



ARMA 2019 Partnership
& Exhibition Brochure

Contents

Welcome	3
Who Will Attend?	4
Key Dates	5
Reasons to Partner	6
Partnership Package Overview	7
Partnership Opportunities	8
Gala Dinner	9
Sponsored Symposium	10
Individual Partnership Opportunities	11
Promotion and Media	12
Exhibition Opportunities	13
Exhibition Floorplan	14
Terms and conditions	15
Booking Form	16

Welcome

It's our very great pleasure to invite you to join us in Belfast in June 2019 for our Annual Conference.

The Association of Research Managers and Administrators has 3000 members representing most of the UK's higher education institutions and research institutes. Our members are in the business of supporting the UK's outstanding academic research community, whether by assisting with applying for grant funding, helping manage research projects or driving public engagement with science.

Our Association is about helping skill and resource these outstanding people, and our Annual Conference is our premier event of the year. We anticipate that around 750 research leaders, managers and professional services staff will gather at The Waterfront in June 2019 to see a range of impressive speakers address pressing issues of the day, including coping with a post-Brexit Britain, as well as attend a whole range of parallel workshops and interactive sessions.

Our sponsors and exhibitors are fundamental to the Conference experience and play an integral part in its success.

We have an amazing space this year, and we hope you'll come and partner with us.

Join us in Belfast!

Linsey Dickson
Director of Conference



Who will attend?

New Horizons: Prosperity and Resilience in Research Management

For the first time, ARMA is delighted to be hosting its 2019 conference in the vibrant city of Belfast. The ARMA Conference is the only annual gathering of research leaders, managers and professional services staff in the UK.

Over a packed two days, in Belfast's impressive International Conference Centre, delegates will take part in plenary sessions featuring outstanding thought-leaders from higher education, Government and funding agencies, and choose from a wide range of workshops and interactive sessions. Over lunch and refreshments, our delegates will gather in our exhibition area to experience the latest products and services available to them, as well as have an opportunity to network and explore our poster exhibition.

Our Gala Dinner is always the high point of our Conference and this year we are planning an outstanding fine-dining experience in Belfast's Cathedral, complimented by fantastic entertainment.

Prosperity and Resilience: ARMA 2019

"Our 2019 Conference will be the first one of the post-Brexit era, where undeniably there will be more questions than answers and more uncertainty than ever. Change will be visible on the political stage and the funding map may already have started to morph away from the familiar. Traditionally risk-averse institutions, like universities, will be drawing in the horns. Once again, we will be urged to do more for very probably less..." Lindsey Dickson, Conference Director

This year's Conference seeks to find the positives amidst all this uncertainty. 2019 will explore how we thrive and prosper on a personal, and institutional, level, as well as nationally and internationally: coping in this climate of change, discovering the opportunities, reaching out to maintain and build new partnerships. Universities are traditionally resilient institutions and this Conference will be about ensuring that resilience is alive and well in their research management operations.

We are looking forward to welcoming around 600 research leaders, managers and administrators from all around the UK. They will represent a significant proportion of the UK's universities and research institutes and have the shared goal of supporting outstanding researchers to deliver world-class research.

ARMA members work alongside their academic colleagues fulfilling a variety of roles to include setting and monitoring institutional research strategy, identifying funding, completing research applications, delivering best practice, forming partnerships, drafting contracts, stewarding grants and ensuring that research outcomes are shared widely. Our delegates will include Directors of Research Offices from the UK's top research universities – senior managers occupying a position of influence in their organisations and able to sign off significant procurements of products and services.

In addition to a strong representation of UK attendees, we anticipate a significant delegation from ARMA's 17 sister associations from around the world, following from the success of the large international congress, INORMS 2018. We were delighted to have the privilege of hosting this international gathering, where over 1100 delegates from Canada, the USA, Northern Europe, Africa, Asia and Australasia joined us in Edinburgh.

