



**IASS 2020/21
SURREY 7**
International Conference on
Spatial Structures 2020/21

SPATIAL STRUCTURES 2021 VIRTUAL

23 - 27 AUGUST 2021

Event Partnership
Sponsorship Prospectus

www.surrey.ac.uk/iass2021



This year the **Annual Symposium of the International Association for Shell and Spatial Structures (IASS 2021)** and **7th International Conference on Spatial Structures (Spatial Structures 2021)** will take place virtually from 23 - 27 August 2021, bringing together some of the sharpest minds in the UK and international spatial structures sector to debate and discuss all the latest challenges and opportunities.

- ▶ We are offering attendees from around the world the opportunity to enjoy hundreds of outstanding presentations, several keynote lectures from world leading experts, and a series of award-giving ceremonies including the Pioneers' Award, Torroja Medal and Hangai Prize.
- ▶ Attendees will be able to take part in a range of exciting events including: live Q&A roundtable discussions, networking with peers and industry experts, breakout sessions, and live workshops. Attendees and Sponsors can look forward to an easy and comfortable interactive experience at the Conference.
- ▶ The University of Surrey has a huge amount of experience and a proven track record in organising successful virtual events for its students and other industry conferences, with past attendance and engagement at such events being very high.
- ▶ As an added bonus, in the run up to the conference there will be a limited series of **Spatial Structures Presents...** events. These are specialist workshops and presentations focussing on industry hot topics, which will be open to all attendees once they have registered for the conference.





- ▶ We are living through times where it is becoming ever more challenging to meet and network with our international customers, both potential and existing. Now it is more important than ever to keep in touch with your key audience.
- ▶ **Event Partnership** offers industry leading companies impact, access and visibility in the market before, during and after **Spatial Structures 2021**.
- ▶ This is a unique and immersive bespoke marketing opportunity, designed to enable you to communicate and interact with key professionals within the international spatial structures industry through a variety of branding, editorial and thought leadership opportunities.

▶ **Our virtual event expertise offers complete peace of mind**

The University of Surrey Events Team is a dedicated team of events management professionals who plan and deliver a diverse portfolio of small to large scale events for a range of audiences. Over the past 12 months we have pivoted our strategy to online events and have been fine-tuning our expertise and knowledge of this field. In that time, we have delivered a breadth of virtual events from public lectures to awards ceremonies, open days and international conferences, from as small as 30 attendees, to 2000+ attendees. We are discovering the many benefits to online events, especially around audience engagement and attendance. In the past 6 months we have managed 35 virtual events attracting a total audience of 14,000.

To deliver Spatial Structures 2021, we will be partnering with Firebird Events Ltd, an award-winning conference and event management production company and specialists in virtual online conference solutions. We have worked with them for several years to deliver a number of high-profile, prestigious events for the University and have built an effective and reliable working relationship with them over that time.





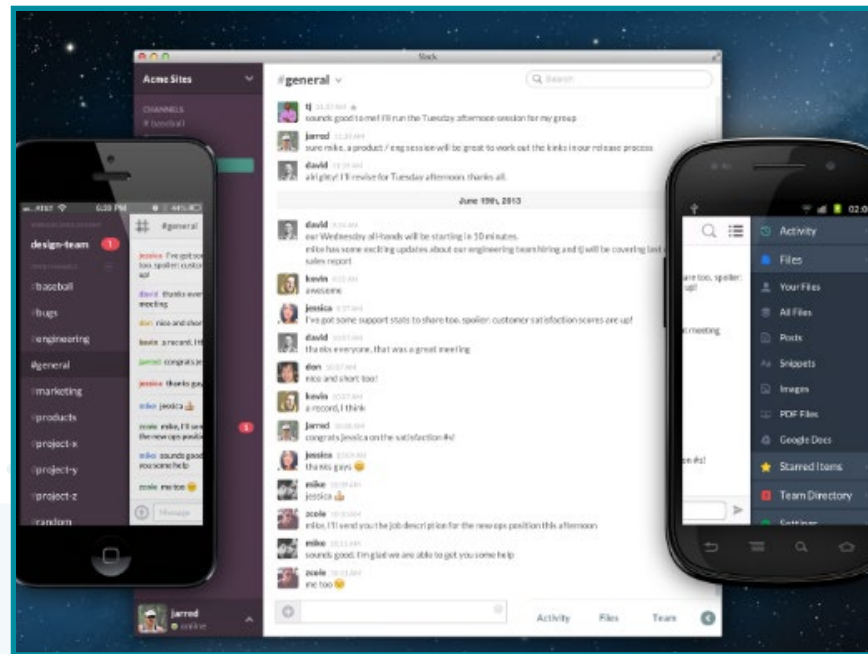
Your **Event Partnership** benefits include:

