SPONSORSHIP POLICY

Our information guide for prospective sponsors
EARMA Sponsorship Policy 2020 // About us

EARMA, striving for thriving research
The publicly funded research industry in Europe has an estimated value of EUR 5bn per annum. We represent the interests of those supporting the industry – research managers and administrators (RMAs). Spanning members from private and public sectors, EARMA has become the leading representative body for research managers and administrators in Europe.

EARMA, supporting people across the career life-cycle
Comprised of professionals from early to mid-career to senior leaders in research management and administration, our institutional and individual membership base stretches to over 3,000 professionals across Europe and beyond. Our members span pre-award to post-award research support, academic researchers, project managers, legal, ethics and GDPR advisers, project accountants, human resource managers, impact officers, European policy officers and intellectual property advisers.

EARMA, professionalising services for a growing membership
Our increasing network, which has doubled in the past six years, is part of our DNA and the reason why so many research managers both join and engage. Our products and services respond to member’s needs. We are focused on servicing members to help them: build contacts through annual conference, events and seminars; acquire new knowledge through our early career, CPD and leadership programmes, and to share knowledge, experiences, expertise and good practice through participation at our working and thematic groups and events. See earma.org.

EARMA, a trusted partner
We are proud of our unique position in European research environs. We form the interface between research funding organisations and the scientific community, bridging cultural and legal differences between countries, and between academia and industry, contributing to policy consultations and managing the smooth running of research projects. We are a trusted partner with a host of national, European and international agencies and bodies, including a founding member of INORMS (International Network of Research Management Societies).
EARMA Sponsorship Policy 2020 // EARMA, some highlights!

For over 70 years, we have developed good relationships with organisations that seek to benefit from our unique position in the research industry. Sponsors have been attracted by our strategic purpose and operational activities. Some highlights:

- The leading representative body for research managers and administrators in Europe
- Membership base of over 150 of Europe's leading academic institutions
- Membership community of over 3,000 research managers and administrators
- An international network of stakeholders, influencers and institutions across 40 countries worldwide
- Over 1,200 event attendees in 2019
- A high profile annual conference in excess of 900 delegates, leading practitioners, policy experts and public officials.
- An internationally accredited, certified Professional Development Programme
- Championing a leadership programme to 25 leaders across Europe, annually
- Tailored programmes to support 30 early career administrators, annually
- A range of newsletters and news flashes to keep you informed
- Extensive awards programme
- 1,000+ combined social media followers
EARMA Sponsorship Policy 2020 // Partnering with EARMA

EARMA offers your business an unparalleled opportunity to create or strengthen partnerships with us and our research support professionals. Open to all sectors and disciplines, we pride ourselves on our diverse range of members and will work with key organisations to benefit from our route to these members to promote your business.

EARMA, sponsorship coverage

There are multiple opportunities to promote your organisation from our existing communication channels to member based services. These sponsorship options are available at different funding levels and can be tailored to your branding and marketing goals.

In the next 12 months, EARMA will engage in several activities that offer opportunities for sponsorship including:

- EARMA Annual Conference - our flagship event provides an exceptionally strong platform to position your brand to our members. Attended by more than 900 research support professionals from more than 40 countries sponsors can tap into a range of promotion opportunities. The majority of delegates are Europeans.
- EARMA Awards – our annual recognition awards and travel grant awards for conference attendance provides additional opportunities for sponsoring such awards.
- EARMA Events – our high profile events programme of tailored and sector/thematic seminars and network events affords the chance to sponsor a dedicated seminar, secure a speaker slot or promote and showcase products at existing events.
- EARMA Newsletter – our monthly membership newsletter is a compelling read for 1,500 recipients and affords an opportunity for a sponsored banner, product newsflash or the inclusion of a sponsored article or advert.
- EARMA Member Product/Service Discounts – sponsors can promote appropriate products and services at a negotiated discount to members.
- EARMA Social Media – with an active presence on Facebook, LinkedIn and Twitter, sponsors have the opportunity to negotiate and leverage our virtual connections to over 7,000+ social media followers.
- EARMA Website – earma.org is our major communication platform and electronic point for members to a wide host of research management information, activities and contacts. Sponsorship options include a sponsored banner or advert as well as sponsored mailings.
EARMA Sponsorship Policy 2020 // EARMA Annual Conference