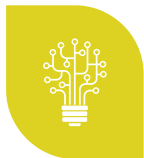
Key dates

Opening of Registration	Opened August 2018
Opening of Abstract Submission	Opening September 2018
Deadline of Abstract Submission	18 January 2019
Notification of Abstract Acceptance/Rejection	8 February 2019
End of Early Registration	18 April 2019

Reasons to partner



Exposure to a defined marketplace of UK based research leaders, managers and administrators



Alignment with innovative current- and next- generation thinkers



Secure a platform on which to profile your organisation to a national talent pool



Increase credibility, expand loyalty and build opportunities with new and existing clients



Reinforce and strengthen your brand position within our community



Generate new ideas & build your knowledge



An opportunity for your staff to connect face to face with the most influential people, bodies and organisations in higher education, research leadership and management in one place over a short period of time



Network with a huge variety of industry representatives and higher education delegates



Bring your brand to hundreds of the most influential decision makers



Connect directly to hard-to-reach opinion leaders



Promote your products, services and research to our international audience



Foster collaborations and build new business relationships



Show your support to the research administration community & forge a strong association with this prestigious national event



Capitalise on an ideal opportunity to inform and update delegates on new initiatives and developments in your own organization

Partnership Package Overview

In addition to the menu list associated with each option below, opportunities are also available (subject to ARMA 2019 Programme Team approval) for partners to become associated with specific themes and/or specific session(s) during the congress in order to maximise appropriate activation opportunities.

Partnership Packages	Principal £13,500	Executive £9,500	Associate £6,500	Exhibitor £2,500
Use of ARMA Sponsor logo on your company communications	✓	✓	✓	
Company name, logo, description and URL on	✓	✓	✓	✓
Company name, logo, description and URL in APP	✓	✓	✓	✓
Exhibition space	6m x 3m	3m x 4m	3m x 3m	3m x 2m
Conference delegate passes	4	2	1	
Complimentary exhibitor passes	4	3	2	2
Tiered branding on the conference app	✓	✓	✓	✓
Rotating holding slides in plenary and workshop sessions acknowledging your sponsorship	✓	✓		
150 word profile in the ARMA eNews distributed to 3,000+ individuals promoting your company and your sponsorship of the event	✓	✓		
Acknowledgement on all social media on ECCV platforms' Twitter, Facebook and LinkedIn (to include dedicated messaging from the LOC)	✓	✓	✓	
Verbal recognition in plenary and workshop sessions acknowledging your sponsorship	✓	✓	✓	
Featured 'sponsor of the week' on the ARMA Congress website for two weeks (weeks can be consecutive or separate)	Two Weeks	One Week		
Insert into the delegate pack	✓			
Website Promotional Package	✓	✓	✓	
Free Extra Value Option	1 of 3 lunches Worth £3,500	1 of 5 coffee opportunities Worth £2,500		
Partners Articles to registered delegates (100 words)	✓	✓		

Partnership Opportunities

Principal partner of ARMA 2019 £13,500

A range of rights and benefits will be agreed to optimise the benefits of a Principal Partner and to meet your organisation's business and marketing objectives. We have identified an extensive list of components in this Principal Package which are outlined below. There is a high degree of flexibility within this package, to ensure that your organisation's specific partnership requirements are achieved and we are more than happy to discuss these requirements with you.

- Official Designation as Principal Partner of ARMA 2019.
- Use of ARMA Sponsor logo on your company communications.
- Company name, logo, description and URL on ARMA website.
- Company name, logo, description and URL in App.
- Premium exhibition space.
- 4 Conference delegate passes.
- 2 Complimentary exhibitor passes.
- Tiered exposure on the conference App.
- Screen display in plenary and workshop sessions acknowledging your sponsorship.
- Pre-Conference ARMA eNews distributed to 3,000+ individuals promoting your company and your sponsorship of the event.
- Verbal recognition in plenary and workshop sessions acknowledging your sponsorship.
- Featured 'sponsor of the week' on the ARMA Congress website for two weeks (weeks can be consecutive or separate).
- Acknowledgement on all social media on ARMA platforms' Twitter, Facebook and LinkedIn (to include dedicated messaging from the LOC).
- Free extra value option: 1 of 3 lunches worth £3,500.
- Website Promotional Package.
- Partner article (150 words per quarter).

Executive Partner of ARMA 2019 £9,500

- Use of ARMA Sponsor logo on your company communications.
- Company name, logo, description and URL on ARMA website.
- Company name, logo, description and URL in App.
- Premium exhibition space.
- 2 Conference delegate passes.
- 2 Complimentary exhibitor passes.
- Tiered exposure on the conference App.
- Screen display in plenary and workshop sessions acknowledging your sponsorship.
- Pre-Conference ARMA eNews distributed to 3,000+ individuals promoting your company and your sponsorship of the event.
- Verbal recognition in plenary and workshop sessions acknowledging your sponsorship.
- Featured 'sponsor of the week' on the ARMA Congress website for one week (to include dedicated messaging from the LOC).
- Free extra value option: 1 of 5 coffee opportunities worth £2,500.
- Website Promotional Package.
- Partner Article (150 words per half year).

