

Sponsorship Brochure

Simulation Workshop



31 March - 02 April 2025

Mercure Rougemont Hotel, Exeter

Get your organisation in front of computer scientists,
academics and engineers working in operational research.

Our flagship simulation event

Taking place at the Mercure Rougemont Hotel Exeter, The OR Society's Simulation Workshop (SW25) provides you with a rare opportunity to create sustained, meaningful interactions between your company and this community of expert modellers and simulation practitioners and academics.

SW25 is the sector's flagship event and is attended by around 100 operational researchers, computer scientists and engineers.

This is your opportunity to place your brand at the centre of a three-day conference that discusses state-of-the-art developments in simulation.



About the event

What to expect

Our 2025 Simulation Workshop will be in-person and will include:

- several high-profile international keynote speakers
- lively panel discussions
- technical sessions
- tutorial sessions
- several social and networking activities
- attended by around 100 professionals

Why sponsor this event?

Simulation Workshop (SW25) is an opportunity for you to get your organisation in front of an audience that is usually difficult to reach: established computer scientists, academics and engineers working in OR.

This is an excellent opportunity to raise awareness of your organisation and to craft long-lasting associations as a supporter of knowledge and growth within the OR and analytics industry.

As a sponsor of this event, you will benefit from a suite of options for reaching this community. In the weeks leading up to the event, timely updates across our social and email channels will showcase your organisation to computer scientists, academics and engineers working in OR around the world.

Position your company at the heart of the analytics community by becoming the headline sponsor

HEADLINE

£3000 + VAT

- Prime exhibitor space to network and discuss your products or services with delegates.
- 4 x exhibitor passes which covers attendance to the event.
- Primary positioning of your company logo across the entire event including the website, promotional communications, banners, delegate badges, and EventsAIR platform.
- Central placement of your company logo on select holding slides during the event.
- Logo inclusion on social posts, reaching out to over 6,000 followers.
- Full access for 6 months to the EventsAIR app to access exclusive details and chat with delegates before, during and after the event.
- A promotional advert included in the Society's Inside OR magazine or digital newsletter, sent to nearly 4,000 members.
- Company logo on name badges and online registration banner

Build and develop new connections by selecting our networking package

DRINKS RECEPTION SPONSORSHIP

£2000 + VAT

- 1 x exhibition space to network and discuss your products or services with delegates.
- 2 x exhibitor passes which covers attendance to the event.
- Showcase your company banner and merchandise at an exclusive drink's reception held at the Mercure Rougemont Hotel, Exeter
- A five-minute introductory speech highlighting your company's work during the drink's reception.
- Placement of your company logo on all promotional material for the event.
- Logo inclusion on social posts, reaching out to over 6,000 followers.

For more information and to discuss your requirements, please contact us at event.enquiry@theorsociety.com or call us on (+44) (0)121 234 7828

Sponsorship opportunities

Raise your profile and grow your brand exposure by selecting our brand builder package

BRAND BUILDER PACKAGE

£1500 + VAT

- 1 x exhibition space to network and discuss your products or services with delegates.
- 2 x exhibitor passes which covers attendance to the event.
- Placement of your company logo on all promotional material for the event.
- Logo inclusion on social posts, reaching out to over 6,000 followers.
- 1 x promotional advert within the OR digital newsletter, mailed to nearly 4,000 members.
- Full access to the EventsAIR app to access exclusive details and chat to delegates, before, during and after the event.

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ON THE DAY EXHIBITOR PACKAGE

£400 + VAT

- 1 x exhibition space to network with delegates at the event.
- 1 x exhibitor pass which covers attendance to the event.
- Company logo displayed on the website and EventsAIR platform.
- Logo inclusion on social posts, reaching out to over 6,000 followers.

SW25 BRAND OPPORTUNITIES

- Provide a branded merchandise item for delegate bags - £900 + VAT
- Sponsor refreshments at the event - £500 + VAT
- Company leaflet in event delegate bags - £400 + VAT
- Promotional advert in Inside OR magazine or digital newsletter - £500 + VAT

How it works

To secure your sponsor package, please contact event.enquiry@theorsociety.com or call us on **(+44) (0)121 234 7828** and the team will be able to onboard you in the event system for the Simulation Workshop.

We will ask you to provide us with your brand assets, including your company profile and logo.

The Headline sponsor's post-event promotion will be completed within the two months following the event.

*Note that spaces are limited and we therefore recommend you get in touch at your earliest convenience.



The Operational Research Society

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www.theorsociety.com/SW23



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