

WIPUBLISHING TFSHOW

22-23 June 2021
EXCeL

SHAPING THE FUTURE OF PUBLISHING AND MEDIA

EXHIBITOR & SPONSORSHIP PACK

WIP WHAT'S NEW IN
PUBLISHING

MEDIA PARTNERS



**special
media**
Digital Strategy
for Media Business

CO-LOCATED WITH

International
confex
12 - 13TH MAY 2021, EXCEL LONDON

ORGANISED BY



WWW.THEPUBLISHINGSHOW.COM

WHY THE PUBLISHING SHOW?

Organised by Mash Media, the parent company of influential event, conference and media brands including Exhibition News and International Confex, The Publishing Show is an exciting relaunch event building on the hugely successful 'Making Publishing Pay'.

Taking place at The ExCeL on the 22nd -23rd June 2021, co-located with International Confex who attract over 7,400+ visitors, The Publishing Show is two day exhibition and conference dedicated to the future of the publishing and media industry.

The event brings together senior leaders and decision makers who are actively seeking new suppliers, products, and services like yours to secure and expand their business. The Publishing Show will unite the very best in the industry, galvanising all professionals responsible for the development of publishing businesses, portfolios or products and injecting new ideas into their future strategies.

And we are inviting you to be part of it.

'I thought the whole event was really fab, with lots of really helpful advice to take home'

**Sophie Griffiths,
Editor, TTG Media**



3 STAGES



**1,000+
VISITORS**



**50+ SEMINAR
SESSIONS**



**50+
EXHIBITORS**



**7 CONTENT
STREAMS**

Get in touch: **James R Linin**, Sales Director, The Publishing Show T: **020 84811122**, M: **07772 656 682** E: jlinin@mashmedia.net

www.thepublishingshow.com

WHY NOW?

The value of UK publishing is estimated to be **£11bn**, with around **196,000** working within the sector**

The last 12 months has forced leaders to think differently and has acted as a catalyst for many businesses to review their positioning, generate new ideas and seek to better understand their customers.

For the publishing and media industry this is often resulting in digital transformations to generate & maximise content, optimise new & existing distribution platforms and start gathering insights & data on their customers to tailor their experience with their brand.



76%

of publishers have
"accelerated their
plans for digital
transition" *

73%

say they are
confident about
their company's
prospects for the
year ahead *

48%

consider learning
from other media
companies as
the best way to
generate new
ideas *

**Source Reuters Institute report*

***Source: Department for Digital, Culture, Media & Sport.*

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“The industry is at a junction – it is a moment to embrace what’s happening and take the best of what’s gone before. It’s time for fresh ideas and to build sustainability into publishing businesses”

Ashanti Bentil-Dhue,
CEO, EventMind



“As the pace of technology increases it's more important than ever for the industry to come together to network, to listen, to learn and to find ways that they can adapt together to the changing media landscape. The next two to three years is a critical period for the publishing industry.”

Andrew Bloch, Founder,
Andrew Bloch and Associates



“It was one of the most useful and practical conferences I’ve been to.”

Diane Young
CEO, The Drum

THE PUBLISHING SHOW AUDIENCE

Decision makers who are motivated to make a change.

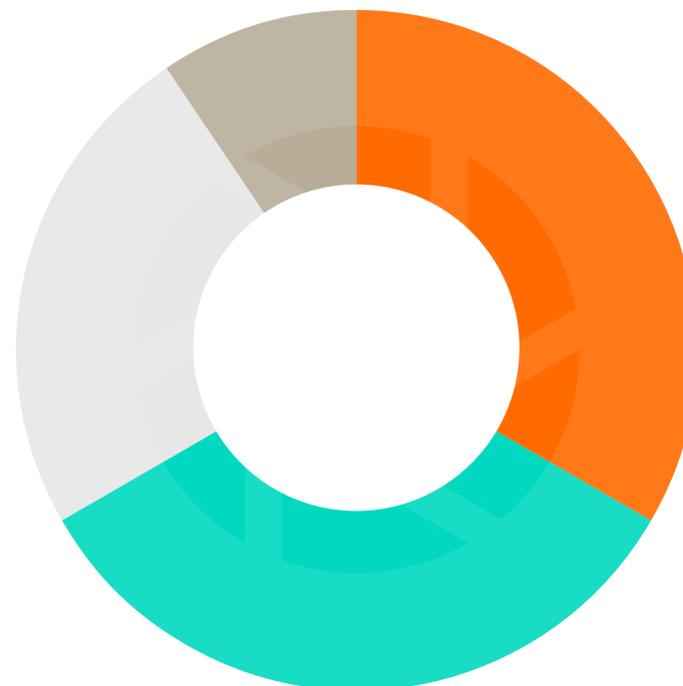
We will bring together 1,000+ visitors from across the media and publishing industry including senior decision makers from across **B2B and B2C publishers, news publishers, content agencies** and much more. Co-located with the International Confex, The Publishing Show will also benefit from over 7,400+ conference and exhibition organisers who are looking to pivot their business digitally and produce an omnichannel portfolio.

