

# Partnership opportunities 2020-2021



## Introduction

The [Association of British Science Writers](https://www.absw.org.uk), established in 1947, exists to champion independence and excellence in the reporting of science, medicine, engineering and technology.

We support journalists and writers at all career stages through an annual calendar of conferences, summer schools, networking events, awards and professional resources. Our membership has grown to include over 600 media professionals in the UK and overseas.

## Working in partnership

We forge impactful and sustainable partnerships with companies whose values align with our own; our aim is to expand the reach and impact of our work; in return we offer our partners powerful opportunities for maximizing RoI through:

- increased brand visibility
- relationship-building with key decision-makers and influencers
- networking with ABSW members and delegates

## UK Conference on Science Journalism, 13-15 October 2020



This year's three-day online meeting will attract hundreds of international science journalists to engage in a rich programme of keynote addresses, panel discussions, hands-on skills training and workshops, expert surgeries and professional networking. as well as the 2020 ABSW Awards Ceremony.

Through sponsorship, trade exhibition, advertising and in-kind support of this meeting, our partners make an impactful contribution to the development of science journalism and will be able to:

- promote awareness about key advances in science, engineering, technology and medicine;
- engage in initiatives promoting clear, critical and challenging science journalism;
- network with science journalists at every career-stage and forge new business contacts;

### What our partners and delegates say

‘The day was fantastic - I thoroughly enjoyed it and came away with a skip in my step and brimming with ideas.’ (delegate UK Conference 2018)

‘Congratulations on a successful event; it was great to see all the great effort in the UK to communicate science. I’m very happy to have been part of it and look forward to what’s to come with the conference in the future.’ (sponsor UK Conference 2018)

‘Sound, practical advice, and the talk were inspiring, entertaining and pitched just right. I came away enthused and excited about the possibilities.’ (delegate UK Conference 2018)



### Gold Partner £5,000

Benefits include:

- Logo accreditation/hyperlink on all digital conference media and collateral (programme, digital conference spaces, half-page advert placement in programme and pre- event marketing)
- Acknowledgement and thanks in Chair’s opening and closing addresses
- Primary branding of the digital trade zone
- Two full conference passes

### Silver Partner £3,000

Benefits include:

- Logo accreditation/hyperlink on key digital conference media and collateral (programme, digital conference spaces, quarter-page advert placement in programme and pre- event marketing)
- Branding of the digital trade zone
- Two full conference passes

### **Coffee and Connections Partner**

**£2,000**

Benefits include:

- Logo accreditation/hyperlink on key digital conference media and collateral (programme, digital conference spaces and pre- event marketing)
- Primary branding of digital networking space and opportunity for promotional give-aways
- Two full conference passes

### **Other opportunities**

If you have an idea for supporting science journalism through the UK Conference, we would love to hear from you; [please contact Gerri McHugh](#), Executive Secretary to discuss.