

ISF
2017

SPONSORSHIP OPPORTUNITIES

37TH INTERNATIONAL SYMPOSIUM ON FORECASTING

June 25–28, 2017 | Cairns, Australia



The International Symposium on Forecasting, presented by the International Institute of Forecasters (IIF), is the premier international event for professional forecasters. For the past 36 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.

Attendees will benefit from interaction with the world's leading forecasting researchers, educators and fellow professionals. ISF 2017 sponsorship offers the opportunity for organizations to target 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: The International Journal of Applied Forecasting*, and in conference marketing materials. We offer sponsorship opportunities to fit a variety of budgets, from \$500 to \$25,000.

The IIF has held this symposium every spring for the past three decades in locations including Dublin, New York, Prague, Seoul and in 2016, Santander. We hope to be working with you next spring in Cairns!



International Institute of Forecasters

BENEFIT FROM OUR EVENT MARKETING

Sponsors will be front and center as we market ISF 2017. 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 campaigns to over 5,000 forecasting professionals, researchers and educators.
- Event announcements to the IIF/Foresight database prior to the event.
- Event promotion in The Oracle e-newsletter.
- External promotion on IT events bulletins and portals.
- Promotion in social media venues (Facebook, LinkedIn, Twitter and more) and on forecasting related websites.
- Press releases, including the event details and sponsors.

THE 37TH INTERNATIONAL SYMPOSIUM ON FORECASTING

EVENT AT A GLANCE

Location: Cairns Convention Centre, Cairns, Australia

Date: June 25–28, 2017

Projected Attendance: 300+ (past ISF attendance has ranged from 300 to 450)

Energy Workshop: The **International Symposium on Energy Analytics** will take place prior to the ISF, June 22-23, with an expected attendance of 50-100. Sponsorships are available for the workshop only, or in conjunction with the ISF.

Past Sponsors: Elsevier, SAS, Accenture, The Conference Board, Thomson Financial, Hewlett-Packard, Luth Research, Robeco, IHS EViews, Ipsos, APG, Fourworkx 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.

BECOME A SPONSOR

Industry Representation: Universities, Banking, Government agencies, Utilities, Supply chain forecasting, Airlines, Pharmaceuticals, Forecasting software, and other global corporations.

Complete event information will be posted online at forecasters.org/isf/

Contact:

Pam Stroud, IIF Business Director

+1 781 234 4077

isf@forecasters.org

All applications and payments are due in full no later than June 1, 2017



SPONSORSHIP OPPORTUNITIES

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

Opportunity	Package Includes ²	Cost ¹
Advertising material insert or literature table placement	One-page ad piece either enclosed in conference bag or placed on literature table.	\$500
General Sponsor	Corporate logo on ISF website and mobile event app, one registration pass.	\$1,000
Exhibitor Booth	Exhibitor table, one registration pass.	\$2,000
BEST VALUE Sponsor Booth 	Exhibitor table, corporate logo on ISF website and mobile event app, one-page insert enclosed in conference bag, two registration passes.	\$3,000
Break Sponsor	Sponsor booth benefits plus display corporate signage and promotional materials at event.	\$3,000/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, special recognition during sponsored reception. One Reception Sponsorship available.	\$20,000
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, provided promotional materials placed on tables. Three Lunch Sponsorships available.	\$12,000/per
Silver Sponsor	Sponsor booth benefits plus promotional piece included in conference bag, display corporate signage at registration area, corporate logo on ISF website; one additional registration pass.	\$10,000
Gold Sponsor	Sponsor booth benefits plus promotional piece included in conference bag, display corporate signage at registration area, corporate logo on ISF website and mobile event app; special recognition throughout the conference, complimentary online ad on Foresight web page, two additional registration passes.	\$20,000/per
Platinum Sponsor	Sponsor booth benefits plus corporate logo imprinted on conference bag, Platinum Sponsor promotional piece included in conference bag, display corporate signage at registration area corporate logo on ISF website; special recognition throughout the conference, complimentary online ad on Foresight web page, 3 additional registration passes. Available as sole sponsorship only.	\$30,000
Other Advertising Opportunities		
<p>The Oracle, the IIF's online newsletter Full article (US\$ 275) or banner advertisement (US\$190) Available issues: December 2016, March 2017 issues and monthly Oracle Flash</p> <p>Foresight: The International Journal of Applied Forecasting For rates, contact Stacey Hilliard at staceyhilliard@forecasters.org.</p>		

¹ Sponsorship costs are in Australian dollars.

² Sponsorship booth level includes: Exhibitor table, corporate logo on ISF website, one-page insert in conference bag, two registration passes. Registration pass includes symposium sessions, lunches, daily breaks, welcome reception and gala event.