There really isn't a more timely opportunity to get new business...

COMPANIES WHO ATTENDED IN 2020 INCLUDED:

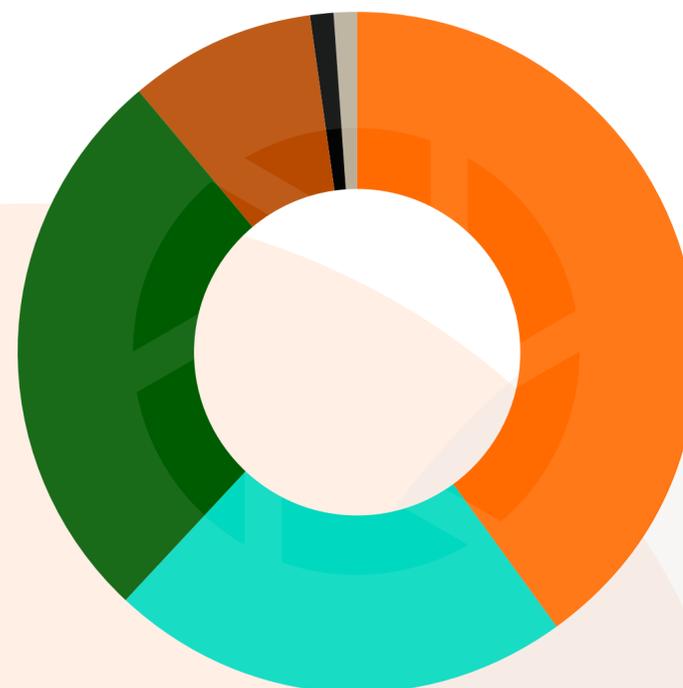


AUDIENCE PROFILE



SENIORITY

- Editor **34%**
- Director/Owner/Chairman **32%**
- Head of/Manager **23%**
- Assistant/Exec **9%**



JOB FUNCTION

- Content **40%**
- Sales **22%**
- Marketing/Events **27%**
- C suite **9%**
- Production **1%**
- Finance **1%**

*Breakdown of visitors to Making Publishing Pay 2020

WHAT ARE THEY TELLING US...

70%

of the people we spoke to authorise or make the final decision when it comes to purchasing*

