlighted listing in the exhibitor directory** – A double-sized profile, highlighted in a bright colour. This results in a 50% boost in profile views, reflecting how many people are considering if they should visit you on-site. The more views you get, the more likely you are to be on their shortlist of stands to visit

**2 Product carousel in search summary** – Your products will be visible directly in the exhibitor list, under your exhibitor listing. This results in your client getting up to twice as many product views as their competitors. And the most people view your products, the more likely those interested in them will request a meeting or visit you on-site.

**Value : £695**



# Display Banner Ads

## Sponsorship

### What am I buying?

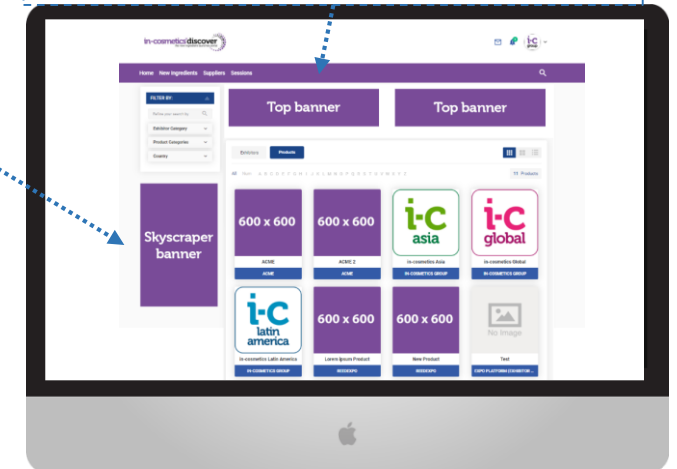
- A hyperlinked Skyscraper or Top Banner in front of visitors to the platform - displayed to thousands of publishing professionals looking for the latest ingredients
- Visibility on the high-traffic pages of the platform

### What are the benefits?

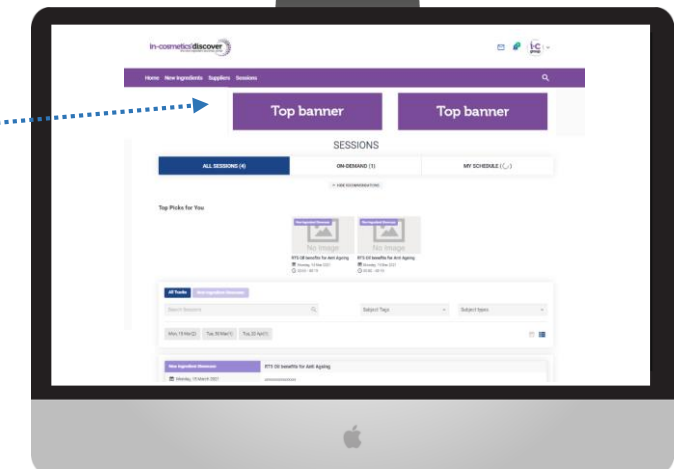
- **Brand Exposure:** Be at the forefront of visitors' minds as they search for the newest ingredients.
- **Build Brand and Product Awareness:** Link to your directory profile, product or session where visitors can get more information and send you a message.

Skyscraper banner position (limited to 4) 275x275px (desktop), 767x150px (tablet & mobile),

Top banner position Search Page (limited to 4) 530x100px (desktop), 991x120px (tablet), 500x200px (mobile)



Top banner position Sessions Page (limited to 4) 680x124px (desktop), 991x120px (tablet), 500x200px (mobile)



# Gold Registration

## Sponsorship

### What am I buying?

The Gold Registration helps you stand out on LBF Website & Platform with:

1. Highlighted listing in the exhibitor directory
2. Sponsored Category
3. Homepage Promotion
4. Highlighted Product
5. Product carousel in search summary

