



**ROYAL
ECONOMIC
SOCIETY**



2024 CONFERENCE

RES Annual Conference 2024

25-27 March, Queen's University Belfast

Sponsorship & Exhibition Packages



#RES2024

Welcome

Join us in Belfast for the 2024 RES Conference

I am excited to announce that the prestigious Royal Economic Society Conference will make its return in 2024, hosted at Queen's University Belfast.

For over 35 years, the RES Conference has stood at the forefront of intellectual debate and discussion bringing together leading economists from across the world.

In 2024, we're set to deliver an exceptional event with an exhilarating line up of speakers:

- President's Address by **Prof. Nicholas Crafts**, University of Sussex, and Past-President of the Royal Economic Society
- Hahn Lecture by **Prof. Kevin Hoover**, Professor of Economics and Philosophy, Duke University
- The Economic Journal Lecture by **Prof. Benjamin Moll**, Professor of Economics, London School of Economics and Political Science
- Sargan Lecture by **Prof. Mariacristina De Nardi**, Thomas Sargent Professor of Economics, University of Minnesota

Our exhibition and sponsorship opportunities have grown stronger year after year. The conference offers an invaluable opportunity to engage with leading economists, share insights, and be part of the future of economics.

We sincerely hope sponsors new and old will join us in for what promises to be the highlight of the year.

See you in March!

Giovanni Razzu

RES Conference Secretary



#RES2024

What to expect as a sponsor

The Royal Economic Society's 3-day conference will convene over 500 professionals per day, all working and teaching in economics and related disciplines. This event offers sponsors and exhibitors an exceptional opportunity to meet, listen, inform, and network.

We've crafted an array of sponsorship opportunities aimed at facilitating direct, face-to-face connections with your target audience, while also allowing you to showcase your brand and products.

The RES is steadfast in its commitment to minimising the environmental impact of such events. We're planning a low-impact, sustainable conference, intending to use single branded sponsored items and incorporate recycled and reusable sponsored merchandise.

Why Attend?

Participating and promoting your organisation at the RES Annual Conference presents a direct and cost-effective means to:

- Raise brand awareness within your key market to existing and potential new customers
- Realise opportunities for new customer acquisition and client retention by discussing their needs in person
- Build product recognition within your key demographic in real time
- Increase your knowledge and stay up to date with the sector.

The RES, through its conference and dedicated app, provides:

- Clear and accessible exhibition signposting with designated times for attendees to visit
- Flexible options to suit your budget and specific requirements
- Instantly downloadable resources for delegates via the app
- The ability to redirect people to your website as you engage with them via the app
- Lead capture facilities within the conference app, so you can keep a track of your new contacts.

Sponsorship packages

Headline Sponsor

Investment £10,000

1 available

New for 2024 - our headline sponsor will have the opportunity to sponsor one of five keynote sessions at our conference. Working alongside the Programme Chair, the headline sponsor can provide a welcome at the start of the keynote and input into who the speaker might be.

Our premier package is aimed at providing you with the upmost visibility and engagement opportunities - before the conference, with a bespoke email, during the conference via an exhibition space and acknowledgement from the RES President but also post conference in an email follow up.

Pre-conference

- Your logo on all conference marketing emails and RES website
- Your profile on the conference website and app (logo, name, contacts, website)
- RES will send 1 pre-conference email to all delegates (sponsor to provide copy, images/video content) an opportunity to advertise your sponsorship and presence.

At the conference

- 1 banner in registration/reception area (sponsor to provide)
- Your logo and profile on the conference app homepage with a link to your profile
- Your logo on the screen in the lecture hall
- Complimentary 3-day exhibition stand in the conference catering area
- 1 branded slide on rotation in the lecture hall before all main plenary sessions
- Thank you from the RES President at the start and close of the conference
- ***Sponsor our 5th keynote lecture - an opportunity to input into the conference content***
- Complimentary 3-day exhibition space in the conference catering area
- 2 all access 3-day conference passes - including social events
- 2 push notification via the conference app (sponsor to provide copy).

Post-conference

- RES will send 1 post-conference email to all delegates (sponsor to provide copy, images/video content)
- Keynote published on RES website via YouTube for social media dissemination
- Data and analytics - we can provide you with anonymised data on request of the participants from conference.

Sponsorship packages

Partner Sponsor Package

Investment £4,000

4 available

Pre-conference

- Your logo on all conference marketing emails
- Your logo on the RES website conference homepage
- Your profile on the conference website (logo, name, contact details, website and bio)
- RES will send 1 pre-conference email to all attendees on your behalf (sponsor to provide copy, images/video content)

At the conference

- Your logo and profile on the conference app
- Your logo on the screen in the lecture hall
- Complimentary 3-day exhibition stand in the conference catering area
- 2 all access 3-day conference pass - including drinks reception and gala evening
- 1 push notification via the conference app

Post-conference

- Data and analytics - we can provide you with anonymised data on request of the participants from conference.

Sponsorship packages

Special Session

Investment £4,000

For 2024 we will make available a limited number of Special Sessions for sponsorship. This package offers sponsors a chance to actively shape the conference content while enhancing your brand visibility.

Pre-conference

- Your logo on all conference marketing emails
- Your logo on the RES website conference homepage
- Your profile on the conference website (logo, name, contact, website link and bio)

At the conference

- Your logo and profile on the conference app
- Your special session featured on the homepage of the conference app
- Welcome and thanks from the RES President at the start of the Conference
- Display banners within your special session space
- Complimentary 3-day exhibition stand in the conference catering area
- 2 all access 3-day conference passes - including social events
- 1 push notification via the conference app

Note: Organisers/sponsors will work with the Programme Chair to agree the content of special sessions. Special sessions cannot be used as a platform to promote products or services. The RES President is responsible for approving each special session.