Associate Partner of ARMA 2019 £6,500

- Use of ARMA Sponsor logo on your company communications.
- Company name, logo, description and URL on ARMA website.
- Company name, logo, description and URL in App.
- Premium exhibition space.
- 1 Conference delegate pass.
- 2 Complimentary exhibitor passes.
- Tiered exposure on the conference App.
- Verbal recognition in plenary and workshop sessions acknowledging your sponsorship.
- Acknowledgement on all social media on ARMA platforms' Twitter, Facebook and LinkedIn (to include dedicated messaging from the LOC).
- Partner Article (150 words per year).

Gala Dinner

Gala Dinner £8,500

Align your company with the biggest social event of ARMA 2019 and engage with the delegates on a social level to increase your brand awareness amongst ARMA 2019 delegates.

Your company will receive the following branding inventory:

- Branding on the ARMA 2019 dedicated social page of website to include your organisation's logo and biography.
- Two email campaigns promoting the Gala Dinner with your company listed as a Partner (subject to booking date).
- Logo branding included on "Thank you to our exclusive Partners" projected within the Congress dinner venue.
- Complimentary Table at the Congress Gala Dinner (Max 10 people).
- Company logo to be included on major signage at the Congress Gala Dinner.
- Exclusive branding opportunities on the dinner menus.
- Photo opportunities with the Congress Planning Committee.
- Acknowledgement by ARMA at the welcome speech.

You will have the opportunity to provide:

- A two-minute introduction speech to the attendees.
- Digital projections which will appear on 2 digital projection walls within the dinner venue.
- A gift for the guests on each of the tables.



Sponsored Symposium

Sponsored Lunchtime Symposium – from £2,700

Organised by the Sponsor, the Sponsored Lunch Symposium will take place on site and will be included in the official congress schedule and on the registration system. Each session will last for 60 minutes and the sponsored symposium should receive the endorsement of the Congress Planning Committee.

The price includes the following services:

- Complimentary use of an official meeting room at the venue (subject to availability).
- A 60-minute dedicated session time included in the congress programme.
- 2 complimentary registrations.
- Banner branding in the meeting room (supply own banners).
- Product display and distribution in the meeting room (subject to venue and LOC approval).
- Recognition as a Symposium Sponsor in official congress material.
- Inclusion of your Company name, link to home site and logo on the website.
- Invitations for Symposium sent by email (by the organiser) to registered delegate list by the organisers (material to be supplied).
- Complimentary use of standard audio-visual and technical equipment as existing in that room (technicians not included).
- Logo branding on the ARMA 2019 sponsors page of congress programme.
- Catering and human resources are not included.

1 Lunchtime Symposium 1:00pm - 2:00pm 17th - 18th June 2019 capacity: 100 seats £4,500

1 Lunchtime Symposium 1:00pm - 2:00pm 17th - 18th June 2019 capacity: 70 seats £3,150

1 Lunchtime Symposium 1:00pm - 2:00pm 17th - 18th June 2019 capacity: 60 seats £2,700

Exclusive Breakfast Sponsored Session £2,750

Organised by the Sponsor, the breakfast Sponsored Seminar will take place on site and will be included in the programme and on the registration system. Each session will last 60 minutes and the sponsored session should receive the endorsement of the Scientific Committee.

The price includes the following services:

- Complimentary use of an official meeting room at the venue (capacity 100 seats)
- A 60 minutes dedicated session time included in the congress programme.
- 2 complimentary registrations.
- Banner branding in meeting room (supply own banners).
- Product display and distribution in meeting room (subject to venue and LOC approval).
- Recognition as a breakfast Industry Symposium Seminar in official publications.
- Invitations for Seminar sent by email to registered delegate list by the organisers (material to be supplied).
- Complimentary use of standard audio-visual and technical equipment as existing in that room (technicians not included).
- A half page colour advert in the congress programme.
- Catering and human resources are not included.

