



# Virtual Sponsor & Exhibitor Prospectus

## OR63: Creating a better future

The Operational Research Society's Annual Conference

14 - 16 September 2021

# OR63 Online is the annual conference and the flagship event from The Operational Research Society.

This prestigious, highly regarded event attracts hundreds of operational research professionals, data scientists, professors, analysts, engineers, and academics from across the globe.

Being delivered at a large scale virtually in 2021 and building on the success of OR62 Online, this year's annual conference theme is 'creating a better future'. Decision makers across the professional spectrum will share a unique space over three days exploring over 30 different topics and methodologies around our new normal, connecting around rich and varied content, whilst building new and long-lasting alliances for individuals' and their organisations.

This is a golden opportunity for those that are keen to reach and have access to senior decision makers and academics in the field of operational research, data science, AI and analytics.

If you have opportunities or solutions that are relevant to our delegates, secure your place today, contact [event.enquiry@theorsociety.com](mailto:event.enquiry@theorsociety.com) or call us on (+44) (0)121 233 9300.

## WHO SHOULD APPLY?

- Promote your company to influential operational research professionals, data scientists, professors, analysts, engineers, and academics from across the globe
- Connect with existing clients and reach potential customers
- Dramatically increase your brand recognition
- Generate a positive impact and show your commitment to the sector and industries involved

## IT'S IMPORTANT TO NOTE THAT:



60% of attendees have the purchasing power or a major influence in decision making for their entities



80% of attendees have more than 10 years of experience in this industry



90% retention rate for exhibiting companies year to year



92% of attendees were either extremely satisfied or satisfied with the event

# Virtually exhibit at our annual conference to a worldwide audience

Meet our audience:

## WHO SHOULD APPLY?

We anticipate an engaged audience from all spheres of industry, academia and public bodies, with a high proportion of directors and heads of departments including:

- Operational researchers
- Professors
- Data scientists and analysts
- Project managers
- Modelling engineers
- Researchers
- Independent consultants
- ...and many more

## WHY OUR AUDIENCE ATTEND EVERY YEAR

**CONTENT OF THE HIGHEST QUALITY** – Our event attracts high profile speakers that are influential to our audience. Attendees come to the event to learn the latest developments and new techniques to implement.

**MULTIFACETED EVENT** – We don't just offer presentations, our audience are thoroughly engaged as we offer interactive sessions, round table discussions, panel Q&A, mindfulness breaks and plenty of opportunities to network.

**EASE OF ATTENDING** – An online event removes the need for travel which minimises out-of-office time for executives with demanding schedules. With twenty-four-hour access to our event platform, they can continue learning and engaging before, during and after the conference.

## EXAMPLES OF COMPANIES WHO PREVIOUSLY ATTENDED



Sellafield Ltd



Vanguard



Balfour Beatty

Lanner





# The opportunity

## Sponsor the conference to benefit from unparalleled access to our audience

- **RAISE YOUR PROFILE** – amplify your company and brand to a highly engaged audience
- **NETWORKING AND LEAD GENERATION** – ample opportunities for leads, meetings and 1-2-1's with the who's who of OR, analytics and data science
- **THOUGHT LEADERSHIP** – position your company and brand at the heart of the knowledge share by using:
  - Discussions groups
  - The opportunity to showcase your resources in the virtual library
  - Your chance to sponsor specific sessions or areas of the platform

Your logo will be presented in close proximity with The OR Society logo throughout the event and in all pre and post event activities

## THE DIGITAL PLATFORM

You don't need a face-to-face event to make an impact on attendees. You'll feel the impact of being closely aligned to this flagship event, right through its life cycle. Your virtual profile and virtual booth on our leading event platform will give you all the exposure you'll need pre-during-post OR63!

### HEADLINE

Get 33% off

**£6,600**

was ~~£10,000~~

### PREMIUM

Get 33% off

**£2,000**

was ~~£3,000~~

### STANDARD

Get 33% off

**£1,000**

was ~~£1,500~~

Increasing your collaboration and commitment from standard to the Premium and Headline packages provides your organisation with increased opportunities to showcase your offer and influence the world of operational research, analytics, and data science.

Please note that while the packages have a set array of benefits, our Premium and Headline sponsors have the opportunity to suggest further ways and new ideas that might optimise their support of the conference. These requests are subject to approval and may incur additional costs.

