



THE
OPERATIONAL
RESEARCH
SOCIETY

HOME TO THE
SCIENCE + ART
OF PROBLEM SOLVING

OR62 *Online* Sponsorship



15 -17 September 2020

OR62 *Online*: Staying connected



OR62 Online

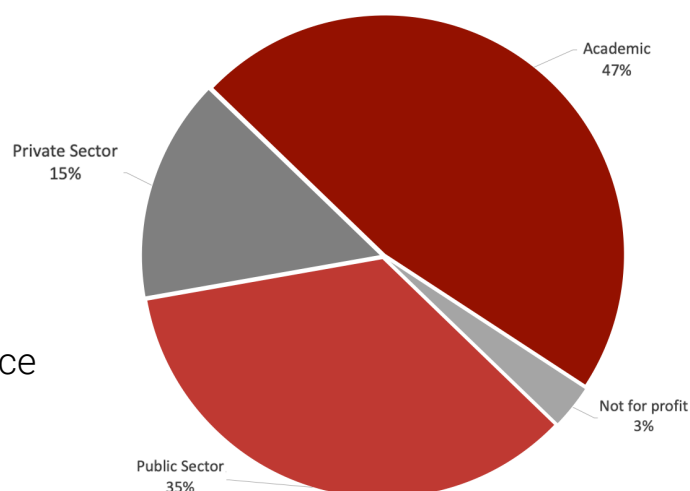
STAYING CONNECTED

OR62 Online is shaping up to be the most engaging virtual gathering of OR and analytics thought leaders, advanced practitioners and rising talent. This event, held online for the first time, is being developed to provide our dynamic profession with a wealth of opportunities to:

- Learn
- Collaborate
- Inspire

Let's stay connected, celebrate the achievements within our profession, and get ready for the future together. The event will be free to attend to maximise attendance across industry and academia.

Audience profile:





The event will be heavily promoted in the corporate, academic, membership and international partner networks across the OR Society. Representing a reach of thousands of individuals from over a hundred countries.

We can be confident in a healthy attendance of senior decision makers and emerging talent for what is a flagship event and a key date in the profession's calendar. The event is also free, with convenient access on desktop and mobile devices, and prominently featured on the ORS website, mobile application and communications channels.

The last annual conference, OR61, attracted over 300 delegates from over 30 countries in some of the following organisations:



OR62 *Online* virtual event

Featuring a series of webinars, breakout sessions, panel sessions, networking, and social activities.

We have had **hundreds of professionals from across the fields of OR and analytics** attend our webinar programme over lockdown and have had a few hundred register for OR62 online in the first couple of days of bookings opening.

We have developed three sponsor packages to enable organisations and institutions to partner with us at OR62 online (**please see next pages for full package details**)

CONFERENCE SPONSOR

See the value and profile-raising opportunities in participating at a high level in this flagship event but budgets are tight

~~WAS £1,500~~

£750

HEADLINE CONFERENCE SPONSOR

Golden opportunity to be placed at the centre of the profession and directly collaborate with the ORS in this flagship event

~~WAS £10,000~~

£5,000

PREMIUM CONFERENCE SPONSORS

An active and engaged partner to the ORS and well invested in the profession, keen to play an influential role with speakers and delegates

~~WAS £3,000~~

£1,500

DESCRIPTION	HEADLINE CONFERENCE SPONSOR	PREMIUM CONFERENCE SPONSORS	CONFERENCE SPONSOR
Regular price	£10,000	£3,000	£1,500
OR62 partner discount	50% - secure your headline conference partner position for £5,000	50% - secure your premium conference sponsor position for £1,500	50% - secure your conference sponsor position for £750
Ongoing support to recognise commitment	15% discount on all 2021 sponsorship prices	10% discount on all 2021 sponsorship prices	5% discount on all 2021 sponsorship prices
Complimentary membership to become members of The OR Society	Includes registering 5 members of your organisation	Includes registering 2 members of your organisation	
General presentation of association with OR62	<ul style="list-style-type: none"> • Logo embedded within OR62 material and presented as 'in partnership with...' • Logo's presented at the top of any materials 	<ul style="list-style-type: none"> • Logo's presented in a second tier along with the other sponsors 	<ul style="list-style-type: none"> • Logos presented in a second tier along with the other sponsors

