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RSS International Conference 2024

THE UK'S ANNUAL SHOWCASE
FOR STATISTICS & DATA SCIENCE

BRIGHTON 2-5 September 2024

Sponsorship, partnership and promotional opportunities

CONNECT with more than 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 the UK's annual showcase for statistics and data science the Royal Statistical Society's International Conference provides you with the opportunity to raise your profile with a broad statistical and data community with a range of expertise and experience.

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For more details visit: rss.org.uk/conference2024
#RSS2024Conf   @RSSAnnualConf

About the RSS Conference

The RSS conference brings together the statistics and data science community from across the UK, Europe and around the world to share knowledge and learn about latest developments.

With over 600 attendees from more than 30 countries and all sectors using statistics and data, this is a must-attend event for everyone interested in the impactful application of statistics and data science.

The programme in Brighton will feature 7 keynote talks, over 60 invited topic sessions and professional development workshops, over 250 contributed, rapid-fire and poster presentations, plus many opportunities for networking.

2023 EXHIBITOR:
The RSS conference is always the highlight of my year. It's a fantastic opportunity to have discussions at the interface of statistics and data science.

2023 SPONSOR:
The conference arrangements were really great. We would like to continue and enhance our engagement for the next year.

Sponsors & Exhibitors since 2019

The following companies and organisations have supported the RSS Conference in recent years:

Deloitte.

UK Data Service

AutoTrader

ADR UK
Data-driven change

WILEY

Software Sustainability Institute

WOLFRAM

exploristics

interworks

Office for National Statistics

jumping rivers

SAGE Publishing

Minitab

jmp
Statistical Discovery. From SAS.

Allstate
Northern Ireland

Research Data Scotland

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Who attends RSS Conference?

The regularly attracted more than 600 statisticians, data scientists and other users of data from a range of sectors (see summary below)

Between 30 and 40 countries are represented each year from all continents with around 20% of attendees coming from outside the UK.

Around 40% of attendees each year define themselves as 'career-young'.

Registrations by sector in 2022

Sector	Percentage
Higher Education/Academic	48%
Central/local government	18%
Medical/Health	9%
Business/Industry/Finance	4%
Charity/NFP	3%
Pharma	2%
Other	15%

Organisations represented at recent conferences include:

Ada Lovelace Institute | Astrazeneca | Bayer Plc | Bays Consulting | Bentley Motors | Biomathematics & Statistics Scotland

Cardiff University | Defence Ordnance Safety Group | dunnhumby | Durham University | Frontier Science Scotland

Fujitsu | GSK | Harvard University and MIT | IBM | ICON plc | Imperial College London | IQVIA | King Abdullah University

Leeds Institute for Data Analytics | Leiden University Medical Centre | LSHTM | Met Office | Microsoft

MRC Biostatistics Unit | National Centre for Pharmacoeconomics | National Centre for Social Research

National Innovation Centre for Data | NatWest Group | Nesta | Newcastle University | No7 Beauty Company

Norwegian Computing Center | Police Scotland | Queen's University Belfast | Research England | Scottish Water

Statistics Netherlands | Tel Aviv University | The Alan Turing Institute | The Health Foundation | TRL

University College Dublin | University of Bologna | University of California | University of Chicago | University of Edinburgh

University of Essex | University of Florida | University of Oxford | University of Plymouth | University of Tasmania

University of Toronto | University of York | Utrecht University | Visible Data Ltd | We Predict Ltd

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Promotional and Sponsorship opportunities

We have a range of opportunities available depending on your budget and objectives.

We work flexibly with our sponsors, aiming to understand their needs and objectives, and tailoring the partnership to achieve success for both parties. We are happy to create bespoke packages.

We encourage sponsors and exhibitors to consider running workshops, roundtables, demonstrations, book/product launches, fringe meetings and receptions.*

Please contact conference manager Paul Gentry (p.gentry@rss.org.uk) to discuss further.

Boost your brand profile

By sponsoring the conference as a whole or one of its key evening social events you will place your brand prominently in front of all conference attendees.

