



ROYAL
ECONOMIC
SOCIETY

RES Annual Conference 2021

12 - 14 April, Online event

Sponsorship and Exhibition Packages



#RESConf2021

Welcome

From the Conference Chair

The Royal Economic Society Conference has been a fixture for over 35 years and we are delighted to be back in 2021 after last year's COVID-19 hiatus.

The conference is our flagship event and has a long-established history of providing an intellectually-stimulating three days for members and non-members of the RES. We typically bring together over 700 minds all working in, and around, economics and this year will be no different – except that we will be meeting virtually.

For 2021, we have a fantastic programme of speakers, including:

- Prof. Nicola Fuchs-Schündeln, Goethe University
- Lord Nicholas Stern, London School of Economics
- Prof. Rachel Griffith, University of Manchester
- Prof. Matthew Gentzkow, Stanford University
- Prof. Guido Imbens, Stanford University

Year on year our exhibition and sponsorship offering grows, and we look forward to welcoming back regular and new exhibitors.

This year we will be hosting the conference on an exciting virtual platform, partnering with CrowdComms who have extensive experience of creating highly interactive experiences for both exhibitors and attendees. The change to a virtual format means we expect an increase in delegate numbers and a far wider international reach.

The RES conference is a great opportunity to meet and talk to leading economists and we hope very much you will join us in 2021.

See you online in April!

Michael McMahon, Conference Chair

 #RESConf2021

What to expect as a sponsor

The Royal Economic Society annual conference brings together over 700 professionals working and teaching in economics and related disciplines. The conference offers sponsors and exhibitors a fantastic opportunity to meet, listen, inform and network.

In 2021 the RES Conference will be an entirely virtual event and we are delighted to be able to offer past and new exhibitors and sponsors all the same opportunities they would expect at a face-to-face conference. We have carefully selected our virtual event platform and the exhibition functionality will mean that you can have as much interaction with our conference audience as you would in person.

Functionality for our premium exhibition stand includes:

- Professional stands that can be fully branded
- Live 1-2-1 text chat with delegates
- Audio and video (1-2-1) calls with delegates
- Embed a pre-recorded welcome or demo video within your stand
- Area to upload documents
- Links to your website and socials
- Contact forms; gather live contact details to enhance your database
- Stand personnel profiles and contact details.

You will be fully supported throughout the build of your stand, up to and at the live event by our virtual platform supplier. There are also demo videos you can watch to maximise your impact as an exhibitor.

Why attend?

Promoting your company at the RES Annual Conference is a direct, cost-effective way to:

- Raise brand awareness within your key market
- Realise opportunities for new customer acquisition and client retention, by discussing their needs in person
- Build product recognition with your key demographic, in real time
- Increase your knowledge and keep up to date with the sector.

The RES, through its virtual platform, provides:

- Clear accessible exhibition signposting with programmed time for attendees to visit
- Flexible options to suit your budget and requirements
- Instantly downloadable resources for delegates
- Re-directing people to your website as you speak to them.

Going virtual means you can achieve all of this without the need for travel and hotel room costs.

Sponsorship packages

Premier Sponsor Package

1 available

£4,000

Pre-conference

- Your logo on all conference marketing emails
- Your logo on the RES website conference homepage
- Your profile on the conference website (logo, name, contact details, website link and bio)
- RES will send 1 email to all attendees on your behalf (sponsor to provide copy, images/video content) a great opportunity to advertise your presence.

At the conference

- Your logo in a prime position on conference platform
- Your logo within a carousel of logos playing whilst delegates wait to join all main plenary sessions
- Thank you from the RES President at the start of the conference
- Complimentary video meeting room (max 50 people) so you can schedule your own networking events
- Premium exhibition stand in exhibition hall
- 2 all access conference passes
- Plus 2 additional stand passes (4 stand passes in total).

Post-conference

- RES will send 1 email to all attendees on your behalf (sponsor to provide copy, images/video content)
- Data – we can provide you with stats on who visited your stand and who downloaded any documentation.

Sponsorship packages

Gold Sponsor Package

2 available

£2,500

Pre-conference

- Your logo on all conference marketing emails
- Your logo on the RES website conference homepage
- Your profile on the conference website (logo, name, contact details, website link and bio)
- RES will send 1 email to all attendees on your behalf (sponsor to provide copy, images/video content) a great opportunity to advertise your presence. (this could be pre or post conference).

At the conference

- Your logo within a carousel of logos playing whilst delegates wait to join all main plenary sessions (Premier sponsor, Gold sponsor and other affiliated organisations)
- 2 all access conference passes
- Premium exhibition stand in exhibition hall
- 4 stand passes (2 more than exhibitor package).

Post-conference

- Data – we can provide you with stats on who visited your stand and who downloaded any documentation

Sponsorship of a keynote lecture or lunchtime session

£2,000

Pre-conference

- Your logo on the RES website conference homepage
- Your profile on the conference website (logo, name, contact details, website link and bio)

At the conference

- The chosen session renamed "...in association with SPONSORS NAME"
- Thanks from session Chair at the start of the lecture
- Your logo on the holding slides before and after the session

Sponsorship packages

Exhibitor Package

£800.00

Pre-conference

- Your profile on the conference website (logo, name, contact details, website link and bio)

At the conference

- Premium exhibition stand in exhibition hall
- 2 stand passes

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Make it bespoke

Tailor your presence at conference and enhance your opportunities for engagement. These add-on options are available when purchased with one of the above sponsorship/exhibitor packages.

Video conferencing room, for 50 people **£850.00**

An in-platform networking room where you can host small meetings or networking events at certain times throughout the conference programme.

Full access conference pass **£100.00**

Extra stand pass **£25.00**

Sponsor email **£350.00**

The RES will send 1 email to all conference delegates 2 weeks prior to the conference and 1 email 1 week after the conference, these 2 emails will include collated details provided by various sponsors and exhibitors.

This is a great opportunity for you to promote what you will be providing on your stand or alert delegates to any competitions or give-aways you might be offering beforehand. After the conference you can direct delegates to your website, announce winners or promote further opportunities to meet. (Priced per email).

All listed prices are excluding VAT at 20%

Selection of past sponsors

- European Group
- World Scientific Publishing
- Yale University Press
- Economics Network
- Inomics
- ESCoE
- Frontiers of Economics in China
- Harvard University Press
- MIT Press
- Oxford University Press
- Cambridge University Press
- Princeton University Press
- Wiley
- Institute for Fiscal Studies

Sponsorship agreement form

ORGANISATION:

ADDRESS:

EMAIL:

TEL:

CONTACT NAME:

PURCHASE ORDER:

Package selection

Premium Package	£4,000	<input type="checkbox"/>
Gold Package	£2,500	<input type="checkbox"/>
Lecture Package	£2,000	<input type="checkbox"/>
Exhibitor Package	£800	<input type="checkbox"/>
Optional extras:		
- 1 Additional stand pass	£25	<input type="checkbox"/>
- 1 Full conference pass	£100	<input type="checkbox"/>
- 1 Video networking room	£850	<input type="checkbox"/>
- 1 Pre-conference email	£350	<input type="checkbox"/>
- 1 Post-conference email	£350	<input type="checkbox"/>

TOTAL VALUE:

£ + 20% VAT

Agreement

I, _____ (Key contact) on behalf of
_____ (organisation) have read and understood the terms and
conditions of this sponsorship booking form and agree to the requirements.

Signature:**Print Name:****Date:****Sponsorship terms and conditions:** <https://www.res.org.uk/resources-page/sponsorship-t-and-c-s-docx.html>