The major highlight of the busy annual calendar is the conference. Every year it takes place around late spring/early summer. Previous host cities have included Tallinn (Estonia, 2014); Leiden (Netherlands, 2015); Lulea (Sweden, 2016); Valletta (Malta, 2017); Brussels (Belgium, 2018) and Bologna (Italy, 2019). The next EARMA conference sponsorship opportunity is in Oslo, (Norway, 2020). Your sponsoring of the annual conference affords a number of benefits:

- Raise your business profile within the research management industry – It is the biggest event for Research Managers and Administrators of its sort in Europe
- Attract the attention of institutional decision makers – including RMA leaders from leading universities and research institutes
- Access an influential, targeted audience – including public officials, policy makers and consultants and funding experts
- Strengthen relationships with leading research managers - over 900 delegates anticipated
- Create new business opportunities – use the promotion opportunities and exhibitor space to tap directly into the market

EARMA Annual Conference, Oslo 2020
Following a highly competitive bidding round for hosting the annual conference, the City of Oslo, Norway, was selected as host for the EARMA Annual Conference 2020. This will be the 26th annual conference. The key details are as follows:

<table>
<thead>
<tr>
<th>Venue</th>
<th>Oslo Congress Centre, Youngs Gate 21, 0181 Oslo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>27-29th April 2020</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.earmaconference.com">www.earmaconference.com</a></td>
</tr>
<tr>
<td>Floorplan</td>
<td>See next page</td>
</tr>
<tr>
<td>Exhibitor Details</td>
<td>Ground floor</td>
</tr>
<tr>
<td>Multi-media</td>
<td>The OSLO Promotion video</td>
</tr>
<tr>
<td>Promotion banner</td>
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EARMA Conference in Numbers
For a sense of the previous annual Conference held in Bologna 2019. We are anticipating similar numbers for our next conference.

- 90 - Delegates
- 12 - Sponsors
- 200 - Speakers
- 5 - Plenary sessions
- 7 - Tracks
- 8 - Sponsored sessions
- 50 - Posters
- 5 - Networking sessions
**EARMA Sponsorship Policy 2020 // EARMA Annual Conference**

78% - of delegates attend for networking  
72% - of delegates attend for more information about the profession  
18% - of delegates are research support leaders  
43% - of delegates are research managers  
40% - of delegates have 10+ years’ experience (Experienced RMA)  
27% - of delegates have 5 years or less experience (Early Career RMA)

Typical sponsorship opportunities include:

<table>
<thead>
<tr>
<th>EARMA Website</th>
<th>EARMA Communications</th>
<th>EARMA Conference</th>
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</thead>
<tbody>
<tr>
<td>Co-branding the website</td>
<td>Conference emails credit &amp; weblink</td>
<td>‘Promotion’ Slot Exhibitor stand</td>
</tr>
<tr>
<td>Placement of logo (sponsor page)</td>
<td>Conference newsletter credit &amp; weblink</td>
<td>Event Programme Literature insert</td>
</tr>
<tr>
<td>Recognition on EARMA main website</td>
<td>Newsletter article &amp; weblink</td>
<td>Branding Delegate list Lanyards</td>
</tr>
<tr>
<td>Link to sponsor website</td>
<td>Members newsletter credit &amp; link</td>
<td>Screen credit Speech mention</td>
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<td></td>
<td>Social Media: LinkedIn, Twitter &amp; Facebook</td>
<td>Exhibitor Pass Conference Pass</td>
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EARMA Sponsorship Policy 2020 // Conference Sponsorship Package

EARMA is a non-profit organization, run by volunteers with a small executive. Sponsorship will enable us to offer additional and improved training and development, information and events to our members. Consequently, it helps our members to be more successful practitioners. In return we offer you enhanced visibility, recognition, goodwill and the opportunity to meet our members at our annual Conference. Sponsors will gain access to key players in science and administrations across Europe.