- ▶ Alignment with the highly recognised and respected **International Association of Spatial Structures** and the **Spatial Structures Research Centre** at the University of Surrey, thus reinforcing your market leading position in the international spatial structures sector.
- ▶ Full integration with the **Spatial Structures 2021** international marketing and attendee promotional campaign maximising brand association.
- ▶ Opportunities to communicate directly with the **Spatial Structures 2021** audience in varying ways before and during the event.
- ▶ Meet influential buyers and decision makers face to face on your desktop via a relaxed and easy to navigate online platform.
- ▶ Have delegate names and virtual business cards visible to you throughout the event.
- ▶ Your logo and branding on the event website and all external communications promoting the event.
- ▶ Discover relevant new and existing contacts.
- ▶ One complimentary full virtual delegate registration worth £430 will be included with each Event Partner package.
- ▶ Reduced delegate registration fees are also exclusively available to each Event Partner. For details of what is included in a full virtual delegate registration go to <https://www.surrey.ac.uk/iass2021/registration>





Event Partnership Benefit #1 Online Networking via SLACK



- ▶ Fantastic online networking opportunities for all Event Partners for the duration of live event with full access to SLACK e-networking platform.
- ▶ Any attendee can join in the conversation using SLACK, meaning your company will automatically become a fully integral part of the whole **Spatial Structures 2021** online community.
- ▶ Your staff will be able to create personal online profiles beforehand for that can be seen and searched by all attendees.
- ▶ You can message and meet any attendee at the live event, as well as setting up notifications to make sure that you don't miss anyone who messages you directly.
- ▶ If you wish, you will be able to create your own Event Partner 'Channel' to encourage attendees to take part in specific discussions about your own brand and products.





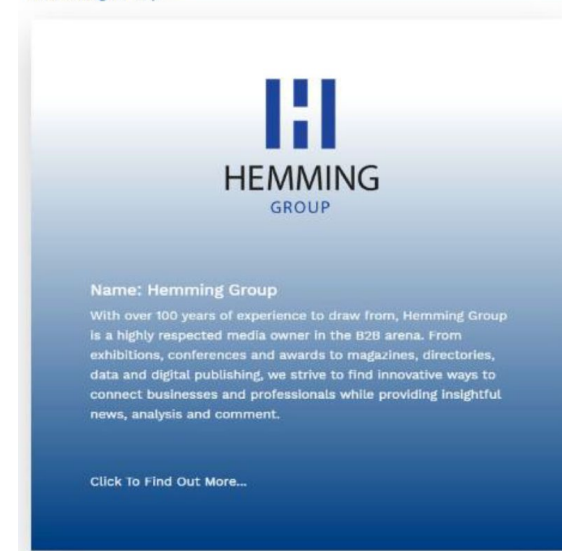
Event Partnership Benefit #2 Online Networking - Exhibition Stand in Sponsor Area



Event Partners can present and share content with attendees

Gold Sponsors

Hemming Group



Basic example of Event Partner listing on Sponsor Exhibition Area - will include overlay with additional information, including videos, brochures, content etc

- ▶ Your own exhibition stand in the Exclusive Sponsor Exhibition Area.
- ▶ Very much like a live exhibition floor, here you will have an exciting opportunity to promote your brand, show your products and services, highlight your expertise and demonstrate your successes to all **Spatial Structures 2021** attendees.
- ▶ Upload your own information beforehand such as welcome videos, brochures, white papers, images, logos, contact details etc. for your virtual Exhibition Stand.
- ▶ Arrange one to one meetings on your virtual Stand with attendees beforehand and at the live event.
- ▶ Invite attendees to visit your virtual Stand at certain times to watch presentation/welcome videos etc.