### What are the benefits of directory upgrade packages?

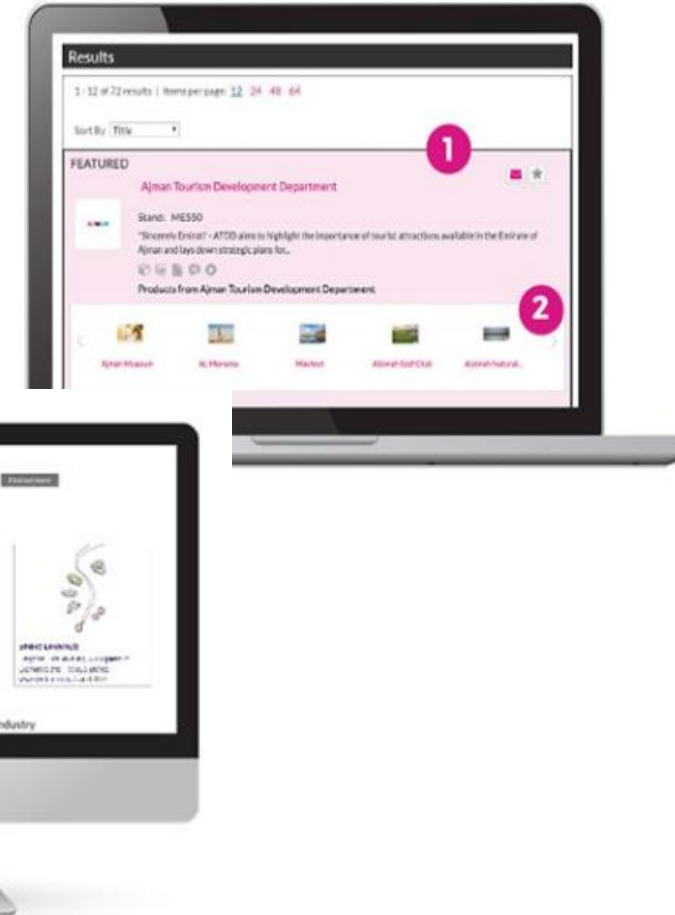
1. Product Awareness
2. Lead Generation
3. Drive visitors to organise meetings



This profile typically gives clients 7 times more profile views, 22 times more product views and helps generate 7x more leads

We will be able to give you a report at the end of the event with all the statistics on how this worked for you

Homepage promotion on IJL website



**Value : £1,250**

# Pop-Up Cards

## Sponsorship

### What am I buying?

- A Pop-Up Card on your profile highlighting a particular product, service or session to visitors interested in your company.
- Additional visibility to boost promotion

### What are the benefits?

- **Brand Exposure:** Grab the attention of visitors on your profile.
- **Build Brand and Product Awareness:** Link to your directory profile, product or session where visitors can get more information and send you a message.

**Value: £ 1,200**



Pop-Up Card on profile min 315x210px  
image, title, text (html – can include  
hyperlinks) and CTA text linking through to  
either message or favourite function.

