

The 5th ISPIIM Innovation Symposium

STIMULATING INNOVATION: CHALLENGES FOR MANAGEMENT, SCIENCE & TECHNOLOGY

Seoul, Korea

ispim

9-12 December 2012

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 600 members from 60 different countries and is the oldest, largest and most active innovation association in Europe. We run several international events per year including our annual flagship Conference, held in Europe each June, and our innovation symposium, held outside Europe each December.

Who attends the ISPIIM Symposium?

The ISPIIM audience reflects ISPIIM's diversity. Delegates will be predominantly a mixture of European and local/regional, although about 25 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.

2012 is set to be a growth year for ISPIIM. We have just received submissions from 550 authors from 53 countries for the XXIII ISPIIM Conference in Barcelona, which takes place in June, just 6 months before the Seoul Symposium. Submissions were received from well-known organisations such as: Tata, Harvard University, Xerox, University of Cambridge, SAP, Siemens, The Wharton School, University of St.Gallen, Deutsche Telekom, University of Tokyo, UCLA, Lockheed Martin, Lancaster University, The European Commission, Alcatel-Lucent, Volkswagen. Building on this momentum, we confidently expect a minimum of 200 delegates to attend the Seoul Symposium.

Previous Supporters

The following organisations have supported recent ISPIIM events:



Promoters: Advertising in the Symposium 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, 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 Shotliff, Innabler SA/Inogate SA

Promotion, Exhibition & Sponsorship Opportunities	Promoter	Exhibitor	General Sponsor	Main Sponsor
Price in EUR	500	1,750	5,000	10,000
Equivalent amount in KRW (as at 6 January 2012)	750,000	2,625,000	7,500,000	15,000,000
DELEGATE PLACES				
complimentary delegate passes (inc. all social events)	0	1	2	3
additional delegates at the discounted ISPIM member rate		1	2	∞
SESSIONS AND SPEAKING				
speaking slot <ul style="list-style-type: none"> - 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) 				✓
lunchtime demonstration session <ul style="list-style-type: none"> - +/- 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 <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - +/- 90 mins dedicated session on sponsor-chosen approved topic - pre-invitation and sign-up assistance - session with logo recognition in programme 			✓	✓
lunch host <ul style="list-style-type: none"> - 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 				✓
ELECTRONIC, PRINTED AND DELEGATE PUBLICITY				
logo recognition as a sponsor on: <ul style="list-style-type: none"> - all ISPIM pre-event printed communications - event website - Symposium book front cover - Symposium 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	primary position
Sponsor organisational profile in Symposium book and website			secondary position	primary position
A4-side colour advert in Symposium book (circulation min. 500 copies)	1	1	1	2
Insert into each delegate bag: <ul style="list-style-type: none"> - pre-printed publication (sponsor brochure or similar) - delegate gift (gift provided by the sponsor) 				1
pre-event delegate contact: <ul style="list-style-type: none"> - pre-event delegate list provision (name, organisation, position) - facilitated meeting/session invitation to sponsor-selected short-list 			✓	✓
provide prizes for Symposium awards			✓	✓
added support for sponsor PR department <ul style="list-style-type: none"> - 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 				✓
DISPLAY AND EXHIBITING				
exhibition stand (maximum 10 at the event) <ul style="list-style-type: none"> - +/- 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		✓	✓	✓
ADDITIONAL				
VIP discussion table seat with invited senior guests				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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