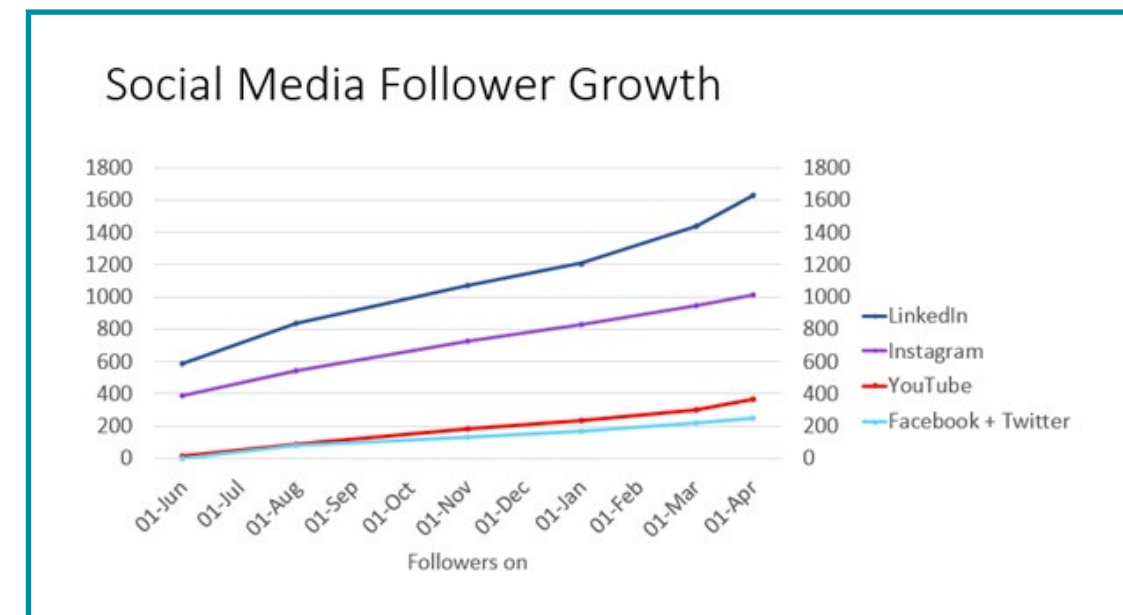


Event Partnership Benefit #3 Branding and Profiling

Your company logo and name will be branded and acknowledged as an **Event Partner** on all promotional channels for **Spatial Structures 2021**.

This includes:

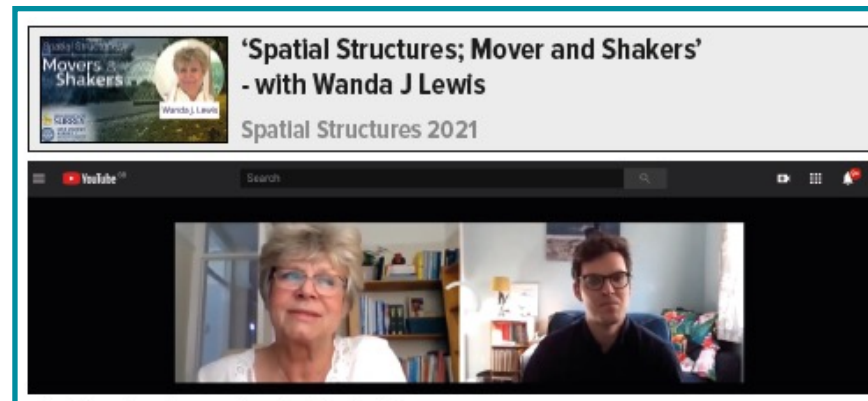
- ▶ The event website.
- ▶ Our constantly expanding social media channels.
- ▶ Direct email.
- ▶ Our regular e-bulletins to the industry.





