

# RSS International Conference 2022

**ABERDEEN**  
12-15 Sept 2022

**FOR ALL** STATISTICIANS  
AND DATA SCIENTISTS.  
**ALL WELCOME**

## Sponsorship and promotional opportunities

**CONNECT** – with around 600 statisticians and data scientists from over 30 countries

**SHARE** – your newest products, research and services

**LEARN** – about the latest developments in statistics and data science

As one of the largest statistical conferences in Europe the Royal Statistical Society's International Conference provides sponsors with the opportunity to raise their profile with a broad statistical and data science community with a range of experience and expertise.

**CONNECT • SHARE • LEARN**

**For more details visit:** [rss.org.uk/conference2022](https://rss.org.uk/conference2022)  
**#RSS2022Conf @RSSAnnualConf**

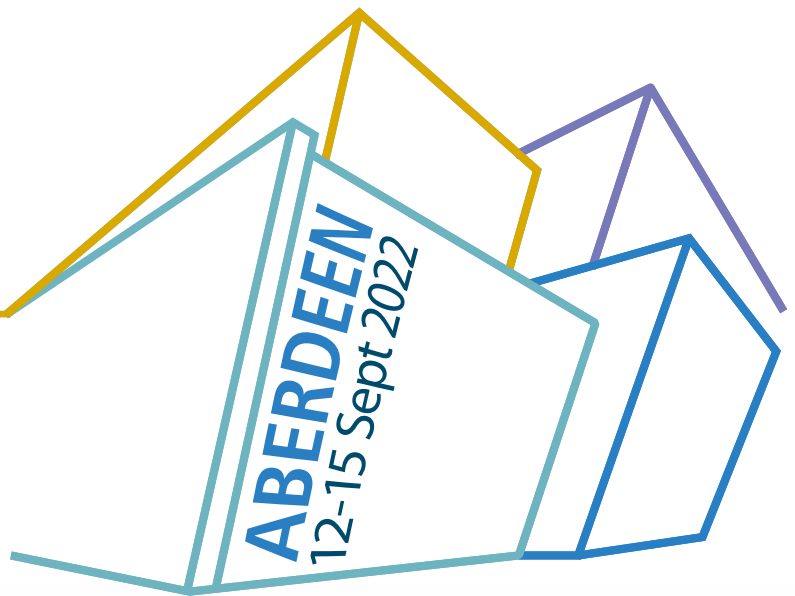


## About the RSS Conference

The RSS International Conference provides one of the best opportunities for anyone interested in statistics and data science to come together to share knowledge and network.

The conference moved online in 2020 before moving to a 'blended' in-person and online format in 2021. We are aiming to repeat this blended approach in 2022 with selected sessions being broadcast from Aberdeen to an online platform which will be available to both in-person and online participants.

As usual the conference programme will feature top keynote speakers, invited topic sessions, professional development workshops, contributed and rapid-fire talks, and poster presentations, as well as many opportunities for networking.



## Sponsors & Exhibitors since 2019

The following companies and organisations have supported the RSS Conference in recent years:



WILEY



香港城市大學  
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專業 創新 胸懷全球  
Professional · Creative  
For The World



Deloitte.



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## Who attends RSS Conference?

The conference has regularly attracted more than 600 statisticians, data scientists and other users of data from a range of sectors (see summary below from data collected at registration) and ranging from undergraduates to CEOs (again a summary is given below).

Between 30 and 40 countries are represented each year from all continents and in 2019 42% of attendees defined themselves as 'career-young'.



### Attendance by sector - 2019

Higher education/academic	39.3%
Central/local government	18.6%
Business/Industry/Commerce	11.7%
Research Institute	6.8%
Private consultancy	4.7%
Health service/NHS/Pharma	4.1%
Student	7.6%
Retired/Other	7%

### Attendance by job category (highest numbers) - 2019

Research Assistant/ Associate /Fellow /Officer / Scientist/Researcher	61
Professor (including Associate and Assistant)	81
PhD Student & Student	57
Lecturer/Senior Lecturer	47
Statistician/ Medical Statistician/ Clinical Statistician/ Biostatistician	66
Principal Analyst/Data Analyst /Information Analyst	14
Director/ Deputy Director/Chief Statistician	24
Head of...	23
Manager/Leader/Lead	27
Data Scientist	29
Consultant	17
Chair/ Chairman/Chief Executive Officer /Managing Director	9
Post-doctoral	12

The RSS Conference team are happy to provide further information about the breakdown of attendees if required.

# Sponsorship opportunities

We have a range of options available, depending on your budget and objective.