# Digital Bag

## Sponsorship

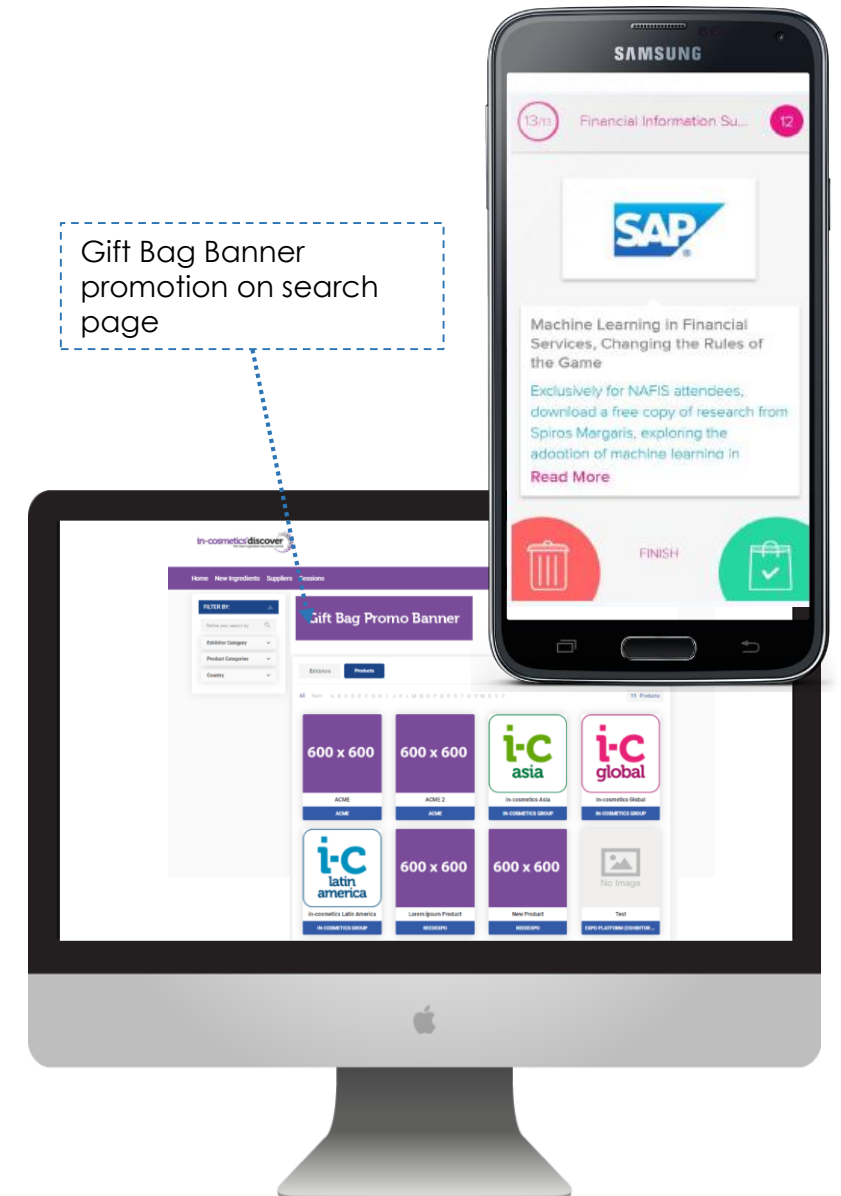
### What am I buying?

- Promotion of your exclusive offer to visitors of the London Book Fair platform. The Digital Bag will amplify your brand exposure, promote your presence and generate leads for you to follow up on. Visitors can pick and choose which offers they're interested in, so entice them with something unique and special.

### What are the benefits?

- **Brand Exposure:** Enhances the activities you're already doing on the platform and provides attendees with an exclusive offer
- **Generate leads:** Drives traffic to your online profile, and you'll get the leads of everyone clicking on your offer to follow up with.

Value : £ 1,250



# Registration Banner

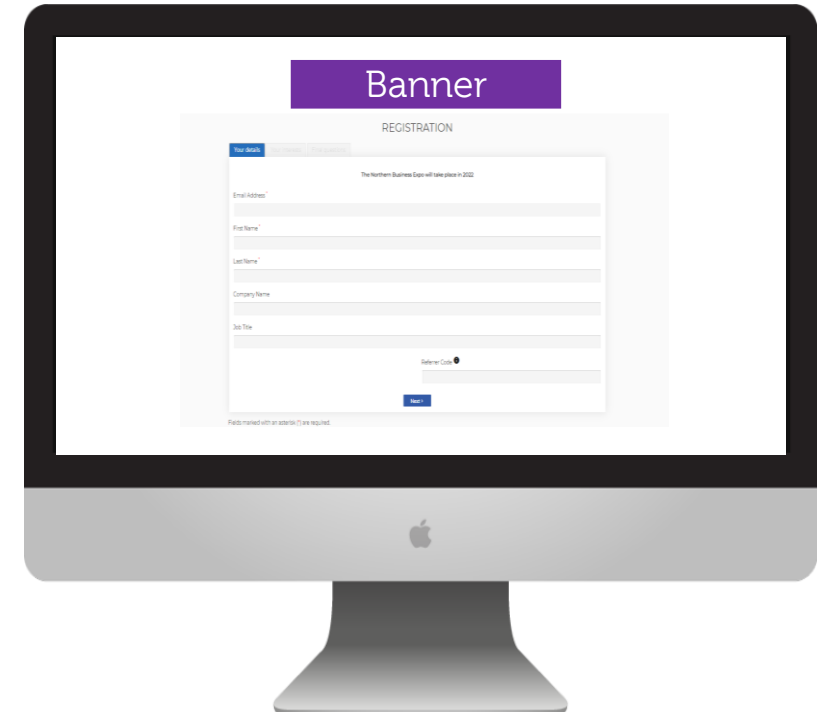
## What am I buying?

