

2021  **informatics**
BUSINESS
ANALYTICS
CONFERENCE

• Sponsorship Prospectus •

VIRTUAL 2021 INFORMS BUSINESS ANALYTICS CONFERENCE SPONSORSHIP OPPORTUNITIES

Monday, April 12 – Wednesday, April 14, 2021 | meetings.informs.org/analytics2021

The Virtual 2021 INFORMS Business Analytics Conference provides a unique experience for hundreds of quantitative/analytic practitioners – including senior-level managers from leading industries as well as leading academics – for three days of intensive learning and networking. Packages include the opportunity to showcase your products and services, collaborate with attendees and receive maximum brand exposure.

PACKAGE LEVELS	PLATINUM (\$7,500)	GOLD (\$5,000)	SILVER (\$2,500)	BRONZE (\$1,000)
25-Second Elevator Pitch (Shared on Social Media)	•			
Networking Feature to Connect with Conference Attendees	•	•	•	
100-Word Listing Online	•	•	•	
30-Minute Technology Tutorial Session	•	•		
1 Full Conference Registration			•	
3 Full Conference Registrations	•	•		
Slide Recognition at Opening Plenary	•	•	•	•
1-Time Email Use of Opt-In Participant List – Pre- or Post-meeting	•			
Logo on Full Page INFORMS Ad in <i>OR/MS Today</i>	•	•	•	•
Recognition in INFORMS Membership eNews	•	•	•	•
Recognition on Conference Website	•	•	•	•

SPONSORSHIP OPPORTUNITIES (Continued)

PACKAGE LEVELS	PLATINUM (\$7,500)	GOLD (\$5,000)	SILVER (\$2,500)	BRONZE (\$1,000)
Add-On Options (Discounts based on Package)				
Edelman Sponsorship (\$5,000/Stand-alone)	(+) \$500	(+) \$1,500	(+) \$2,500	(+) \$3,500
45-Second Sponsorship Commercial (\$5,000/Stand-alone)	(+) \$2,000	(+) \$3,000	(+) \$4,000	(+) \$4,500
Session Sponsor Banner (Exclusive - \$5,000/Stand-alone) SOLD	(+) \$2,000	(+) \$3,000	(+) \$4,000	(+) \$4,500
Session Interstitial Ad (\$3,000/Stand-alone) SOLD	(+) \$1,000	(+) \$1,500	(+) \$2,000	(+) \$2,500
Navigation Sponsor Logo (Exclusive - \$5,250/Stand-alone) SOLD	(+) \$2,000	(+) \$3,000	(+) \$4,000	(+) \$5,000
Homepage Sponsor Logo (\$2,750/Stand-alone)	(+) \$1,000	(+) \$1,500	(+) \$2,000	(+) \$2,500
30-Minute Technology Showcase & Product Showcase (\$3,250/Stand-alone)	(+) \$1,500	(+) \$2,000	(+) \$2,500	(+) \$3,000
Attendee Polling (\$2,750/Stand-alone)	(+) \$1,000	(+) \$1,500	(+) \$2,000	(+) \$2,500