Individual Partnership Opportunities



Congress Gala Dinner
£8,500



Charging stations
£4,000



Twitter walls
£4,000



Staff & volunteer t-shirts
£4,000



Research lounge
£3,500



Congress Lanyard
£3,000



Sponsored Lunchtime Symposium £45 per seat (100 seats)
£4,500



Internet café
£4,000



Poster stations
£4,000



Congress bag/folder
£3,600



Sponsored Lunchtime Symposium £45 per seat (70 seats)
£3,150



Congress Lunch
£3,000

Keynote speaker	£3,000
Sponsored Lunchtime Symposium £45 per seat (50 seats)	£2,700
Exclusive Breakfast Sponsored Session (70-100 delegates)	£2,700
Speaker room	£2,000
Tea/Coffee Break	£2,000
Congress pen	£1,500
Congress notepad	£1,500

Sponsored Message within the app to all Delegates (2)	£1,250
Plenary session literature drop	£1,250
Literature (seat) drop	£1,240
Sponsored Message within the app to all Delegates (1)	£850
Onsite Digital Advertising	£750
eNews banner advert	£500

Further details of the specific branding on all of the above will be supplied on request.

Promotion & Media

The organisers are here to make you feel as a real partner of the congress and to ensure you maximise your investment!

- Ask for printed publications of the congress to share them with your contacts.
- Ask for congress banners to use in your email marketing campaigns to your clients - to promote your presence at the congress.
- Ask for the congress logo to use in your email marketing campaigns
- Inform your contacts database of your participation in the event via email blasts or newsletters.
- Send press releases to trade and medical publications.
- Post the congress banner on your company website

An opportunity not to be missed

Make sure you take advantage of the opportunity to reach an international target audience at this congress.

- Enhance your strategic position in the market with clever branding.
- Maximise your return on investment.
- Engage delegates through parallels and workshops.
- Enhance your visual impact with an exhibition stand.
- Seize this unique opportunity to meet the delegates face to face.

Exhibition Opportunities

The Exhibition of ARMA 2019 will be held in the Waterfront, Belfast 17th – 19th June 2019

This provides an excellent opportunity for delegates to interact with commercial companies and to familiarise themselves with the latest advances within their field. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitions to answer questions and provide product demonstrations. All exhibitors are asked to ensure that their exhibition stands are interactive in some way to engage delegates. Please discuss with our Commercial Team the options you might consider to ensure this. In addition to the commercial exhibition and the scientific posters, lunch, tea and coffee breaks will take place in the exhibition area in order to maximise the amount of time delegates spend within the exhibition.

Company rates:

AREA (m2):	PRICE:	STG PER m2:
6 (3m width x 2m depth)	£2,500	£450
9 (3m width x 3m depth)	£4,050	£450
12 (4m width x 3m depth)	£5,400	£450

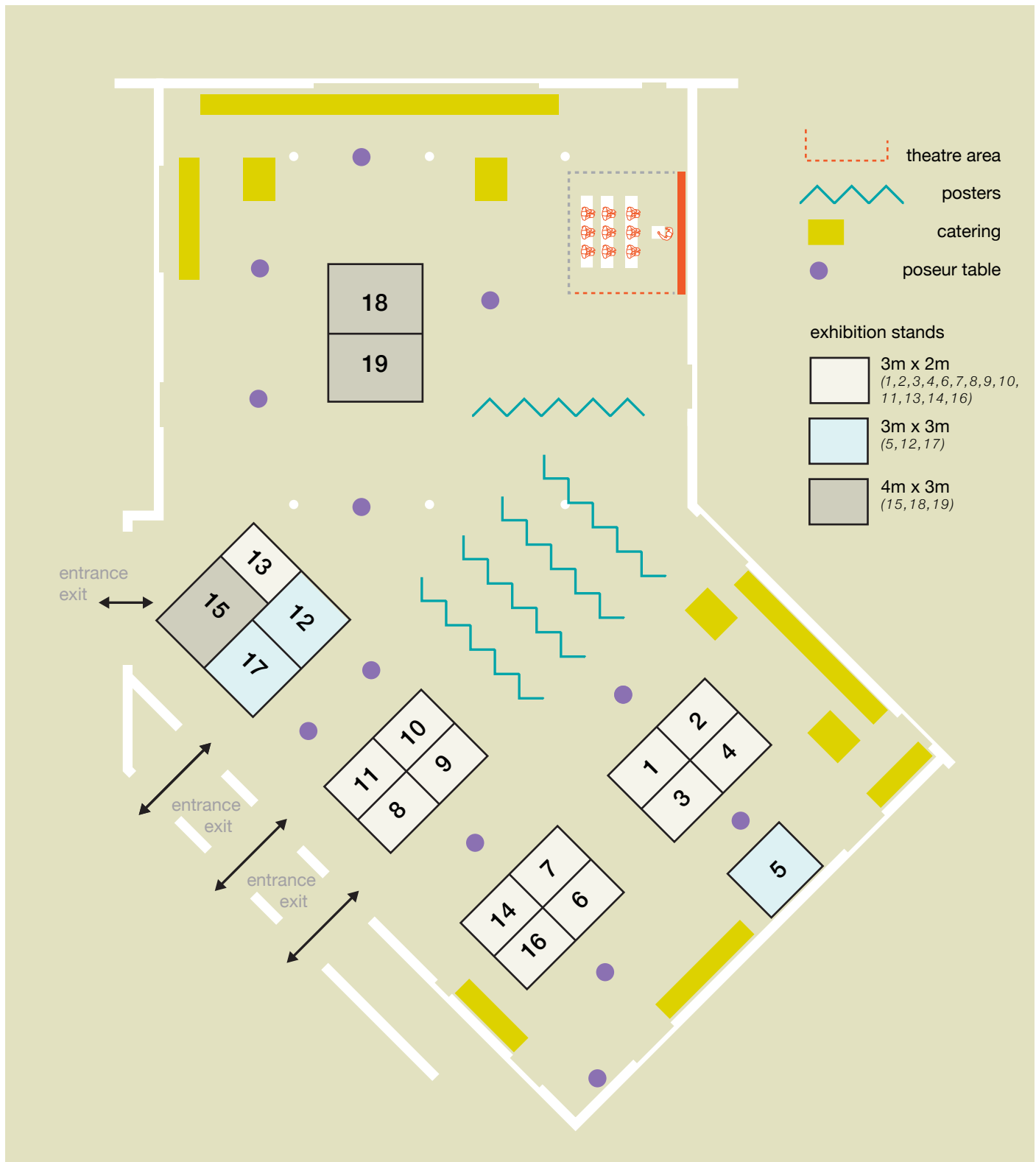
The price includes:

