

#NewMR

Festival of NewMR 2014 1st - 5th December Sponsorship Opportunities

Introduction

This note sets out the options for sponsoring the Festival of NewMR, in terms of prices and what is available. In addition the document provides some background to visitor/attendance figures. If you have any queries, please contact michele.poynter@thefutureplace.com

We are flexible

The first thing to stress about #NewMR and sponsorship is that we welcome discussions about different ways of doing things. So, please talk to us – particularly if you have innovative suggestions.

The Festival Programme

The Festival this year includes sessions focused on Asia Pacific, Europe, and America, see the details below.

- **America session**, Mon 1 Dec, New York 1pm to 5pm (i.e. Seattle 10am to 2pm).
- **Europe session**, Tues 2 Dec, London 10am to 2pm (i.e. Paris 11am to 3pm).
- **Asia Pacific session**, Weds 3 Dec, Sydney 1pm to 5pm (i.e. Singapore 10am to 2pm)

Looking back, looking forward. On Friday 5 December, Lenny Murphy will chair a panel of leading luminaries who will provide their analysis of 2014 and give us their predictions, warnings, and hot tips for 2015.

There will also be other elements to the Festival, and these will be announced over the next few weeks.

Sponsorship Packages and Price List

Here are the standard options, but we are open to re-packaging the elements, and we are open to different ideas and suggestions.

There are four options, Gold, Silver, Regional, and Supporter (Corporate and Individual). All four of these are described below.

Gold Sponsor

As a Gold sponsor you get:

- Gold billing for the event, i.e. the Gold Sponsors are listed immediately below the NewMR Platinum Sponsor and ahead of all others.
- Your logo on the website, in rotation on the front page.
- Your logo on the downloadable materials.
- Lots of mentions during the event and your logo on all the continuity pages.
- A booth in the eXhibition for nine months.
- List of attendees - Name, Country, Organisation, Title – not email address
- The email addresses of people who agree to share their email address (typically between quarter and one third)
- A presentation on the main stage, timing and content to be negotiated
- Other stuff - by negotiation

The cost of being a Gold Sponsor is US \$5,000.

Silver Sponsor

As a Silver sponsor you get:

- Silver billing for the event, the Silver Sponsors follow the Gold Sponsors
- Your logo on the website, in rotation on the front page
- Your logo on the downloadable materials
- Lots of mentions during the event and your logo on the continuity pages
- A booth in the eXhibition for six months
- List of attendees - Name, Country, Organisation, Title – not email address
- The email addresses of people who agree to share their email address (typically between a quarter and one third)
- Other stuff - by negotiation

The cost of being a Silver Sponsor is US \$2,000.

Regional Sponsor

Each of the three days (America, Europe, and Asia Pacific) of the festival is available to sponsor.

As a Festival Supporter you will get:

- Prominent listing for the session on the materials and downloads
- A booth in the eXhibition for six months
- Listing on the website and materials as a supporter
- List of attendees - Name, Country, Organisation, Title – not email address
- The email addresses of people who agree to share their email address (typically between a quarter and one third)

The cost of being a Regional Sponsor is \$1000.

Corporate Supporter Package

As a Festival Supporter you will get:

- A booth in the exhibition for six months
- Listing on the website and materials as a supporter
- List of attendees - Name, Country, Organisation, Title – not email address
- The email addresses of people who agree to share their email address (typically between a quarter and one third)

The cost of being a Festival supporter is \$600.

Individual Supporter Package

As an Individual Festival Supporter you will get:

- Listing on the website as a supporter of the Festival
- A NewMR Supporter badge for your own use (to use on your email or own website)

The cost of being a Festival supporter is \$100.

Who visits/attends #NewMR?

No two events are the same, so the illustrations here reflect events that have happened in the past, but can only be a guide to the future.

Festival of NewMR 2013

The 2013 Festival was held 2 to 6 December – visit www.newmr.org/events/2013-0/newmr-festival-2013/ to see the slides and recordings.

Registered	597
Attended Live	247
Ratio*	41%

*Note, people are recorded as live if they attended one of the sessions live.

Who were the attendees?

Countries

USA	36%
UK	20%
Australia	7%
Canada	7%
Others	30%

Role

Research/consultancy provider	57%
Supplier to research industry	17%
Research buyer	13%
Academic	2%
Other	11%

The website

Over the last 12 months newmr.org has had, according to Google Analytics, 42,000 visits, from 25,000 unique visitors, who have created 87,000 thousand page views, with an average visit time of over two minutes. The table below shows the top locations for the 42,000 visits:

Country	Share
USA	27%
UK	26%
Australia	8%
Canada	6%
India	3%
Germany	2%
Japan	2%
Netherlands	2%
Singapore	1%
Brazil	1%
Other	20%

Terms, tax, billing etc

#NewMR is operated and owned by:

The Future Place Consultancy Ltd

38 South View Road, Carlton, Nottingham, NG4 3QL, UK.

All invoices will be from The Future Place.

If you are based in the UK we will add VAT to the invoice. If you are based in the EU, but outside the UK we will add VAT unless you supply us with your VAT registration number. If you are outside the EU we will not add VAT to your invoice. We like our invoices to be paid within 30 days and we will start hassling you after about sixty days, unless otherwise agreed.