



UIA Survey on International Meeting Issues 8th edition, 2020

Sponsorship and advertising options

The UIA Survey on International Meeting Issues canvasses international associations representing civic, charitable, commercial or industrial interests around the world on their behavior and opinions pertaining to their meetings and conference organization. It was first held in 1985, and most recently in 2018.

For the 2020 Survey about 25,000 international associations will receive an email invitation to participate. In addition, a postal invitation will be sent to 15,000 international associations worldwide. Participating associations complete the Survey online. The results are presented in a report in PDF format and are available free to the world for a two year period via a dedicated page on our website. (*)

Circulation and target group

UIA invites approximately 25,000 international associations worldwide (international non-governmental associations and intergovernmental organizations) to participate in the Survey. UIA's average response rate from associations is over 35%. Additionally, all associations can access the Survey at any time through their dashboard after login into UIA website for associations.

Timing

UIA sends the postal invitation to the Survey to associations in May and September 2020, a monthly email invitation will be sent from March to September 2020.

Publication of results

UIA publishes the Survey Report in November 2020. The Report is:

- available on the UIA website for general public access (*); the access page includes hotlinked sponsor logos;
- announced in the UIA newsletter and on social media;
- sent to all international associations which participated in the Survey;
- visible to all associations on UIA website for associations
- promoted in UIA mailings to associations in general and by UIA at industry events and trade fairs.

Language

The Survey and the Report are in English, French and Spanish.

Your sponsorship and advertising options

10% discount for UIA Associate Members!

(a) Sponsor the Survey and the Report = € 5,000

1. Your logo on all postal invitations (for commitment before April 15!) and your name on all email messages to approximately 25,000 international associations (including invitations plus reminders, and announcement of results)
2. Your logo or name on the online Survey platform
3. Your full-page advertisement in the Survey Report PDF (see "b" below for technical details)
4. Your logo on the dedicated webpage (*)
5. Your logo or banner hotlinked wherever relevant and possible
6. Your sponsorship publicized in UIA's newsletter, social media channels, press releases, etc.

(b) Advertise in the Report = € 1,500 or € 2,500

Full-page advertisement (A4 size, portrait, 210mm wide x 297mm high, PDF in 300dpi) = € 2,500

Half-page advertisement (A5 size, landscape: 210mm wide x 148mm high, PDF in 300dpi) = € 1,500

Your contact at UIA: Clara Fernández López, clara@uia.org

(*) <http://www.uia.org/publications/meetings-survey>

The UIA reserves the right to refuse any advertisement.

All prices listed are without VAT. For customers in Belgium and for EU customers without a valid VAT number, the price will be increased by VAT according to Belgian law.