	OR63 Headline Sponsor	Premium conference sponsor	Conference sponsor
<b>Price</b>	was £10,000 now £6,600	was £3,000 now £2,000	was £1,500 now £1,000
<b>Proposition</b>	Your logo will have primary position alongside the ORS logo	In a tier below headline sponsors but above conference sponsors	Promoted as sponsors of the conference
<b>Event passes – free passes for staff or clients based on your sponsor level</b>	x 8	x 3	x 1
<b>Post event analytics – every single click, comment, like, share etc is measured in our event platform. Supportive analytics from ORS only channels too</b>	Y	Y	Y

Brand awareness	OR63 Headline Sponsor	Premium conference sponsor	Conference sponsor
<b>Logo on website</b>	Y	Y	Y
<b>Dedicated social media posts on our platforms</b>	Y	Y	Y
<b>Event registration pages visibility – high traffic area where delegates register for the event</b>	Y	N	N
<b>ORS daily event emails – promotional emails in the build-up to the event and wash-up and preview comms throughout the event</b>	Y	N	N
<b>Downloadable OR63 schedule – a must-have event supplement</b>	Y	Y	Y
<b>Event platform – Home page advertising - pinned banners on the home screen for full visibility</b>	Y	Y	N
<b>Event platform - Virtual Booth – your unique sponsor area</b>	Y	Y	Y
<b>Event platform – Home Feed Banners</b>	Y	Y	N
<b>Event platform – Virtual Booth visibility – after the event has finished delegates will come back to view their curated content</b>	12 months after conference	6 months after conference	1 month after conference
<b>Event platform – document sharing – PDF's and other resources easily accessible and downloadable from your virtual booth</b>	Unlimited	Unlimited	20 X
<b>Event platform – external web links</b>	Y	Y	Y
<b>Event platform – Sponsor polls</b>	Unlimited	5	1
<b>Event platform – Sponsor posts – content shared from the home feed where all attendees will be able to view and click through to sponsors</b>	5	2	N
<b>Event platform – Sponsor video – showcase products, services, and your organisation</b>	Unlimited	3	1

Networking and lead generation	OR63 Headline Sponsor	Premium conference sponsor	Conference sponsor
Delegate matchmaking – based on delegate registration questions	Y	Y	Y
1:1 meetings – pre-booked or in the moment chats with attendees	Unlimited	3	1
Sponsored breakout rooms – your name in lights in key areas	Y	Y	N
Sponsor hosted breakout rooms	Y	N	N
Lead capture form - fill out a form to leave details for sponsor's to contact attendees	Y	N	N
Gamification - Scavenger Hunt - bringing delegates to your resources and learning about your proposition for the chance to win prizes	Y	Y	Y
Text chat – simple chat function to talk with attendees	Y	Y	Y
Chat bot – take away the clerical work and let bots answer simple event questions and capture answers	Y	Y	N

### Thought leadership – place your organisation at the heart of the discussion

	OR63 Headline Sponsor	Premium conference sponsor	Conference sponsor
Visibility at the start of sessions – logos on housekeeping / introductory slides	Y	Y	Y
Sponsored plenary sessions – prime sponsor real estate	Y	N	N
Sponsored regular sessions – visibility in key session	Y	Y	N
Speaking and introductory opportunities	Y	N	N
Sponsored breakout rooms – sponsors built into core agenda	Y	Y	N
Hosted breakout rooms – chance to shape the discussion	Y	N	N
Timed notifications signposting resources relevant to session content – sent to the home feed to bring attendees to the sponsors page	Y	Y	N
Dedicated email to event delegates about the event/theme – a big showcase opportunity to a huge general audience	Y	N	N
Contribute to wash up article in Inside OR article post event – anticipated key feature on our flagship publication	Y	Y	N





“ The event as a whole was really enjoyable and I felt it ran really smoothly. The talks were really interesting and I felt I was able to interact well with the whole event. ”

*A delegate*

For more information and to discuss your requirements, please contact us at [event.enquiry@theorsociety.com](mailto:event.enquiry@theorsociety.com) or call us on (+44) (0)121 233 9300

We look forward  
to seeing you online!



# The Operational Research Society

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[www.theorsociety.com/SW21](http://www.theorsociety.com/SW21)



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