ROYAL STATISTICAL SOCIETY

DATA | EVIDENCE | DECISIONS

RSS International Conference 2021

MANCHESTER AND ONLINE
6-9 September 2021

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/conference2021

#RSS2021Conf   @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.

After moving online in 2020 we are returning to an in-person conference and are pleased to be returning to Manchester which last hosted the conference in 2016. We will also be making a selection of the sessions - including all keynote sessions - live online for those unable to travel to Manchester.

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.

This year's keynote speakers will include:

Melinda Mills
(Leverhulme Centre
for Demographic Science)

Eric Tchetgen Tchetgen
(University of Pennsylvania)

Bin Yu
(University of California
at Berkeley)

Sponsors & Exhibitors in 2019

The following companies and organisations supported the 2019 Conference:

WILEY

Deloitte.

jmp
Statistical Discovery.™ From SAS.

WOLFRAM

Ada
Lovelace
Institute

Software
Sustainability
Institute

jumping rivers

NISRA
Northern Ireland
Statistics and Research Agency
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um Staitisticí agus Taighde

SAGE
Publishing

香港城市大學
City University of Hong Kong
專業 創新 胸懷全球
Professional·Creative
For The World

ADR UK
Data-driven change

Minitab

CAMBRIDGE
UNIVERSITY PRESS

exploristics

The Sensible
Code Company

Office for
National Statistics

Allstate.
Northern Ireland

Who attends RSS Conference?

The conference regularly attracts 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'.
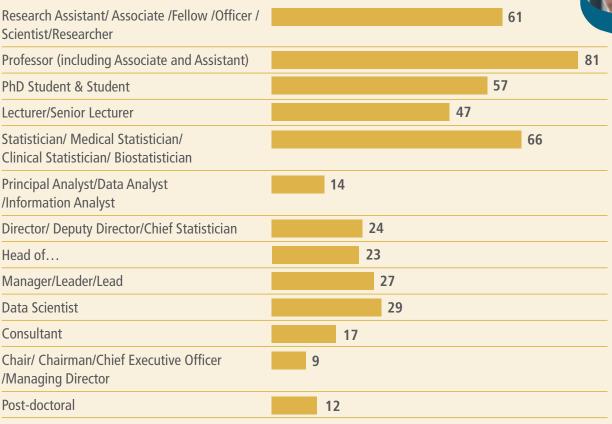
Attendance by sector - 2019

Sector	Percentage
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

Job category	Number
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	£10,000 Exclusive or 3x £3,500 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 at Manchester Cathedral (9 September))	1 Exclusive or 2 co-sponsorships	£3,500 Exclusive or 2x £1,600	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 Manchester Hall (6 September)	1 Exclusive or 1 co-sponsorships	£1,500 Exclusive or £800 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 Manchester Central (7 September)	1 Exclusive or 3 co-sponsorships	£1,400 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	£3000 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. Included a standard exhibition space in Manchester or premium listing on the online platform.
Broadcasting and filming sessions for the online conference platform	1 Exclusive	£5,000	We are livestreaming all keynote sessions and a selection of invited topic sessions to the online platform where they will be available on-demand for 30 days post-conference. Following that they will be transferred to the Society's Youtube channel. Your support will be acknowledged in the conference directory and the online platform, and your logo will appear at the start of each recording.
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	£1,100 exclusive or 2x £600	On-site branding, pre-event publicity, promotion on the appropriate page of our conference website and in the directory.
RSS Section & Group officers' breakfast (7 September)	1 Exclusive	£350	On-site branding, pre-event publicity, promotion on the appropriate page of our conference website and in the directory.
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.

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) 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.

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 printed conference directory 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 30 available	£1060 – premium (includes priority choice of stand and workshop/fringe meeting) £780 - full conference £520 - 2 consecutive days £350 for one day only Additional passes and equipment available at cost
Links in virtual delegate pack	Unlimited	£350 per link
Adverts in conference directory	Subject to availability	Full page inside front cover: £700 Full page: £580 Half page: £330 Quarter page: £180

"We're delighted to support the RSS Conference. It is especially rewarding supporting young statisticians.

Thank you also for a wonderful conference and all your great support."

The Sensible Code Company, exhibitor since 2015

Online opportunities

Basic package - £500+VAT

- Listing (including logo, description, video, web link and contact information) on conference platform
- Entry in virtual delegate pack
- Two free passes to the online platform content

Enhanced package - £750+VAT

Same as the basic package PLUS:

- 'Expert briefing' video of up to 15 minutes
- More prominent positioning in sponsors listing
- Two additional passes to the online platform content (4 in total)

Premium package - £1,000+VAT

All of the above PLUS:

- Your logo on landing page, holding slides and on communications relating to the conference
- Priority position in sponsors listing
- Online workshop slot (up to 60 mins)
- One additional pass to the conference (5 in total)

All listings and videos will remain active for 30 days after the end of the live conference.