- Your banner on the registration form and confirmation email. Position yourself as the first brand visitors see when signing up to the platform. Includes: [Reg form](#), [LHS lobby banner](#), [promo emails](#) and [gold reg](#)

## What are the benefits?

- **Brand Exposure:** Be the exhibitor that visitors see at the very first point of signing up to the platform.
- **Generate leads:** Maximise your profile by receiving exclusive branding driving traffic to your products all year round.

**Value : £ 10,000**



# Web Push Notification

## Sponsorship

### What am I buying?

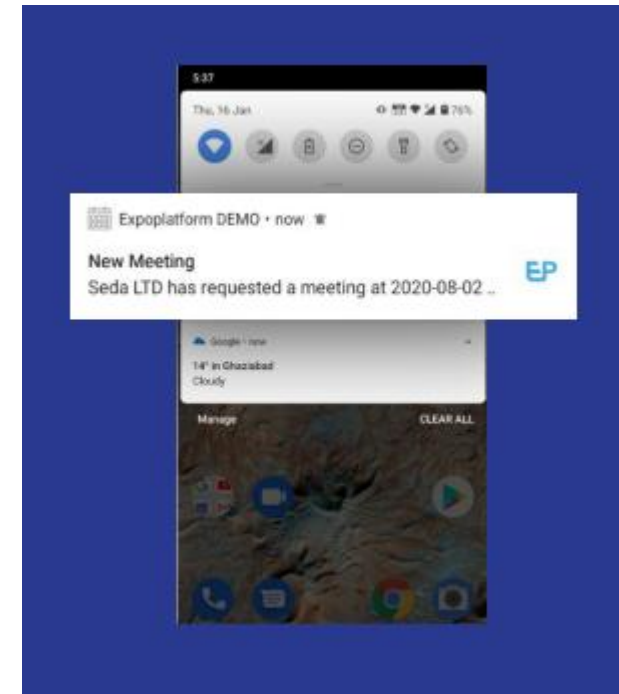
- Sponsored Targeted Web Notifications sent to users in the Web Platform, that appear in the notifications centre
- These can be sent to a specific visitor type
- Multiple notifications are available during the event

### What are the benefits?

- **Brand Exposure:** Be in front of mind
- **Invite clients :** to seminars, content meetings or discussions

Value : £ 1,100

### Example of Push Notifications



# Digital Incentive Inclusion

## What am I buying?

- Sponsored Targeted Web Notifications sent to users in the Web Platform, that appear in the notifications centre
- These can be sent to a specific visitor type
- Multiple notifications are available during the event
- An activity designed to attract attention to the brand or product

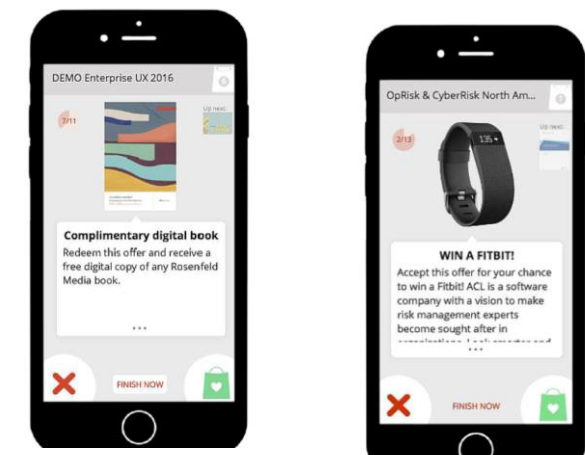
## What are the benefits?

- Attract attention to your brand, product, meeting room etc
- Lead generation
- Product promotion e.g. access to exclusive ebook
- Brand awareness , increase engagement
- Drive social media following
- Promote invites to clients to your seminar, presentations etc,

## Sponsorship

### How it works

- Attendees are invited to open the bag and check contents – usually via email , social media etc
- From here the attendee is presented with a sequence of offer which can be accepted or rejected in a tinder- like experience
- After browsing the attendee must enter their email to get hold of the offers they chose.
- The attendee instantly receives an email with all the offers they accepted and instructions on how to redeem them.