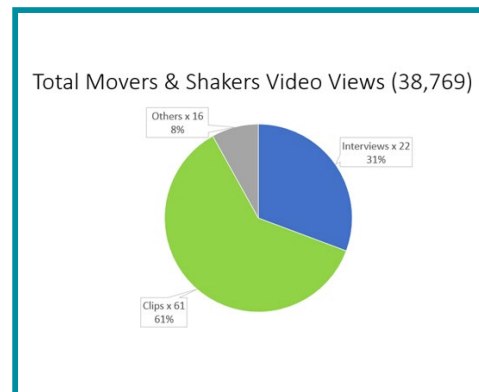
Event Partnership Benefit #4 Movers and Shakers - Branding and Profiling

As an **Event Partner**, you qualify for an e-magazine and video interview as part of our **Spatial Structures 2021 – Movers and Shakers** series.



◀ Inclusion of your logo on the video thumbnail and acknowledgement of thanks given to your company by the **'Movers and Shakers'** interview host.

▶ An article written about your company in the **Movers and Shakers** e-magazine, which is distributed to 1,000+ experts in more than 40 countries.





Event Partnership Benefit #5 Thought Leadership

Become a Spatial Structures Presents.. host



- ▶ As an **Event Partner**, you will be able to host one of our **Spatial Structures Presents..** pre-event workshop series.
- ▶ Exclusive series of specialist live workshops and presentations. These will be held in the weeks running up to **Spatial Structures 2021** and will focus on hot industry topics, for example *21st Century Fabrication and Construction of Shells; Metal Gridshell Structures, Connections and Stability; and Bio-based Concepts inspiring the Spatial Structures and Architecture of the Next Generation.*
- ▶ You can agree and provide material/ speakers for your own live workshop or presentation in collaboration with the IASS Organising Committee.
- ▶ Once our attendees have signed up to **Spatial Structures 2021** they will automatically qualify to attend these specialist events. Keywords can indicate attendees most relevant to the **Spatial Structures Presents** series.
- ▶ Opportunity to meet the speaker and their representatives afterwards, have a Q&A session after the presentation if relevant.
- ▶ You will receive data of those who attended your workshop or presentation after the event.
- ▶ These will be recorded and available for all attendees to re-watch at their pleasure via our dedicated YouTube channel.





Event Partnership Extra Opportunities

**Invest in the Future of the Industry:
Become a Spatial Structures 2021
Virtual e-Student Sponsor**

- ▶ We will be inviting a limited number of Student Participants to attend all aspects of the event free of charge via a simple online competition. The requirement will be for potential young attendees to send their details, what it will help them to achieve and reasons for attending to us.
- ▶ The IASS Organising Committee, along with a representative from your company, will select some lucky students who can then attend for free.
- ▶ As an **e-Student Sponsor** you will be underwriting their conference fees and enabling international spatial structure professionals of the future to learn more about the industry. Also you will be enabling the IASS to allow many more UK and international students to attend free of charge.
- ▶ You will be given access to the data of all students who applied to attend **Spatial Structures 2021**.



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Event Partnership Next Steps - Rates

- ▶ **e-Platinum Event Partner**
(includes benefits #1, #2, #3, #4 and #5).
Max. 5 packages available.
£4,950 + VAT
- ▶ **e-Gold Event Partner**
(includes benefits #1, #2, #3 and #4).
£2,950 + VAT
- ▶ **e-Silver Event Partner**
(includes benefits #1, #2 and #3).
£1,950 + VAT
- ▶ **e-Student Sponsor**
(includes benefits #1, #2, #3 PLUS
Sponsorship of 7 e-Students).
£2,950 + VAT





Event Partnership

Next Steps -
How can I book my
Event Partnership?

Contact us today

▶ Event Partnership Sales Manager

Lisa Bentley

+44 (0) 207 973 4698

l.bentley@hgluk.com

▶ Event Partnership Sales Executive

Binda Punj

+44 (0) 207 973 4666

b.punj@hgluk.com



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