Opportunity	Number available	Guide price	Included in sponsorship
Headline sponsorship	Up to maximum 3	£12,000 Exclusive or 3x £4,000 each	Exposure on pre-conference marketing and on the website. Brand building opportunities at conference, including premium exhibition space and full-page advertisement in conference directory.
Gala dinner at the Beach Ballroom (15 September)	1 Exclusive or 2 co-sponsorships	£3,000 Exclusive or 2x £1,500	Your brand is featured on pre-event publicity, on the appropriate page of our conference website and in the directory. At the event, brand opportunities include branded menus.
Welcome reception at Aberdeen Art Gallery (12 September)	1 Exclusive or 2 co-sponsorships	£1,500 Exclusive or £750 co-sponsor	On-site branding, pre-event publicity, and promotion on the appropriate page of our conference website and in the directory.
Awards & Poster Reception at P&J Live (13 September)	1 Exclusive or 3 co-sponsorships	£1,500 exclusive or 3x £500	Held in the exhibition area of the conference following the Society's awards ceremony. On-site branding plus pre-event publicity and promotion on the appropriate page of our conference website and in the directory.
Conference session streams topics – including Communicating & Teaching Statistics, Data Science, Medical Statistics, Professional Development, Social Statistics	Up to 10 available of different lengths	£3,000 per 3-day stream (pro-rata if shorter)	The conference programme is organised into 10 topic streams. Branding at all stream sessions, in conference directory and on the appropriate page of our conference website. Includes a standard exhibition space in Aberdeen.
Online platform for livestreaming	1 Exclusive or 4 co-sponsorships	£10,000 exclusive or 4x £2,500	Following a successful 'blended' approach we will again be streaming selected sessions, including all keynote talks, to an online platform which can be accessed by all attendees whether in-person or online. All livestreamed sessions will subsequently be available on-demand including for a period post-conference. Your support will be highlighted on the online platform with a dedicated space for each sponsor, acknowledged in the conference directory and at the start of all on-demand recordings.
Pub Quiz Night (organised by the RSS Young Statisticians Section)	Subject to negotiation	TOTAL in the region of £1,000 - £1,500	Appropriate branding at the quiz, acknowledgments in the conference directory and in publicity for the quiz.
Young Statisticians Lunch	1 Exclusive or 2 co-sponsorships	£1,000 exclusive or 2x £500	On-site branding, pre-event publicity, promotion on the appropriate page of our conference website and in the directory.
Early Career Researcher pre-conference day	1 Exclusive or 2 co-sponsorships	£600 exclusive or 2x £300	On-site branding, pre-event publicity, promotion on the conference website and in the directory.
Bus travel for attendees	1 Exclusive or 3 co-sponsorships	£2,400 exclusive or 3x £800	Support unlimited travel on local Stagecoach buses for conference delegates. Your support will be acknowledged on the conference website and in the conference directory.

We work flexibly with our sponsors, aiming to understand their needs and objectives and tailoring the partnership to achieve success for both parties. We encourage sponsors and exhibitors to consider running workshops, demonstrations, fringe meetings and receptions.\*

**Please contact conference manager Paul Gentry ([p.gentry@rss.org.uk](mailto:p.gentry@rss.org.uk)) to discuss further.**

\* Please note that additional room hire costs may apply for some activities and any catering provided will need to be paid for.

## Prizes

We have a range of options available, depending on your budget and objective.

Opportunity	Number available	Guide price	Included in sponsorship
Prizes for best 'rapid-fire' presentations	First come first served	Suggested prize level: £200 for each winner	Acknowledgements in conference directory, prize presentation at conference dinner and in post-event reporting.
Prizes for best posters	First come first served (One prize per level)	Suggested: 1st - £300 2nd - £200 3rd - £100	Acknowledgements in conference directory, prize presentation at conference dinner and in post-event reporting.
Prizes for Conference Art Show	Subject to negotiation	Flexible	For the first time at RSS Conference, we are organising a statistical/data art show alongside the poster exhibition. Your support will be acknowledged in the exhibition, on the conference website and in the directory.

## Exhibiting and advertising

The exhibition will be held in the same hall as refreshments (lunch plus morning and afternoon tea/coffee) will be served and posters displayed.

A Premium stand space gives priority choice of location within the exhibition hall, as well as the option of a workshop session within the professional development stream or the online platform, OR a lunchtime/evening fringe event.

There are also opportunities to purchase advertising in the conference directory, include inserts in conference packs or place links in the virtual delegate pack.

Opportunity	Number available	Cost
Exhibition space – standard 3m x 2m space with table & chairs, includes 2 exhibitor passes Double stand or bespoke space pricing available on request	Up to 20 available	£1,100 – premium (includes priority choice of stand and workshop/fringe meeting) £790 - full conference £540 - 2 consecutive days £360 for one day only Additional passes and equipment available at cost
Inserts in conference packs or Links in virtual delegate pack	Unlimited	£350 per insert or entry
Adverts in conference directory	Subject to availability	Full page inside front cover: £700 Full page: £580 Half page: £330 Quarter page: £180
Materials for conference packs (e.g. pads, pens etc)	First come first served	Price on application

## Deadlines and discounts

- All bookings for advertising, inserts and exhibition space confirmed prior to 1 May 2022 will be entitled to a **10% discount**
- There is a **20% discount for charities and not-for-profit organisations** – valid until 10 July 2022
- The deadline for artwork for all advertisements for the conference directory is 27 July 2022.
- Inserts/materials for the conference pack must be supplied no later than 24 August 2022.
- All prices exclude VAT