



## The XXI ISPIM Conference – Marketing Opportunities

### About ISPIM

The International Society for Professional Innovation Management (ISPIM) is a worldwide network of academics, business leaders, consultants (A, B, C) and other professionals involved in Innovation Management. ISPIM's goals are to create a worldwide network of excellence in the field of innovation management, to enhance collaboration between its members and to be at the forefront of research on innovation. ISPIM achieves this via its international conferences and regional events, journal publications, collaborative research projects and other member services.

ISPIM prides itself on running high-quality events and, consequently, the conference fee reflects this high standard. This year, the full conference fee will be EUR 775 (including 16% VAT) and delegates will range from full professors to researchers, directors to managers, innovation and management consultants. Organisations represented at the 2009 conference included Airbus Deutschland, Atos Origin, Deutsche Telekom, European Space Agency, FUJIFILM Europe, Hyundai/Kia Motor Company, Nokia, Philips Applied Technologies, Pratt & Whitney Rocketdyne, SAP, Saudi Aramco, Saudi Telecom & Siemens.

The XX ISPIM Conference in Vienna, Austria in June 2009 attracted a total of 370 participants from 45 countries and we confidently expect between 350 and 400 delegates to attend the Bilbao conference. ISPIM will promote the conference to a mailing list of 15,000+ innovation professionals up to the start of the conference. In addition, the conference will be promoted by ISPIM's extended network of associations and media partners.

### Exhibition Area & Delegate Pack Inserts

#### Exhibition Area:

There will be a dedicated exhibition hall situated just off the main foyer with space available for 10 exhibition stands. Delegates will have to pass by this area during the coffee breaks and during the buffet lunch. Two options are available for exhibitions:

1. Roll-up bannerstand (we will provide a table, chairs, electricity point and wireless Internet access)
2. Pop-up lightweight stand with dimensions of about height 2m x depth 0.5m x width 2m (we will provide a table, chairs, electricity point and wireless Internet access)

The cost to book a space in the exhibition hall is EUR 1000 + VAT and all exhibitors will be entitled to register one delegate at the ISPIM members rate (a saving of EUR 100 + VAT) – please note that a second delegate will have to register at the full delegate rate unless they are already members of ISPIM. In addition, all exhibitors will be entitled to one free insert in the delegate packs and free use of the main display table. Additional inserts will be charged at the rates below.

#### Delegate Pack Inserts:

The cost to have an insert in every delegate pack is EUR 1 + VAT per insert. All inserts should be sent directly to Bilbao. If local printing is required this can be arranged at an additional cost.

All fees are subject to Spanish VAT (IVA) at 16% which can be reclaimed by VAT Registered EU Organisations

### Contact Details

All exhibition stands, materials and delegate inserts need to arrive in Bilbao one week prior to the start of the conference (ie by 30 May 2010) and should be clearly marked "For XXI ISPIM Conference". The address to send all materials to is:

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To discuss marketing opportunities, please contact [conference@ispim.org](mailto:conference@ispim.org)  
The XXI ISPIM Conference website is [www.conference.ispim.org](http://www.conference.ispim.org)