BEFORE THE EVENT	HEADLINE CONFERENCE SPONSOR	PREMIUM CONFERENCE SPONSORS	CONFERENCE SPONSOR
Website	<ul style="list-style-type: none"> • Presented on landing pages and in separate sponsor section • Presented in the top tier • Logo (hyperlinked) • Description • Links 	<ul style="list-style-type: none"> • Presented on landing pages and in separate sponsor section • Presented in the top tier • Logo (hyperlinked) • Description • Links 	<ul style="list-style-type: none"> • Presented on landing pages and in separate sponsor section • Presented in the top tier • Logo (hyperlinked) • Description • Links
Email	Opportunity to lead on 'conference preview emails' special feature a week and a day before conference	1 email to registrants and 1 email to members in the build up to the conference	Logo featured in email communications and promotions
Social media	5 x social media features in the run up to conference as part of the ORS social media plan	A social media feature in the run up to conference as part of the ORS social media plan	A number of mentions in the run up to conference as part of the ORS social media plan
Event app	<ul style="list-style-type: none"> • 'Brought to you in partnership with' will feature across the app • Option to feature as 'brought to you by' in the hints and tips sections that will be popular pre-event • Banners 	<ul style="list-style-type: none"> • Banner • Choice of sections to be featured 	<ul style="list-style-type: none"> • Listed sponsors • Full listing in our sponsorship directory including contact details
Webinar Wednesdays feature*	<ul style="list-style-type: none"> • Will be on 9 September 2020 • Advanced feature opportunity • Feature logo placement 	<ul style="list-style-type: none"> • Will be on 9 September 2020 • Logo placement 	<ul style="list-style-type: none"> • Will be on 9 September 2020 • Logo placement

DURING THE EVENT	HEADLINE CONFERENCE SPONSOR	PREMIUM CONFERENCE SPONSORS	CONFERENCE SPONSOR
Welcome and breakout screens	Large logo at the top	Medium logo at the top	Medium logo at the top
Speaker background screens	Large logo at the top (where applicable)	Medium logo at the top (where applicable)	Medium logo at the top (where applicable)
Delivery	Session speaking opportunity (must be confirmed by 3 August 2020)	Introduction speaking opp	Introduction
Downloadable conference schedule	Large logo at the top of sponsor section	Medium logo in sponsor section	Medium logo in sponsor section
Event app	<ul style="list-style-type: none"> • Dedicated sponsor page • 5 x notifications throughout event • Resources • Book 1:1 	<ul style="list-style-type: none"> • Dedicated sponsor page • 2 x notifications throughout event • Resources 	<ul style="list-style-type: none"> • Dedicated sponsor page • Resources
Social	Virtual pub quiz	Opportunity to provide prizes	Opportunity to provide prizes
Bookable 1-2-1 with delegates	Scavenger hunt	Scavenger hunt	Scavenger hunt

AFTER THE EVENT	HEADLINE CONFERENCE SPONSOR	PREMIUM CONFERENCE SPONSORS	CONFERENCE SPONSOR
Inside OR feature	Yes	Logo and thanks in conference feature	Logo and thanks in conference feature
Follow up email to delegates and speakers	Yes	Yes	No
Logos and mentions in conference videos	Yes	Yes	Yes
Event app	Yes	Yes	No
Digital discount	15% discount on all 2021 sponsorship prices	10% discount on all 2021 sponsorship prices	5% discount on all 2021 sponsorship prices



For bookings and enquiries email
event.enquiry@theorsociety.com

OR62 *Online*

15 - 17 September 2020

     ●● @theorsociety

www.theorsociety.com/OR62

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