Sponsorship Options, Rates and Conditions

EARMA’s policy to sponsors is based on sustainability and on a partnership for mutual benefit and understanding.

<table>
<thead>
<tr>
<th>Sponsor Agreement Duration</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year € calendar year basis</td>
<td>9,500</td>
<td>6,500</td>
<td>4,750</td>
<td>3,500</td>
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</table>

**All year Benefits**

- Logo and a 200 word description on EARMA’s sponsorship webpage
- Logo on the EARMA Home page
- Logo on the front page of the Newsletter

**Specific Annual Conference Benefits**

- Exhibition space
- Announced as sponsor at the Opening and Closing sessions
- Logo on the sponsor page of the Annual Conference website
- Material in delegate pack or alternatively on the app
- Access to list of registered participants: Subject to consent
- 200 words in the printed programme or alternatively on the app
- Logo on the front page of the conference website
- Naming rights to Welcome Reception or Pre-dinner drinks or lunch one day (upon availability)
- Priority for the best exhibition spaces
- Complimentary conference and dinner registration
- Sponsored session €

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For a negotiated package over and above the four options above, please get in touch with the EARMA executive team.
EARMA Sponsorship Policy 2020 // Past Sponsors

We invite you to join our current and former sponsors

nature research, Research Professional, Peer with connecting experts, RESEARCHconnect, KUDOS, Clarivate Analytics, Emerald Publishing, IET tv, elevate scientific, Meso Consultants

The benefits derived by sponsors:
Aligned the brand with Europe’s largest and highly respected research management membership body
Directly accessed a developed network of experienced research support professionals
Raised business profile via the EARMA website, newsletters and other events
Amplified my presence on EARMA’s social media and email campaigns
Generated an improved business profile through sponsoring conference speaking slots
EARMA Sponsorship Policy 2020 // How to get in touch

We are available to discuss this sponsorship prospectus. If you wish to explore the stated options or for a more customised approach, please do not hesitate to contact the EARMA executive team:

Nik Claesen (Managing Director) at or +32499408301.
General questions to: earma@earma.org
EARMA Sponsorship Policy 2020 // Sponsor terms and conditions

Your Responsibilities
You are to undertake to provide logo’s, texts, URL ect. as appropriate and of suitable quality for use
EARMA accepts no responsibility for quality, content or correctness of this material
Logos (Web pages): resolution at least 72dpi, Size: Max (300px X 300px)
Logos (printed material): resolution at least 600 dpi Size: Max (5 cm X 5 cm)
Text: 200 words as a text file or as rtf file (not pdf or an Image)
URL: Please supply the URL of the Webpage to which you would like your logo to connect
Materials for inclusion in the participant’s bags must arrive with the organizers on-site at least 10 days before the conference starts. The Material should be clearly identified as being for the participant’s bags

Contacts
Please nominate one person who will act as your representative for the sponsor programme

Terms and Conditions
This document comprises the terms and conditions

VAT
All prices include VAT (VAT will be added to invoices where appropriate)

Terms of Payment
Sponsors will be invoiced by EARMA. Payments are due within 30 days and final confirmation of exhibition space allocation can only be made once payment has been received. All payments must be completed 1 month before the start of the conference; Payment may be made by Electronic Fund Transfer o receipt of a valid invoice

Force Majeure
Where the sponsor is forced to cancel their participation due to circumstances beyond their control, the normal cancellation will apply. In the event that the conference is cancelled sponsorship payment will be refunded
EARMA Sponsorship Policy 2020 // Floor plan