

**LibPMC:  
INTERNATIONAL CONFERENCE  
ON PERFORMANCE  
MEASUREMENT IN LIBRARIES**

**June 2025  
Liverpool, United Kingdom**

# BENEFITS

## Brand promotion

We offer various sponsorship options to guarantee you receive the appropriate level of brand visibility.

## Expand your connections

The conference provides abundant in-person networking opportunities to grow your business internationally, including marketing initiatives, and social engagements.

## Access to International attendees

Over 18 countries were represented at our 2023 conference. Liverpool will be our first in person conference since 2019 and turn out is expected to be high.

## Assist professionals in the early stages of their careers.

Sponsoring a new professional in their career fosters growth within the sector, ensuring a pipeline of skilled and motivated talent.



# ABOUT US

The goal of library assessment (or performance measurement) is to improve library services, spaces, and resources to better meet user needs. This is driven by a focus on user experience, data analysis, and iterating through cycles of assessment and improvement.

Our past conferences have provided a mix of invited speakers, contributed papers and workshops designed to stimulate discussion, provide ideas for assessing and improving library performance, and develop new concepts and techniques to advance the field.

Potential sponsors should consider sponsoring this conference as it provides a timely platform to showcase products and services that can empower libraries to effectively harness **data-driven insights**, **optimise resource allocation**, and **meet evolving user needs** with greater precision and **impact**.



# SPONSORSHIP PACKAGES

## PLATINUM & GOLD

### PLATINUM £3,000

- ✓ Leading logo(s) on conference documentation
- ✓ 2 of your chosen colleagues to attend conference
- ✓ 3 minute address at keynote or plenary
- ✓ 20-40 second promotional video circulated
- ✓ Logos on background screens of session chairs
- ✓ Acknowledgement by chair at keynote/plenary sessions
- ✓ Acknowledgement in pre-conference communications (call for papers, save the date, advert to book place)
- ✓ All Bronze sponsorship benefits

### GOLD £2,500

- ✓ 1 of your chosen colleagues to attend conference
- ✓ 20-40 second promotional video circulated
- ✓ Logos on background screens of session chairs
- ✓ Acknowledgement by chair at keynote/plenary sessions
- ✓ Acknowledgement in pre-conference communications (call for papers, save the date, advert to book place)
- ✓ All Bronze sponsorship benefits

# SPONSORSHIP PACKAGES

## SILVER & BRONZE

### SILVER £1,500

- ✓ Logos on background screens of session chairs
- ✓ Acknowledgement by chair at keynote/plenary sessions
- ✓ Acknowledgement in pre-conference communications (call for papers, save the date, advert to book place)
- ✓ All Bronze sponsorship benefits

### BRONZE £750

- ✓ Exhibition space including a table, Wi-Fi, chair(s) and space for banners etc.
- ✓ Thanks via LibPMC social media accounts before and after conference
- ✓ Acknowledgement by Chair at conference opening and close
- ✓ Logos displayed on holding slides between sessions
- ✓ Dedicated area on the conference website

# TRAVEL

## EARLY CAREER AWARD

£2,500



Champion diversity and nurture emerging talent by sponsoring a Travel Award for new professionals in the library field.

As a sponsor, you'll enjoy the prestigious opportunity to present the award certificate.

Your support will enrich the conference by enabling students and young professionals from underrepresented groups to attend. This award covers their full participation for all three days, including meals, refreshments, and accommodation, ensuring they can fully engage and contribute to the event.

## KEYNOTE SPEAKER

AWARD £1,000



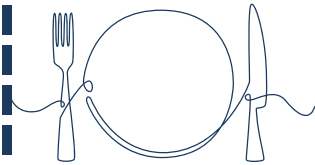
Shake up the mindset of attendees by sponsoring a Keynote Speaker Award.

Your support will enrich the conference by ensuring a dynamic speaker challenges delegates to transform their thinking, learning, and skills.

The award will cover the travel and accommodation costs for a keynote speaker.

# REFRESHMENTS

## CONFERENCE DINNER PARTNERS £5,000 EACH



Sponsor the cornerstone event of our conference: the prestigious dinner. This sponsorship offers unparalleled exposure, aligning your brand with an evening dedicated to networking, celebration, and collaboration across the sector.

By supporting the most anticipated event, you provide a platform for delegates to benchmark, share insights, and learn from one another in a relaxed, elegant setting. Your contribution ensures a memorable experience, and reinforces your commitment to the advancement and unity of the professional community.

## DRINKS RECEPTION £3,500



Sponsoring the first evening of conference networking drinks offers sponsors a valuable opportunity to make a strong initial impression as attendees gather to get to know each other and discuss their work.

This event sets the stage for meaningful conversations and connections, allowing sponsors to prominently position their brand and solutions at the forefront of these discussions.

All prices are exclusive of VAT

# REFRESHMENTS

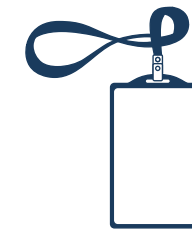
## MORNING REFRESHMENTS £250



Sponsoring a morning refreshment session with tea, coffee, and pastries allows sponsors to boost visibility and engagement at the event. It is a relaxed environment for delegates to mingle and facilitating connections.

# ADD ONS

## LANYARDS £350 + COST OF PRINTING



Your company name or logo on attendee ID lanyards, providing maximum exposure over the three days. Only 1 available.

## BANNER ADVERT £200



Your company name or logo as a header on X (Twitter) for 90 days in the sun up to the conference. Only 1 available.

All prices are exclusive of VAT

# TALK TO US

**We encourage potential sponsors to reach out to us to discuss customisable options and find a solution that fits your budget.**

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