Sponsorship packages

Networking Breakfast

£2,500

1 available

Pre-conference

- Your logo on all conference marketing emails and RES website
- Your profile on the conference website (logo, name, contact details, website and bio).

At the conference

- Your logo and profile on the conference app
- A 40 minute buffet breakfast of fruit, pastries and coffee/tea for 30 people* before the conference day starts, at which you can:
 - Display 2 branded banners
 - Provide a short welcome talk/introduction
 - Offer participants the chance to view/read/receive items you are promoting etc.
- 1 all access 3-day conference pass - including drinks reception and gala evening
- 1 push notification via the conference app

*Booking process to be discussed upon enquiry

Tuesday evening sponsor

£5,000

The gala evening is the second night of conference and offers all those that attend an opportunity for some informal fun and networking. In 2024 we are delighted to be working with several social enterprise organisations in Belfast to deliver an eclectic and vibrant evening.

Pre-conference

- Your logo on all conference marketing emails and RES website
- Your profile on the conference website (logo, name, contacts, website link and bio)

At the conference

- Your logo and profile on the conference app
- 4 banners at the event venue as well as a banner in the conference registration area
- Welcome and thanks from the RES President at the start of the evening
- 5 minutes to provide a welcome/talk to the 500+ audience
- 2 all access 3-day conference passes - including social events
- 3 further Tuesday evening tickets so you can host non-delegates at the event
- 2 push notification via the conference app.

Sponsorship packages

Exhibitor Package

£900.00 or
£1200.00** with email

Pre-conference

- Your profile on the conference website (logo, name, contact details, website link and bio)
- ***NEW! for 2024***** - Exhibitor email to all booked delegates including information on what delegates can expect from your stand at conference, a great way to connect pre-conference and promote your stand (*group email of 6 exhibitors*)

At the conference

- Exhibition space within the main conference catering area with space for you to display your banner(s) and merchandise
 - 1 table and 2 chairs
 - Complimentary wi-fi access
 - Power point*
- Your profile on the conference app
- 2 exhibitor passes to include coffee breaks and lunches.**

Enhance your space

Below are some ideas you can use to enhance your stand, attract visitors and gather delegate contact data.

- Prize draw: in return for an email address participants are added into a draw to win a locally sourced gift hamper
- Hire a monitor to provide graphics, images, a presentation or data
- A sustainable choice - order locally sourced gifts such as local biscuits or chocolates
- Relaxation station - hire local therapists to come to offer 10 minute massages
- Quiz and competitions - both great ways to attract interest in your stand

**Potentially a small fee*

***Exhibitor passes do not include the social evening events*

Sponsored delegate gifts

Branded sponsored gifts which will be available to conference delegates at registration. As we return to in-person conferences, we are reminded of the environmental impact these events may present. The RES is committed to creating a low impact and sustainable conference, as such we plan on;

- using single branded sponsored items so they can be reused by sponsors;
- supplying a small range of sponsored items which are useful and purposeful;
- using merchandise already available to us;
- using recycled / reusable sponsored items.

In addition, sponsors will receive:

- Your profile on the conference website (logo, name, contacts, website and bio)
- Your logo and profile on the conference app.

Hydration stations

£3,500

- 500 recycled reusable water bottles branded with with your logo*
- Your logo on the screen in the lecture hall as recognition of sponsorship



Multi charger and light

£4,500

- 500 handy multi socket chargers, branded with your logo*
- Your logo on the screen in the lecture hall as recognition of sponsorship



Branded seed packet

£1,000

- 500 packets of bee friendly seeds, branded with your logo and artwork (sponsor to provide)*
- Your logo on the screen in the lecture hall as recognition of sponsorship



**Your logo in single colour in one position. Sponsor will be responsible for the removal and use of any unused items at the end of the conference*

All images here are examples only and final products will be agreed upon with the sponsor

Make it bespoke

Tailor your presence at conference and enhance your opportunities for engagement. These add-on options are available when purchased with one of the above sponsorship/exhibitor packages.

Discounted full access conference pass	£400.00
Includes first evening reception and gala evening	
Extra stand pass (incl. catering)*	£180.00
<i>*Excludes access to sessions, first evening reception and gala evening</i>	
Social event ticket add on	£60.00
Sponsor email (price per email)	£500.00

The RES will send 1 email to all conference delegates 2 weeks prior to the conference and 1 email 1 week after the conference, these 2 emails will include collated details provided by various sponsors and exhibitors (no more than 6).

This is a great opportunity for you to promote what you will be providing on your stand or alert delegates to any competitions or give-aways you might be offering beforehand. After the conference you can direct delegates to your website, announce winners or promote further opportunities to meet. (Priced per email).

Selection of past sponsors

- European Group
- World Scientific Publishing
- Yale University Press
- Economics Network
- Inomics
- ESCoE
- Frontiers of Economics in China
- Timberlake
- Harvard University Press
- MIT Press
- Ofcom
- Oxford University Press
- Cambridge University Press
- Princeton University Press
- Wiley
- Institute for Fiscal Studies



#RES2024

Sponsorship agreement form

Sponsor contact details

ORGANISATION:

ADDRESS:

EMAIL:

TEL:

CONTACT NAME:

PURCHASE ORDER:

Package selection

Please list item you'd like to select:

TOTAL VALUE:

£ + 20% VAT

Agreement

I, _____ (Key contact) on behalf of
_____ (Organisation) have read and understood the terms and
conditions of this sponsorship booking form and agree to the requirements.

Signature:

Print Name:

Date:

Sponsorship terms and conditions: <https://www.res.org.uk/resources-page/sponsorship-t-and-c-s-docx.html>