



THE
OPERATIONAL
RESEARCH
SOCIETY

OR66: 75th Anniversary

Sponsor & Exhibitor Prospectus

10-12 SEPTEMBER 2024

Bangor University

The Operational Research
Society's Annual Conference



OR66 is the annual conference and the flagship event of The Operational Research Society.

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

We launched our 75th anniversary at University of Bath last year, with record breaking attendance and sponsors involved. Over 400 delegates and 13 sponsors, from around the world joined the conference in Bath. This is your opportunity to celebrate during our closing ceremony of our 75th anniversary as well as building new and long lasting relationships with individuals and organisations that will benefit you and your organisation.

This is a golden opportunity for those who are keen to reach and gain access to senior decision-makers and academics in the field of operational research, data science, AI and analytics but also to meet delegates who are new in the OR field and on the cutting edge of research

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

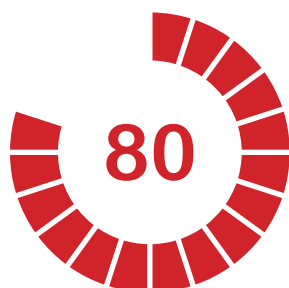
AS A SPONSOR OR EXHIBITOR, YOU CAN:

- 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 new potential customers
- Dramatically increase your brand recognition and presence
- 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

Exhibit at our annual conference to a worldwide audience

Meet our audience:

WHO SHOULD APPLY?

We anticipate an engaged audience from academia and all spheres of industry and public life, with a high proportion of directors, heads of departments and senior analysts working in:

- | | | |
|-------------------------|------------------------|------------------------------|
| ■ Automotive industries | ■ Defence and policing | ■ Retail and supermarkets |
| ■ Banking and finance | ■ Energy | ■ Supply chain and logistics |
| ■ Computing | ■ Government | ■ Third sector |
| ■ Construction | ■ Manufacturing | ■ Universities |
| ■ Consultancy | ■ Research | |

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 in their organisations.

MULTIFACETED EVENT – We don't just offer presentations: our audience is thoroughly engaged as we offer interactive sessions, round table discussions, social events, a gala dinner, mindfulness breaks and plenty of opportunities to network outside of sessions

EASE OF ATTENDING – Hosted at Bangor University, this conference is - located in England, with convenient connections to country-wide road, rail and air networks. The attractive campus, contemporary architecture and modern facilities will make delegates' and exhibitors' stays more comfortable and enjoyable, creating that rare atmosphere of relaxation and engagement.

EXAMPLES OF COMPANIES WHO PREVIOUSLY ATTENDED



Sellafield Ltd



Vanguard



Lanner



Balfour Beatty



THE UNIVERSITY OF EDINBURGH
School of Mathematics



SIMUL8





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:
 - Discussion groups
 - Plenty of time face-to-face with your target audiences in a relaxed, comfortable setting
 - 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

EVENTSAIR

- 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.
- Key information in the app including alerts throughout the conference.
- Scan leads throughout the conference through our event app so you can track delegates after the event and follow up.

Sponsorship Packages

HEADLINE SPONSOR

£5,500 + VAT

- 1 x exhibitor space in a prime location to network and discuss your products or services with delegates.
- 8 x conference tickets for the full conference.
- 1 x table of eight at the Gala Dinner event hosted in the prestigious historical Prichard-Jones Hall.
- Full page advert in Inside OR magazine, mailed to 3,000 + members.
- Primary positioning of company logo across the entire flagship event including promotional communications, partner associations, website, banners, and the Eventsair platform.
- Company logo on certain holding slides in sessions during the conference.
- Dedicated social media posts across all our platforms leading up to the conference.
- Full access for 6-months to the Eventsair platform, including the OR66 event app where you gain exclusive access to the Sponsor portal
- Company logo and information displayed on the OR66 annual conference leaflets.

75th ANNIVERSARY GALA DINNER PACKAGE

£4,000 + VAT

- Our gala dinner will be hosted in the prestigious historical Prichard-Jones Hall. Showcase your company banner at the heart of a historical venue.
- 4 x full conference passes and 1 table (eight places) at the Gala Dinner Event.
- 1 x exhibitor space to network and discuss your product with delegates
- Logo displayed on all menus and table numbers for the Gala Dinner Event.
- A slot at the gala dinner arrival drinks to introduce the company and key information to all delegates.
- Exclusive access to the sponsor area of the OR66 app.
- Social posts focused on the 75th anniversary and promoting your company as a key sponsor.
- Company logo and information displayed across all OR66 promotional material.

THE NETWORKING PACKAGE

£3,000 + VAT

- 1 x exhibitor space to network and discuss your products or services with delegates.
- 2 x full conference tickets.
- 2 x day tickets.
- 2 x Invitations to the exclusive Gala Dinner Event event hosted in the prestigious historical Prichard-Jones Hall, with wider networking opportunities.
- Company logo displayed on ORS Website and within the OR66 app which delegates will view and interact with ahead of the conference
- A five minute slot following one of the plenary sessions at the conference to provide knowledge exchange and insights to delegates.
- Exclusive access to the sponsor area of the OR66 app.
- Company logo and information displayed on the OR66 digital programme.

THE BRAND BUILDER PACKAGE

£2,000 + VAT

- 1 x exhibitor space to network and discuss your products or services with delegates.
- 2 x full conference tickets
- 2 x invitations to the exclusive Gala Dinner Event event hosted in the prestigious historical Prichard-Jones Hall.
- Amplify your company by having an advert on the outside back cover of Inside OR – our membership magazine, mailed to 3000+ members
- Company logo and information displayed across all OR66 promotional material.
- Dedicated social posts across our socials in the months leading up to the conference.
- Exclusive access to the sponsor area of the OR66 app.



Exhibitor Packages

WHOLE CONFERENCE £900 + VAT

- 2 x exhibitor tickets passes
- 1 x exhibition space throughout the conference to network and discuss your products or services with delegates.
- Attend as many sessions throughout the OR66 Annual Conference as you wish.
- Company logo on ORS website, OR66 brochure and within the OR66 app.
- Information within the OR66 app about your company, logo, and information for delegates to access ahead of the event.

ONE DAY £350 + VAT

- 1 x exhibitor ticket pass
- 1 x exhibitor space during one day of the conference to network and discuss your products or services with delegates.
- Attend as many sessions throughout one day of the OR66 Annual Conference as you wish.
- Company logo on ORS website, OR66 brochure and within the OR66 app.
- Information within the OR66 app about your company, logo, and information for delegates to access ahead of the event.

Brand Opportunities

OR66 BRAND OPPORTUNITIES

- Provide a branded merchandise item for delegate bags- (£1500 + VAT).
- Sponsor a social event on the Tuesday evening- (£1000 + VAT).
- Sponsor welcome drinks on the Monday for delegate arrivals- (£950 + VAT).
- 1 x full table (eight places) at OR66 Gala Dinner- (£900 + VAT).
- 1 x Company leaflet in the OR66 delegate bags- (£500 + VAT).
- Half a page advert in Inside OR membership magazine- (£500+VAT)

If you wish to purchase extra conference and exhibitor passes, please contact The OR Society and we will help put together your bespoke package.

Please note that while the packages have a set array of benefits, there is also the opportunity for bespoke packages to be created on request. These will be subject to approval and may incur additional costs



“ 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

We look forward to seeing you at Bangor University!

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

The Operational Research Society

Seymour House, 12 Edward Street, Birmingham, B1 2RX

+44 (0) 121 233 9300

event.enquiry@theorsociety.com

www.theorsociety.com/OR64



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