- Shell scheme
- Power supply (additional power supply and usage is charged separately).
- Wi-Fi (upgrade available at cost).
- One countertop and two stools.
- Spotlights.
- Cleaning.
- Two exhibitor passes, extra exhibitor passes need to be booked at a rate of £350.
- This includes access to the exhibition area, name badge and Congress Programme.
- The exhibiting company will be listed in the exhibition section on the ARMA 2019 Conference app.

All additional AV equipment, furniture, printed material, etc. can be booked through our preferred suppliers. Their details will be available through the exhibitor's manual which will be communicated to all confirmed exhibitors in February 2019.

Floorplan of Exhibition Area

This is the ARMA 2019 exhibition floor plan; please indicate your preference booth number when you are booking your exhibition stand. Please note that the organisers will allocate exhibition booths on a first come first served basis and based on the profile of the organisation. The organisers will confirm your exact exhibition stand number in February 2019.



Terms and Conditions

Acceptance of General Terms

Those wishing to participate as a partner or exhibitor unreservedly accept, and undertake to comply with these general terms. The event organiser reserves the right to give notice should any new provisions, circumstances or changes in the interest of the event occur.

Letter of Commitment

If you would like to be a partner or exhibitor, please complete and return the relevant booking / application form(s) ensuring that you indicate you have read and agree to the ARMA 2019 code of conduct. Upon receipt of the completed booking form, Conference Partners Ltd will then proceed to issue your company the necessary invoice with full payment instructions.

Cancellation of ARMA 2019

It is mutually agreed that in the event of total or partial cancellation of the meeting due to fire, strike, natural disaster (either threatened or actual), government regulations or causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and ARMA 2019 shall determine an equitable basis for the refund of a portion of the partnership item(s) purchased, after due consideration of expenditures and commitments already made. Under no circumstances is ARMA 2019 responsible for any exhibitor's expenses (such as travel, lodging, or exhibit shipping), or any other incidental or consequential damages.

Payment Terms

Payment Policy

All prices are quoted exclusive of VAT, unless otherwise stated. Partners and exhibitors will be invoiced as follows:

- 100% of package will be invoiced on receipt of application
- All payments must be made in sterling.

If a partner/exhibitor pays registration fees for invited participants, these fees cannot be offset against the partnership/exhibition amount; this applies to all categories of partners. Registration fees must be paid separately in all cases.

Cancellation Policy

Cancellations and changes to your original booking must be made in writing to Conference Partners Ltd. For cancellations made:

- From six months prior to the conference will incur a cancellation fee of 40%
- From four months prior to the conference will incur a cancellation fee of 100%

Unscheduled Meetings and Events

During ARMA 2019, no participant, partner or exhibitor may organise, attend or favour meetings, gatherings or any other events, relating to the topics covered by the conference, which shall not have been reported to, and approved by, the organising committee beforehand.