82%

say they have launched a new service or product in the last 12 months*

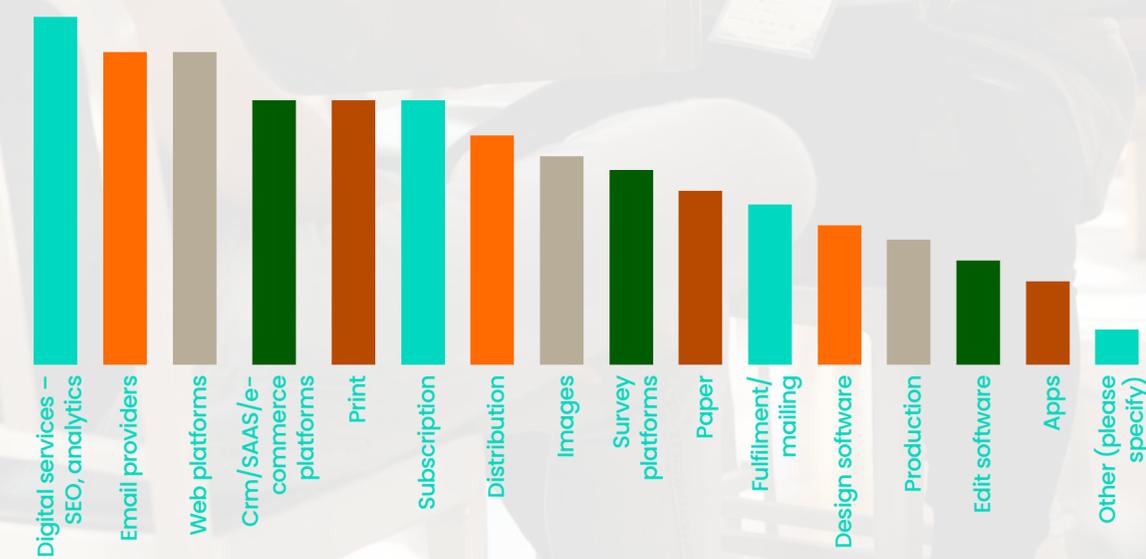
85%

of the industry are looking to increase their budgets in 2021*

*Source: Survey conducted by The Publishing Show



WHAT THEY ARE INTERESTED IN...



*Source: Survey conducted by The Publishing Show

CAMPAIGNERS FOR CHANGE – MEET OUR ADVISORY BOARD

The Publishing Show is being curated with the industry at the heart. Members of the Advisory Board have extensive experience across all specialisms and sectors, and will help to guide the strategic direction of the event:



**DIANE
YOUNG**

Co-Founder and CEO
of The Drum



**ASHANTI
BENTIL-DHUE**

CEO Event Mind,
Co Founder
Diversity Ally



**RD
WHITNEY**

CEO
365 Media



**ROB
NATHAN**

Director
Media 10, Caboodle AI



**ADAM
CROW**

Head of Publishing
Mediacom



**CHRIS
STONE**

Executive Producer,
Audio & Video
New Statesman Media



**ED
TRANTER**

Managing Director
73Media



**DAN
LEVITT**

Managing Director
Hearst Content Agency



**LIZ
AGOSTINI**

Portfolio Director
Mash Media



**CAROLYN
MORGAN**

Founder
Speciall Media



**ANDREW
BLOCH**

Founder
Andrew Bloch &
Associates

2021 CONTENT STREAMS

Meticulously curated using in-depth industry insight and direction from the Advisory Board, this year's content programme is designed to deliver practical guidance, education and inspiration specifically to attract publishing and media businesses wanting to evolve.

- › Understanding Audiences
- › Digital Marketing
- › Monetising Content
- › Commercial Partnerships
- › Events
- › International Expansion
- › People and Skills

'A great couple of days
with excellent sessions'
Carola York,
VP Publishing, Jellyfish



WHAT'S IN IT FOR YOUR BUSINESS?

- Meet up to 1,000+ people ready to do business
- Receive serious enquiries and qualified leads from high quality contacts
- Exceptional brand positioning in front of the right people including pre and post event exposure online
- Look for the opportunities within a growing, evolving industry and be part of the change
- Showcase your business as a thought leader
- Give confidence to new customers that your business will help guide them through these turbulent times

And much more...

Get in touch: **James R Linin**, Sales Director, The Publishing Show T: **020 8481 1122**, M: **07772 656 682** E: **jlinin@mashmedia.net**

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BE PART OF THE PUBLISHING SHOW 2021

There are a variety of ways you can get involved in The Publishing Show and utilise this platform for growth.

BOOK A STAND

A cost-effective and hassle-free solution, simply turn up and present your products and services to potential customers. All stands are facing key networking areas of the show for maximum visibility.

Each stand includes:

- › Furniture
- › Lighting
- › 500w power
- › Carpet
- › Shell panels
- › Fascia board
- › The Publishing Show event website listing
- › Listing on The Publishing Show app
- › Pre show meetings matcher

Sizes & Costs:

3m x 2m booth – £2,500
6m x 2m booth – £4,000

Bespoke space only solutions are available on request.

BECOME A SPONSOR

Sponsorship opportunities include:

- › Theatre sponsor – £3,000 (non-exclusive)
- › Stream sponsor – £1,500 (non-exclusive)
- › Registration sponsor – £10,000 **EXCLUSIVE**
- › Networking lounge sponsor – £7,500 **EXCLUSIVE**

GET IN TOUCH

For more information on how you can get involved in this year's show please contact:

James R Linin

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Mob: **07772 656 682**

Email: **jlinin@mashmedia.net**

