



# UIA Survey on International Meeting Issues 9<sup>th</sup> edition, 2021

## 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 2020.

The COVID 19 pandemic has a tremendous impact on the global travel and meetings industry and on the meetings behaviour of international associations. This Survey will focus on the changed approach of associations, when planning and organizing their international events.

For the 2021 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 when they login to their UIA dashboard.

### Timing

UIA sends the postal invitation to the Survey to associations from May to October 2021, a monthly email invitation will be sent from March to October 2021.

### Publication of results

UIA publishes the Survey Report in November 2021. The Report is:

- available on the UIA website for general public access (\*); the access page includes hyperlinked sponsor logos; the Report includes hyperlinked sponsor ads
- announced in the UIA email newsletter and on social media
- announced by UIA Press Release to 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 invitation letters to associations are in English, French and Spanish. The Survey and the Report are in English.

## 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 and ad, hyperlinked 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

### (c) Do you have ideas on how to work with UIA on this Survey, please contact us!

**Your contact at UIA: Clara Fernández López, [clara@uia.org](mailto: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.