



## Promotion, Exhibition & Sponsorship Opportunities

### About ISPIIM

ISPIIM - The International Society for Professional Innovation Management is a network of researchers, industrialists, consultants and public bodies who share an interest in innovation management. Formed in 1983 by Professor Knut Holt in Norway, ISPIIM has around 550 members from 55 different countries and is the oldest, largest and most active innovation association in Europe. We run several international events per year, the largest of which is our annual flagship Conference each June.

### Who attends the ISPIIM Conference?

The ISPIIM audience reflects ISPIIM's diversity. Delegates will be predominantly European, although about 50 countries will be represented. Delegates will include researchers, practitioners, independent and well-known consultants, regional and national policy-makers as well as science parks, innovation agencies etc. Profiles range from CEOs and VPs to mid-executives, from full professors to PhD researchers, and from independent researchers and consultants to global companies. Well-known companies represented at the 2011 ISPIIM Conference in Hamburg included AT Kearney, Airbus, Atos Research & Innovation, Booz Allen Hamilton, CSC, Deutsche Telekom, Eisenmann AG, Ericsson, GlaxoSmithKline, Intel, Natura Cosmetics, Philips, Pumacy Technologies, SAP Research, Siemens, Swiss Post.

The 2011 Conference was attended by 348 participants from 48 countries. Please note that we turned away over 150 practitioners and researchers who applied to present, but did not have sufficiently original or inspiring content. We confidently expect well over 400 delegates to attend the Barcelona Conference, with significantly increased participation from industry as we launch the Innovation Thought Leaders Sessions.

### Previous Supporters

The following organisations have supported recent ISPIIM events:



**Promoters:** Advertising in the Conference Book provides much better coverage than loose leaf delegate bag inserts or flyers on a general table. Previous advertisers have included Wiley, Gower, Springer, Enbiz, PureInsight, InnovationManagement.se

**Exhibitors:** Exhibiting in the high-traffic coffee and lunch break areas has proven popular with academic and industry publishers, innovation consultants, business schools and product vendors as they are able to interact with delegates. Previous exhibitors have included WorldScientific, Wiley, Innabler, Enbiz, RDI Programme Egypt, AWS, University of Potsdam, Stratx, HP

**Sponsors:** Sponsors typically fall into three categories: 1. Large companies that want to position themselves, their products or research alongside their peers as leading companies in the innovation management community; 2. Consulting, technology or service providers who wish both recognition within the innovation community and also want business leads; 3. Regional or public innovation and development bodies who wish to promote and attract innovation in their field.

### Reactions

"The possibility to interact with, network and learn from 400 of the fore-runners in the many disciplines of Innovation should not be neglected by any company who takes seriously its endeavour on Innovation management."

**Ignacio Villoch, BBVA**

"ISPIIM offers a refreshing perspective to innovation management conferences. As sponsors, we appreciate being a part of the ISPIIM experience where it is all about people and valuable content."

**Joanne Hyland, The Radical Innovation Group & Jeff Hovis, Product Genesis**

"Excellent locations, venues and networking opportunities. ISPIIM clearly have delegates who return year after year to hear from a great mix of corporate and academia speakers who present timely and relevant content."

**Karen Shottliff, Innabler SA/Inogate SA**

<b>Promotion, Exhibition &amp; Sponsorship Opportunities</b>	<b>Promoter</b>	<b>Exhibitor</b>	<b>General Sponsor</b>	<b>Thought Leader Sponsor</b>	<b>Main Sponsor</b>
Price (in EUR excluding applicable sales tax)	500	1,750	5,000	7,500	10,000
<b>DELEGATE PLACES</b>					
complimentary delegate passes (inc. all social events)	0	1	2	2	3
additional delegates at the discounted ISPIM member rate		1	2	∞	∞
<b>SESSIONS AND SPEAKING</b>					
speaking slot - non-commercial, subject to approval of content - 20-30 mins in a luminary or thought leader session depending on content - 30 mins plenary (strictly subject to speaker and content, main sponsor only)				✓	✓
thought leader session host - with logo recognition in programme (e.g. Session XYZ hosted by ABC Ltd) - session facilitated by sponsor delegate, subject to profile approval - 20-30 mins non-commercial presentation, subject to approval of content				✓	
lunchtime demonstration session - +/- 30 mins dedicated informal session during lunchtime in private room - pre-invitation and sign-up assistance - session with logo recognition in programme				✓	✓
hot topic discussion table - with logo recognition in programme (e.g. Table 21: "What is the future of corporate idea-generation" hosted by ABC Ltd) - table facilitated by sponsor delegate, subject to profile approval - pre-invitation assistance			✓	✓	✓
Workshop - +/- 90 mins dedicated session on sponsor-chosen approved topic - pre-invitation and sign-up assistance - session with logo recognition in programme			✓	✓	✓
lunch host - with logo recognition in programme (e.g. Monday Lunch hosted by ABC Ltd) - tables to include printed message of recognition of support - no lunchtime speaking opportunity					✓
<b>ELECTRONIC, PRINTED AND DELEGATE PUBLICITY</b>					
logo recognition as a sponsor on: - all ISPIM pre-event printed communications - event website - conference book front cover - conference proceedings front page - post-event highlights online document - all ISPIM pre-event e-mail general communications (non-logo; distribution to 17,500 innovation professionals)			secondary position	secondary position	primary position
Sponsor organisational profile in conference book and website			secondary position	secondary position	primary position
A4-side colour advert in conference book (circulation min. 500 copies)	1	1	1	1	2
Insert into each delegate bag: - pre-printed publication (sponsor brochure or similar) - delegate gift (gift provided by the sponsor)				1	1
pre-event delegate contact: - pre-event delegate list provision (name, organisation, position) - facilitated meeting/session invitation to sponsor-selected short-list			✓	✓	✓
provide prizes for conference awards			✓	✓	✓
added support for sponsor PR department - help with jointly-developed press releases/copy to your contacts, calendar, website - priority with press requests for interviews - priority at press conference (subject to press demand) - other reasonable support on joint actions to your clients or lists					✓
<b>DISPLAY AND EXHIBITING</b>					
exhibition stand (maximum 10 at the event) - +/- 1.80m standard table with table cloth and chair (as required) - space behind table for roll-up banners or similar or 2 metres width - positioning in area of high delegate traffic during breaks - internet access and power socket upon advance request		✓	✓	✓	✓
loose-leaflet display on shared table in communal area		✓	✓	✓	✓
<b>ADDITIONAL</b>					
VIP discussion table seat with invited senior guests				please contact us	please contact us
social event sponsorship					
sponsorship of signage, coffee breaks, pens, bags, proceedings and other minor items	not available				

## Contact Details

To discuss sponsorship opportunities please contact:

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