

32nd INTERNATIONAL SYMPOSIUM ON FORECASTING



ISF2012

BEST RESEARCH, BEST PRACTICE

June 24-27, 2012 • Boston, Massachusetts • USA

***Sponsorship
Opportunities***

SPONSORSHIP OPPORTUNITIES

32nd INTERNATIONAL SYMPOSIUM ON FORECASTING: FORESIGHT PRACTITIONER TRACK

The International Symposium on Forecasting, presented by the International Institute of Forecasters (IIF), is the premier international event for professional forecasters. For the past 31 years, 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.

ISF 2012 will mark the launch of the *Foresight* Practitioner Track — a full program designed with the forecasting practitioner in mind. The Practitioner Track will meet forecasters' professional development needs with practical programming on Evaluating the Forecasting Process, Establishing and Nurturing a Collaborative Forecasting Process and Improving Supply Chain Forecasting. Attendees will benefit from interaction with the world's leading forecasting researchers, educators and fellow professionals.

The Practitioner Track presents an

exciting sponsorship opportunity for organizations targeting the forecasting and planning community. 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* and in conference marketing materials. We offer sponsorship opportunities to fit a variety of budgets, from \$500 to \$25,000.

Foresight: The International Journal of Applied Forecasting, published by the IIF for forecasting practitioners, will provide expert programming guidance, its subscriber base as potential attendees, and excellent print and media exposure for the event and its partners and sponsors.

The IIF has held this symposium every spring for the past three decades in locations including Dublin, Sydney, New York, San Diego, and in 2011, Prague. We hope to be working with you next spring in Boston!

BENEFIT FROM OUR EVENT MARKETING

Sponsors will be front and center as we market ISF 2012. 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:

- Targeted brochure and postcard mailings to forecasting professionals, researchers, and educators.
- An email campaign to over 20,000 forecasting professionals and over 3,000 researchers and educators.
- Event announcements to the IIF/*Foresight* database prior to the event.
- Event promotion in the quarterly Oracle e-newsletter.
- External promotion on IT events bulletins and portals.
- External promotion on related websites.
- Press releases, including the event details and sponsors.

THE 32nd INTERNATIONAL SYMPOSIUM ON FORECASTING

EVENT AT A GLANCE

Location: Copley Marriott Hotel, Boston, Massachusetts, USA

Date: June 24-27, 2012

Projected Attendance: 500+ (past ISF attendance has ranged from 300 to 450 without the Practitioner Track)

Past Sponsors: Elsevier, SAS, The Conference Board, AC Nielsen, Thomson Financial, Coca-Cola, Global Insight, Hewlett-Packard, Universities (local to ISF event), State/Federal Agencies (local to ISF event)

Complete event information will be posted online at www.forecasters.org/isf as it becomes available.

BECOME A SPONSOR

Download our sponsor application form at www.forecasters.org/isf/2012sponsor or contact:

Pam Stroud, IIF Business Director
(781) 234-4077
isf@forecasters.org

All applications and payments are due in full no later than June 1, 2012

SPONSORSHIP OPPORTUNITIES

We've developed a variety of sponsorship packages to help you increase your visibility before this highly qualified audience.

Opportunity ¹	Package Includes	Cost ²
Advertising material insert or literature table placement	One-page ad piece either enclosed in conference bag or placed on literature table. (General sponsorship benefits not included.)	\$500
General Sponsor	Corporate logo on ISF website and program book, one registration pass ³ .	\$1,000
Exhibitor Booth	Exhibitor table, listing in program book, one registration pass.	\$2,000
Sponsor Booth	Exhibitor table, corporate logo on ISF website (with link), corporate logo and description in program book, one-page insert enclosed in conference bag, two registration passes.	\$3,000
BEST VALUE Software Showcase Sponsor 	All Sponsor Booth benefits plus 3-month ad on Foresight's web site and a table at our Software Showcase, followed by wine and cheese reception.	\$3,500
Break Sponsor	Sponsor booth benefits plus display corporate signage and promotional materials at event.	\$5,000/per
Conference Bag Insert Sponsor (Luggage Tags, Pens, Post-it pads, etc.)	Sponsor booth benefits plus corporate logo imprinted on item; items must be provided by sponsor and approved by IIF.	\$5,000/per
Lanyard Sponsor	Sponsor booth benefits plus corporate logo imprinted on lanyard; available as sole sponsorship only, lanyards must be provided by sponsor and approved by IIF.	\$5,000
Reception Sponsor	All Sponsor Booth benefits plus display corporate signage at Sunday Evening Welcome Reception or Monday Evening Software Showcase Reception, special recognition during sponsored reception and in program book. Two Reception Sponsorships available.	\$10,000
Lunch Sponsor	Sponsor booth benefits plus display corporate signage at event and registration area throughout the conference, online logo (with link), 5-10 minute presentation, special recognition in program book, provided promotional materials placed on tables. Two Lunch Sponsorships available	\$15,000/per
Gold Sponsor	Sponsor booth benefits plus promotional piece included in conference bag, display corporate signage at registration area throughout the conference, online logo (with link); special recognition throughout the conference, two additional registration passes. Two Gold Sponsorships available.	\$20,000/per
Platinum Sponsor	Sponsor booth benefits plus corporate logo imprinted on conference bag, promotional piece included in conference bag, display corporate signage at registration area throughout the conference, online logo (with link); special recognition throughout the conference, 5 additional registration passes. Available as sole sponsorship only.	\$25,000

Other Advertising Opportunities

The Oracle (February issue). IIF online newsletter	Full page or banner ad, full color	\$500-275
FORESIGHT, Winter issue (January)	Full or 1/2 page ad; for rates, go to http://www.forecasters.org/foresight/	

1 All sponsorships excluding the Advertising Material Insert include the package details for General Sponsorship.

2 Other than General Sponsorship, costs are based on sole sponsorship of an event; shared pricing will vary.

3 Registration includes lunches, daily breaks, welcome reception and symposium.

SOFTWARE SHOWCASE

The 32nd International Symposium on Forecasting (ISF2012) will be the first to feature a complete track of programming created specifically for practicing forecasters. The **Foresight Practitioner Track** will run concurrently with the industry-leading research presentations for which the ISF is renowned and respected. The presentations and workshops of this new track will focus on practical matters of real interest to forecasters in the field.

ISF2012 sponsors will have a unique opportunity to address professional forecasters from across the country and around the world. Meet our practitioners and share with them your product's capabilities and benefits in a "speed dating" style **Software Showcase**. You'll have their undivided attention for a short presentation or demonstration, as small groups rotate through our software vendor showcase. Afterward, mingle with practitioners and other presenters during a wine and cheese reception, perfect for networking and extended Q&A.

A limited number of tables are available, so don't delay! Secure your **Software Showcase** table and sponsorship package today.



SHOWCASE DETAILS

- A table at our **Software Showcase** and an invitation to the wine and cheese reception that follows; a limited number of tables are available — first-come, first served
- All Sponsor Booth benefits (exhibitor table, corporate logo on ISF website, corporate logo and description in program book, one-page insert enclosed in conference bag, and two registration passes)
- Online ad on the IIF's *Foresight* web site, running 3 months leading up to or following the conference

PRICE: \$3500