



THE  
OPERATIONAL  
RESEARCH  
SOCIETY



19 June 2024

British Psychological Society, London

**New to OR**

Bringing together the future of OR

**SPONSOR AND  
EXHIBITOR BROCHURE**



# New to OR

We are delighted to invite you to New to OR, this event is a special occasion in the OR calendar supporting, encouraging and providing knowledge exchange within the operational research community. The event welcomes all OR professionals whilst particularly encouraging new members of the community to support them in growing their career and goals from both academia and practitioner backgrounds.

## Sponsor New to OR Event

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

- Increase your brand recognition and presence through exhibiting.
- Showcase your products to the wider OR community, especially new professionals and academics within different OR sectors
- Connect with existing clients and reach new potential customers.
- Amplify your company's messages, tailored 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 NEW TO OR?

- Demonstrate your company's relevance to the industry
- Promote your business
- Networking and lead generation
- Stay competitive in the marketplace



## Sponsorship opportunities

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

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

**HEADLINE**  
£2000 + VAT

**BRAND BUILDER PACKAGE**  
£1200 + VAT

- Prime exhibitor space to network and discuss your products or services with delegates.
- 3 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.
- 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

- 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.
- Logo inclusion on 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 digital newsletter or Inside OR, mailed to nearly 4,000 members.

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

Build and develop new connections by selecting our networking package

## DRINKS RECEPTION SPONSORSHIP

£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.
- Showcase your company banner and merchandise at an exclusive drink's reception held in London.
- 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 New to OR to over 6,000 followers.

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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.

## NEW TO OR 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
- Present a workshop or presentation session at New to OR - £300 + VAT

**movement**  
analytics

UNLOCK THE  
POTENTIAL  
OF YOUR  
WI-FI NETWORK



## Get the most out of New to OR for your business

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# New to OR

The conference for early careers analysts  
and operational researchers

19 June 2024

Venue: British Psychological Society, London

     ●● @theorsociety

[www.theorsociety.com/events/new-to-or-conference](http://www.theorsociety.com/events/new-to-or-conference)

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