Result of the offer at another event  
Offer Acceptance Rate: 86.9%  
Conversion rate to Lead: 44.5%

Value : £ 1,250



# Headline Sponsor

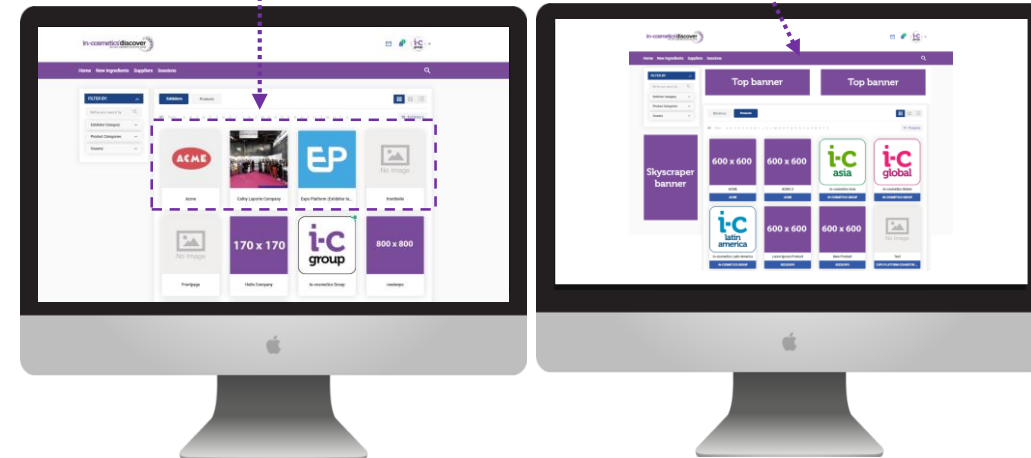
## Sponsorship

### What am I buying?

- A hyperlinked Banner on the homepage and search page in front of visitors to the platform - displayed to thousands of professionals
- Featured Category Listing
- Logo in all promotional emails driving traffic to the platform
- Social media posts across London Book Fair LinkedIn, Twitter and Facebook pages x 2

Profile appearing in search filter on first row (limited to 4 suppliers per category)

Top banner position Search Page (limited to 4)



### What are the benefits?

- **Brand Exposure:** Receive the highest exposure above all other suppliers across the whole platform as well as branding on our popular London Book Fair site.
- **Generate leads:** Maximise your profile through branding on the platform and links driving traffic to your profile, bringing you more leads

**Value : £ 12,500**



# Platform Overview

## What is ExpoPlatform?

- **ExpoPlatform** is an online platform that allows for a digital tradeshow. There are a wide range of features covering: event website, exhibitor and product directories, webinar sessions and speakers, networking and matchmaking, meetings and schedules, floorplans, registration and lead capture, round tables, exhibitor analytics and a mobile app.
- Fully featured self-service web application, with the ability to upgrade to dedicated in-house support and technical service.

### Key features of the platform include:

- ▶ **Exhibitor/Virtual Showrooms:** Exhibitor or 'Virtual' showrooms allow companies to promote products or services, upload product photos and videos, and schedule video meetings or calls with buyers.
- ▶ **Lead Retrieval:** Exhibitor dashboards reveal attendee interactions with their profiles and products. Exhibitors can connect directly with users who view and "favourite" their content, while tracking meeting requests and more—easily from their showroom.
- ▶ **Targeted Recommendations:** Attendees receive product and company recommendations based on the needs they listed in their profiles. Exhibitors can ensure quality matches by tagging their showroom and products.
- ▶ **Virtual Meetings:** Exhibitors can manage, schedule and run 121 video meetings directly in the platform. Each attendee has their own schedule, meaning companies can hold multiple meetings at a time with attendees.
- ▶ **Live and On-Demand Content:** ExpoPlatform can stream pre-recorded and live content, with a live Q&A chat. This is done via a 3<sup>rd</sup> Party streaming platform using an iframe.
- ▶ **Sponsorships and Upgrades:** ExpoPlatform has many sponsorship options to help draw attendees to exhibitor showrooms. The platform also has exhibitor showroom upgrade options.