Opportunity	Number available	Guide price	Included in sponsorship
Headline partners	Up to maximum 3	£14,000 exclusive or £5,000 per partner	Exposure on pre-conference marketing and on the website. Brand building opportunities at conference can include premium exhibition space, workshop or fringe slot, and advertising in the conference app or directory.
Gala dinner at the Grand Hotel (5 September) – attended by around 300 people	1 Exclusive or 2 co-sponsorships	£4,000 exclusive or £2,000 co-sponsor	Your brand is featured on pre-event publicity, on the conference website, app and in the directory. At the event brand opportunities include branded menus.
Welcome reception at Brighton Palace Pier (2 September) – attended by 250-300 people	1 Exclusive or 2 co-sponsorships	£2,500 exclusive or £1,300 co-sponsor	Onsite branding, pre-event publicity, and promotion on the conference website, app and directory.
Awards & Poster reception (4 September) – attended by around 250 people. Held following the Society's awards ceremony, attendees are encouraged to view posters and speak with the presenters.	1 Exclusive or 3 co-sponsorships	£1,500 exclusive or £600 co-sponsor	Onsite branding, pre-event publicity, and promotion on the conference website, app and directory.

* Please note that additional room hire costs may apply for some activities and any catering provided will need to be paid for.

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Associate your brand with the conference programme

There are opportunities for your brand to be seen supporting the content of the conference either onsite or through the digital offerings. You can also support attendees directly through sponsorship of grants.

Opportunity	Number available	Guide price	Included in sponsorship
Sponsor a topic stream The conference programme is organised into 10 topic streams comprising a mix of invited and contributed sessions: • Applications in Business, Industry & Finance • Communicating & Teaching Statistics • Data Science • Environmental & Spatial Statistics • Medical Statistics • Methods & Theory • Official Statistics & Public Policy • Other Applications of Statistics • Professional Development • Social & Wellbeing Statistics	Up to 10 available	£3,000 per topic stream	Opportunity for onsite branding or promotional materials. Pre-event publicity and branding in relevant area of conference app, directory and website. Includes a standard exhibition space.
Conference App The app will provide all attendees with up-to-date information about the conference programme.	1 Exclusive	£2,000 exclusive	Exclusive brand presence on loading page of app and on the joining instructions sent to all attendees. Pre-event publicity and branding on website and in directory. Exclusive push notifications via app.
Filming sessions The Society will be filming keynote and a selection of invited sessions to be released on the RSS YouTube channel post-conference – your support would enable us to expand the number being filmed.	1 Exclusive	£1,500 exclusive	Your support will be highlighted in the conference directory and on the YouTube channel at the start of each recording.
Real World Data Science Demo Lounge The lounge within the exhibition area will host a series of short sessions during refreshment breaks and lunch. Developers of open source tools will be invited to run live demos.	1 Exclusive	£1,500 exclusive	Opportunity for onsite branding or promotional materials. Pre-event publicity and branding on conference, directory and website. Can include a workshop slot.
Chill n' charge zone To help attendees keep their electronic devices charged we will create an area in the exhibition area with charging points.	1 Exclusive	£1,500 exclusive	Opportunity for onsite branding or promotional materials. Pre-event publicity and branding on conference, directory and website. Can include an exhibition space.

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Connect with our 'career-young' attendees

We anticipate that over 200 attendees identifying as 'career-young' will be joining us in Harrogate.

The following promotional opportunities will help you to connect with that group of attendees:

Opportunity	Number available	Guide price	Included in sponsorship
Early Career Researcher pre-conference workshop Organised by the RSS Young Statisticians Section (YSS) and attended by 40-50 researchers.	1 Exclusive or 2 co-sponsorships	£900 exclusive or 2x £500	On-site branding, pre-event publicity, promotion on the conference website, conference app and in the conference directory.
1st time attendees' welcome event For the first time we will be holding a special welcome event for first time attendees to the conference before the first keynote session.	1 Exclusive or 2 co-sponsorships	£1,000 exclusive or 2x £550	Onsite branding, pre-event publicity, promotion on conference app, website and in the directory.
Young Statisticians icebreaker lunch Organised by YSS and attended by around 50 people.	1 Exclusive or 2 co-sponsorships	£1,000 exclusive or 2x £600	On-site branding, pre-event publicity, promotion on the conference website, conference app and in the conference directory.
Recruitment exhibitor package	Up to 3 available	Full conference: £1,500 Two-days: £950 One-day: £650	Includes standard 3m x 2m space with table & chairs, up to 3 exhibitor passes, access to a private meeting room for interviews, and advertising space on the app or directory.
Pub Quiz Night Organised by YSS and attended by 100-150 people).	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.

