



THE  
OPERATIONAL  
RESEARCH  
SOCIETY

# Analytics Summit 2024

23 May 2024

IET Austin Court,  
Birmingham



## Sponsor & Exhibitor Brochure

Bringing together the Analytics, AI and Data Science industry

# Analytics Summit 2024

We are delighted to invite you to AS24, a prestigious and insightful conference taking place at IET Austin Court, Birmingham during May 2024. This event brings together a range of communities across the Analytics, Research, Data Science and AI sectors, and is not to be missed.

By sponsoring, you will be able to put your services and products in front of over 100 key decision makers within these industries, as well as increased brand awareness and promotion across the wider OR Society brand to nearly 4,000 members. Delegates to the event are primarily senior analytics practitioners, public policy authors from organisations such as EY, HMRC, BAE Systems and ultimately, decision makers who can help you and businesses benefit collaboratively.

## Benefits from Exhibiting at the Analytics Summit 2024

Gain unparalleled access to the analytics community with the following sponsor benefits:

- Increase your brand recognition and presence through exhibiting.
- Golden opportunity to showcase your products to the analytics community.
- Connect with existing clients and reach new potential customers.
- Amplify your company with social and written outreach to nearly 4,000 members of the OR Society.



75% retention rate each year for sponsors and exhibitors at OR Society events.



92% delegate satisfaction rate at other OR Society run events\*

\* Statistics taken from the OR65 Annual Conference delegate survey.

## Why attend AS24?

- Stay up to date/relevant
- Build new networks
- Promote Company / Products
- Learn new skills
- Raise your profile
- Networking and lead generation
- Thought leadership

“ The CDRC has largely a geographic background, we extended ourselves beyond this and into the field of operational research. Here, the brand builder package suited our needs perfectly as a new sponsor in the OR scene. It enabled us to showcase our products at the table and have two representatives attend. ”

*Taken from the OR65 Sponsor survey*

## EventsAir

- Opportunity to view and message delegates in advance of the event to book meetings and network.
- Build your personal profile in advance of the event including photographs and logos.
- Meet other sponsors through the app both before, during and after the event to network and knowledge exchange.
- Add key information about your company and background within the app for delegates to view ahead of the event to increase event traffic during the conference.
- Self check in options on arrival at the venue and key information in the app including alerts throughout the conference.

## Examples of companies who previously attended



# Sponsorship opportunities

Position your company at the heart of the analytics community by becoming the headline sponsor

**HEADLINE**  
£2000 + VAT

- Prime exhibitor space to network and discuss your products or services with delegates.
- 4 x exhibitor passes which covers attendance to the event.
- Primary positioning of your company logo across the entire event including the website, promotional communications, banners, delegate badges, and EventsAIR platform.
- Central placement of your company logo on select holding slides during the event.
- Dedicated social media posts across all platforms leading up to the event, reaching out to over 6,000 followers.
- Full access for 6 months to the EventsAIR app to access exclusive details and chat with delegates before, during and after the event.
- A promotional advert included in the Society's Inside OR magazine or digital newsletter, sent to nearly 4,000 members.
- Company logo on name badges and online registration banner

Build and develop new connections by selecting our networking package

**DRINKS RECEPTION SPONSORSHIP**  
£1200 + VAT

- 1 x exhibition space to network and discuss your products or services with delegates.
- 2 x exhibitor passes which covers attendance to the event.
- Showcase your company banner and merchandise at an exclusive drink's reception held at the IET in Birmingham, a historic venue with waterside canal views.
- A five-minute introductory speech highlighting your company's work during the drink's reception.
- Placement of your company logo on all promotional material for the event.
- Dedicated social post announcing sponsorship for AS24 to over 6,000 followers.

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)121 234 7828

# Sponsorship opportunities

Raise your profile and grow your brand exposure by selecting our brand builder package

## BRAND BUILDER PACKAGE

£1000 + VAT

- 1 x exhibition space to network and discuss your products or services with delegates.
- 2 x exhibitor passes which covers attendance to the event.
- Placement of your company logo on all promotional material for the event.
- Dedicated social posts twice a month leading up to the event including a sponsor announcement post to over 6,000 followers.
- 1 x promotional advert within the OR digital newsletter, mailed to nearly 4,000 members.
- Full access to the EventsAIR app to access exclusive details and chat to delegates, before, during and after the event.

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## ON THE DAY EXHIBITOR PACKAGE

£400 + VAT

- 1 x exhibition space to network with delegates at the event.
- 1 x exhibitor pass which covers attendance to the event.
- Company logo displayed on the website and EventsAIR platform.
- Social post announcing that you are exhibiting to over 6,000 followers.

## AS24 BRAND OPPORTUNITIES

- Provide a branded merchandise item for delegate bags - £900 + VAT
- Sponsor refreshments at the event - £500 + VAT
- Company leaflet in event delegate bags - £400 + VAT
- Promotional advert in Inside OR magazine or digital newsletter - £500 + VAT



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23 May 2024, IET Austin Court, Birmingham

     ●● @theorsociety

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

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