

# ISF SPONSORSHIP OPPORTUNITIES

## INTERNATIONAL SYMPOSIUM ON FORECASTING

The International Symposium on Forecasting, presented by the International Institute of Forecasters (IIF), is the premier international event for professional forecasters. Since 1981, this event has been recognized for the important forecasting research presented there, and for having hosted highly respected experts in the field of forecasting, including many Nobel laureates.

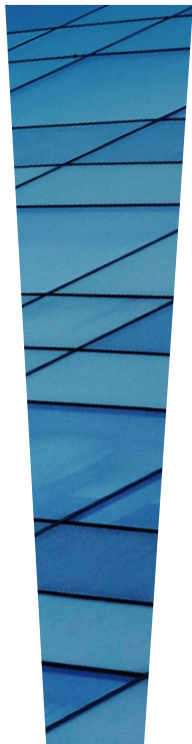
Sponsorship of the ISF will support the IIF's initiatives to bring together industry know-how and experience with the innovations from evidence-based research. Your company will benefit not merely from exposure to our audience but from the unbiased and frank exchange of information designed to improve forecasting practice.

As a sponsor, you'll benefit from a variety of networking opportunities, including exhibitions, keynote speaker presentations, panels, workshops, research sessions, meals, and social programs, as well as exposure in *Foresight: The International Journal of Applied Forecasting* and in conference marketing materials. We offer sponsorship opportunities to fit a variety of budgets, from \$500 to \$10,000.

The IIF has held this symposium every year, in June or July, for the past four decades in locations including Dublin, New York, Prague, Hong Kong, Sydney, and, virtually in 2020. We hope to be working with you for our upcoming symposium!



## BECOME A SPONSOR



### BENEFIT FROM OUR EVENT MARKETING

Sponsors will be front and center in all of our event marketing. As a sponsor, your organization will be highlighted in our promotional materials — be sure to sign on early to get more exposure! Our marketing plan includes:

- An email campaign to over 5,000 forecasting professionals, researchers, and educators.
- Event announcements to our members and mailing list database prior to the event.
- Event promotion in *The Oracle*, e-newsletter, and the IIF blog.
- External promotion to on-line bulletins, blogs, portals and on forecasting-related websites.
- Promotion in social media venues (Facebook, LinkedIn, Twitter and Instagram).
- Press releases, including the event details and sponsors.
- Inclusion on our mobile program app, Whova, where your logo will be front and center with all attendees.

## EVENT AT A GLANCE



### INTERNATIONAL SYMPOSIUM ON FORECASTING

**Projected Attendance:** 300+ (past ISF attendance has ranged from 300 to 700)

**Past Sponsors:** Elsevier, SAS, Accenture, Microsoft, Amazon, Walmart Labs, The Conference Board, IHS Eviews, Google, Uber, Timberlake, Business Forecast Systems, and universities and state/federal agencies (local to ISF event)

**Country Participation:** There are over 35 countries represented at each ISF, with the majority of attendees from United States, United Kingdom, Germany, Spain, Australia, Netherlands, Italy, Switzerland, Brazil and France.

**Industry Representation:** universities, banking, government agencies, utilities, supply chain forecasting, airlines, pharmaceuticals, forecasting software, and other global corporations

**Complete event information available at [isf.forecasters.org](http://isf.forecasters.org)**

**Contact:**

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+1 781 234 4077  
[isf@forecasters.org](mailto:isf@forecasters.org)

**Payments are due in full prior to the event.**



# SPONSORSHIP OPPORTUNITIES

Level	Description	Fee
Literature and Logo	<ul style="list-style-type: none"> <li>• Logo on conference website</li> <li>• Promotional literature placed at registration desk</li> </ul>	\$500
General Sponsor	<ul style="list-style-type: none"> <li>• Logo on conference website + mobile app</li> <li>• Promotional literature placed at registration desk</li> <li>• Inclusion in all ISF advertising, promotions, and PR</li> <li>• One complimentary registration pass (includes lunches, breaks, and welcome reception)</li> </ul>	\$1,500
Sponsor + Exhibit	<ul style="list-style-type: none"> <li>• All General Sponsor benefits + additional registration pass</li> <li>• Exhibitor booth</li> </ul>	\$2,500
Practitioner Track Sponsor [not available]	<ul style="list-style-type: none"> <li>• All General Sponsor benefits + (2) additional registration pass</li> <li>• Exhibitor booth</li> <li>• Corporate signage in dedicated room for Practitioner Track Speakers, a table for collateral handout; provided by sponsor</li> <li>• Practitioner Track Speaker introductions</li> <li>• <i>Sole sponsorship only - Google</i></li> </ul>	\$6,000
Silver Sponsor	<ul style="list-style-type: none"> <li>• All General Sponsor benefits + (2) additional registration passes</li> <li>• Exhibitor booth</li> <li>• Option to provide badge lanyards with corporate logo; provided by sponsor</li> <li>• <i>Sole sponsorship only</i></li> </ul>	\$6,000
Gold Sponsor [not available]	<ul style="list-style-type: none"> <li>• All General Sponsor benefits + (3) additional registration passes</li> <li>• Introduction of keynote speaker (5 minutes)</li> <li>• Signage opportunities throughout conference; keynote presentation hall, registration area, coffee-break area, etc.</li> <li>• Gold Sponsorship level mentioned in all promotions and press releases</li> <li>• Complimentary full-page print ad in Foresight</li> <li>• <i>Sole sponsorship only - Lancaster University</i></li> </ul>	\$10,000

## A la carte menu:

- Can't attend the conference, but would like to sponsor us? \$750 sponsorship level and (1) logo on website and mobile app.
- Exhibitor booth Only—\$1,500 for booth only and (1) free registration pass.
- Have other proposals or would like to suggest another variation? We are happy to consider!