Staffing of Stands

Exhibitors will be required to ensure that their stands are staffed during the opening hours of the exhibition and must not dismantle their stands before the published closing time.

Product Disclaimer

ARMA 2019 does not, in any manner, endorse any of the products or services related to the exhibitions which have been accepted for display during the meeting.

ARMA 2019 Logo

Exhibitors and partners are permitted to use the ARMA 2019 logo which can be obtained from the organisers upon request.

Security and Insurance

The Organisers will not be held responsible for any loss or damage to exhibitor's goods and exhibitors are reminded that they should undertake the arrangement a public liability insurance policy providing cover for any/ all loss/ damage caused to third parties for which it is liable (including all regular and temporary staff). The policy shall include a 'rental risks' clause to cover loss, theft, damage to all/any equipment that it is the custodian. Upon request, the organiser will be provided with copies of such policies.

Health and Safety at Work Regulations

It is the responsibility of the exhibitor to ensure that his contractor, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations.

Damage

Partners and exhibitors shall leave the shell scheme and hired equipment in the same good condition that it was found in and will be liable for any damage caused as a result of their facilities and decoration.

Distribution of Materials

Any distribution of advertising materials, corporate leaflets, invitations or flyers may only be carried out from the exhibitors stand or within the pre-reserved meeting room. Please seek approval prior to handing out any consumable products.

Intellectual Property

Unless otherwise provided for in writing, the copyright and other intellectual property rights held over all the organiser's offers, publications and other products or services shall remain its property. Any rights which may be granted by the organiser are destined for the participant's sole use and may not be assigned, transferred or granted under sub-licences without the organiser's prior agreement. Granted rights shall be non-exclusive. The participant shall not acquire any intellectual property right over the services and products offered by the organiser.

Trademarks and Logos

The partners and exhibitors shall be personally responsible for any authorisations relating to copyright or related rights, originating from the elements of any nature whatsoever which it provides or uses during the event. It shall hold the organiser harmless as regards any action in this respect. Moreover, the participant hereby expressly authorises the organiser to use the candidate's trademarks and logos within the strict framework of the event for its organisation and promotion.

Booking Form

Partnership, Advertising & Exhibition Opportunities

Please scan and complete this form and email it along with an EPS version of your company logo and a 75-word company biography to Colm O'Grady, Commercial and Sponsorship Director, ARMA sponsorship@conferencepartners.com

PARTNERSHIP

I would like to confirm

(Please specify what partnership you would like to confirm)

Total Cost: £ _____ plus VAT at 20%

EXHIBITION

I would like to book an exhibition stand:

Booth size in sq. m: _____

Cost per sq. m: _____

Total Cost: £ _____ plus VAT at 20%

Please indicate your booth number preferences (see the floor plan):

1st preference: _____

2nd preference: _____

3rd preference: _____

Note: preference may not be available, exact stand location will be confirmed in May 2019.

EXHIBITOR BADGES

Note: Two exhibitor passes are included with every 6 sq. m

Exhibitor passes can be upgraded to full registrations at a cost of £450.00 each

Name 1 _____

Name 2 _____

ORGANISATION'S VAT NUMBER AND REGISTERED ADDRESS:

Note: All VAT registered UK organisations availing of partnership and exhibition opportunities are subject to VAT at 20%. All VAT registered EU organisations will not be charged VAT on partnership if a VAT number is included on the booking application below. All exhibition is subject to VAT at 20%.

VAT Registration Number _____

Name: _____

Organisation: _____

INVOICE ADDRESS:

City, State, Zip/Postal Code: _____

Phone: _____

Ref / PO #: _____

E-mail: _____

Signature _____

Please email or return this form to the address below. If you require further information please contact:

Colm O'Grady, Commercial and Sponsorship Director
Conference Partners Ltd.
Tel: + 44 (0)161 209 3353
Email: ARMA sponsorship@conferencepartners.com
Website: www.armaconference.com

Payment terms:

100% payment is due on booking. The sponsor/exhibitor's logo and company biography will not be included on any promotional materials until full payment is received.

Cancellation Policy:

Cancellation within four months prior to the congress will incur a cancellation fee of 40%
Cancellation within two months prior to the congress will incur a cancellation fee of 100%



Contact Details

Colm O'Grady Commercial and Sponsorship Director,
Conference Partners Ltd.
Tel: + 44 (0)131 306 0120
Email: ARMAsponsorship@conferencepartners.com
Website: www.armaconference.com