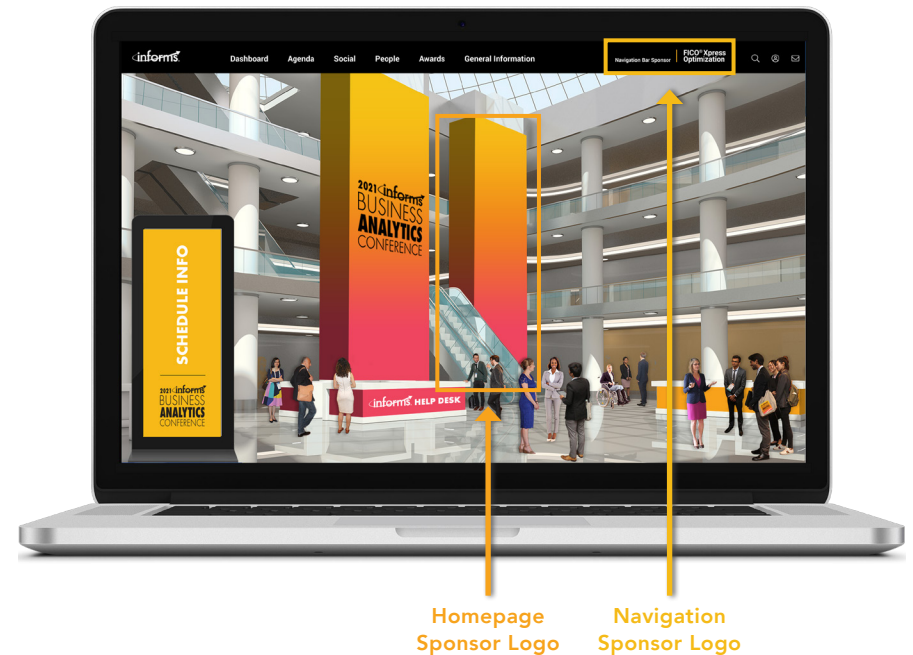
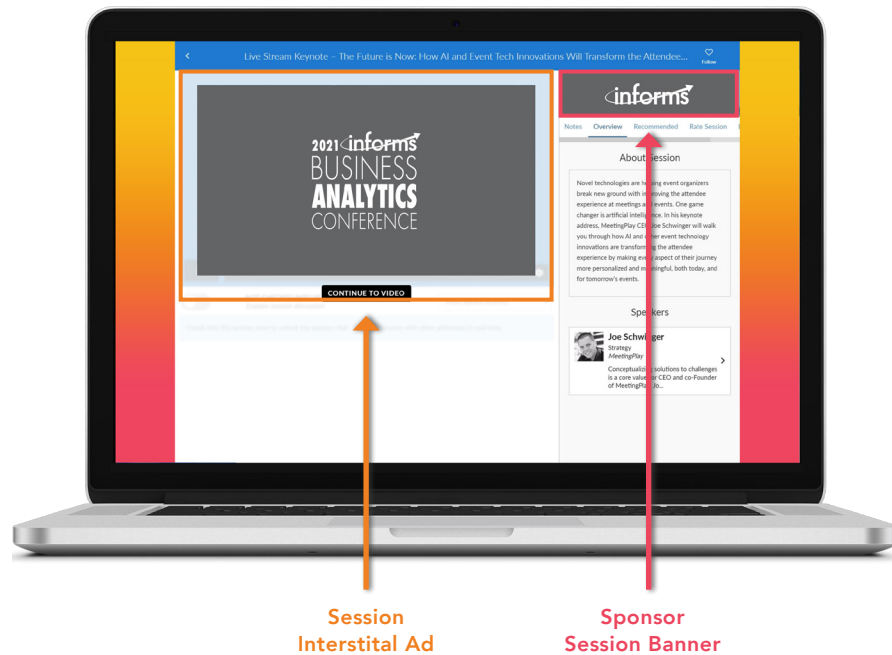
Descriptions of Add-on Option below.



Custom Packages Available.

Please visit meetings.informs.org/analytics2021 for more sponsorship package details.

ADD-ON OPTIONS



Session Sponsor Banner (Exclusive - \$5,000/Stand-alone)

- Add your logo or advertisement banner to all session pages
- Banner rotates if more than one sponsor
- 600px wide by 150 px tall (JPG or PNG files only)

Session Interstitial Ad (\$3,000/Stand-alone)

- Add your logo to the INFORMS session video before each session
- Displays until the continued to video button selected
- EPS file format of sponsor logo required

Navigation Sponsor Logo (Exclusive - \$5,250/Stand-alone)

- Add your logo to the Navigation bar
- One sponsor logo only, visible on all pages
- EPS file format of sponsor logo required

Homepage Sponsor Logo (\$2,750/Stand-alone)

- Add your logo to the homepage of the conference
- When banner is clicked, it will go to that sponsor's page
- One color EPS file format of sponsor logo required

ADD-ON OPTIONS (Continued)

30-minute Technology Showcase & Product Showcase (6 Available - \$3,250/Stand-alone)

Session complete with live chat and Q&A, polling and survey capabilities. Deliver your message directly to the attendees. This is highlighted and accessed from the navigation bar.

45-second Sponsorship Commercial (\$5,000/Stand-alone)

Commercial will play before each plenary session throughout the conference.

Attendee Polling (\$2,750/Stand-alone)

Directly poll and/or survey the attendees of the conference.

Edelman Sponsorship (\$5,000/Stand-alone)

Show your support for the profession and inspire the entire community by sponsoring the virtual Edelman Award Ceremony. Showcase your organization to hundreds of analytics professionals and business leaders.

SPONSORSHIP QUESTIONS & INQUIRIES

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