Grants and Prizes

We have a range of options available, depending on your budget and objective.

Opportunity	Number available	Guide price	Included in sponsorship
Conference grants The Society offers grants of up to £500 each to assist with travel and accommodation costs. The grants are targeted at assisting young statisticians, those returning from a career-break and/or parental leave and those from countries classified as economically developing areas.	Up to 10 available	£500 per grant up to maximum of £5,000	Your support will be acknowledged on the 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.

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Exhibiting and advertising

The exhibition will be held in the same hall as refreshments – lunch plus arrival, mid-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 a roundtable, fringe or launch event to be held at breakfast, lunchtime or evening.

There are also opportunities to purchase advertising in the conference directory, include inserts or branded materials in conference packs or place links in the virtual delegate pack.

Opportunity	Number available	Cost
Exhibition space Includes standard 3m x 2m space with table & chairs, up to 2 exhibitor passes, standard power and wifi. Double stand or bespoke space pricing available on request.	Up to 15 available	Up to 15 available £1,250 – premium full conference, including priority choice of stand space and the option of a workshop, roundtable or fringe meeting. £880 – full conference £590 – two consecutive days £400 - one day only Additional passes and equipment available at cost.
Inserts In conference packs or links in virtual delegate pack.	Unlimited	£360 per insert
Adverts In conference directory.	Subject to availability	Full page inside front cover: £750 Full page: £600 Half page: £350 Quarter page: £190
Materials for conference packs (e,g. pads, pens etc).	First come first served	Subject to negotiation

Deadlines and discounts

- All bookings for advertising, inserts and exhibition space confirmed prior to 1 May 2024 will be entitled to a **10% discount.**
- There is a **20% discount for charities and not-for-profit organisations** – valid until 10 July 2024.
- Corporate members of the Society are entitled to an additional **5% discount**.

- The deadline for artwork for all advertisements for the conference directory is 27 July 2024.
- Inserts/materials for the conference pack must be supplied no later than 23 August 2024.
- All prices exclude VAT

Dates for your diary
Can't make the 2024 Conference?

The 2025 Conference will take place in **Edinburgh** from 1-4 September.

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Real World Data Science

Real World Data Science is a new content platform from the RSS, built for data science students, practitioners, leaders and educators as a space to share, learn about and be inspired by real-world uses of data science.

Sponsorship and brand marketing opportunities include podcasts, video interview series, special reports, webinars, and in-person events.

Contact editor Brian Tarran to discuss:
b.tarran@rss.org.uk
https://realworlddatascience.net/

Significance

Significance is the membership magazine for members of the Royal Statistical Society, American Statistical Association and the Statistical Society of Australia. See: Significance | Oxford Academic (oup.com)

If you're interested in sponsoring a magazine section, series, individual article or interview, podcast or in-person event, please contact the editor Anna Britten: **a.britten@rss.org.uk**.

Advertise with the RSS

If you want to target the statistical and data communities, the RSS can deliver. We enjoy just over a million page views per year (80,000 page views a month) and our jobs board and events calendar each attract over 1,000 page views every month.
All job adverts are promoted via Twitter reaching over 31,000 followers.

Contact: **advertising@rss.org.uk**

Or view the ratecard here:
https://rss.org.uk/ratecard

Events programme

The Society runs a variety of events throughout the year and sponsorship is welcome to help enhance the experience for attendees.

In particular there are options to support post-event receptions, co-sponsor workshops, support special topic conferences and get involved with the Society's inaugural careers roadshow.

To discuss forthcoming opportunities please contact Paul Gentry: **p.gentry@rss.org.uk**

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