



institute for  
small business  
and entrepreneurship



**Research, policy and practice:  
Collaboration in a disparate world.**

# SPONSORSHIP PACK

“The lively conversations and excellent research presented at the conference reflects ISBE’s commitment to providing meaningful research that can improve economic performance and ultimately lives across the world.”

Professor Neil Gibson, Chief Economist, Ernst & Young (Ireland)

# The 41st ISBE Conference

7-8 November 2018, Birmingham



**In an environment of momentous change, both in the UK and the wider global stage itself, the need to address small business growth and entrepreneurship through collaboration has become imperative.**

The findings and lessons from academic research in the area need more than ever to be shared, discussed and actioned by the worlds of academia, policy and practice. All are being driven to find the most cost-effective and immediate solutions to their challenges, whether it be local, national or international.

## What is the ISBE Conference?

**Celebrating our 41st year in 2018, the ISBE Conference has become known as the place to go for the highest quality new entrepreneurial and small business research.**

The event connects policy makers with business support practitioners and academics, nurturing productive dialogue and engagement between these groups, allowing the research to inform policy and practice to create genuine change.

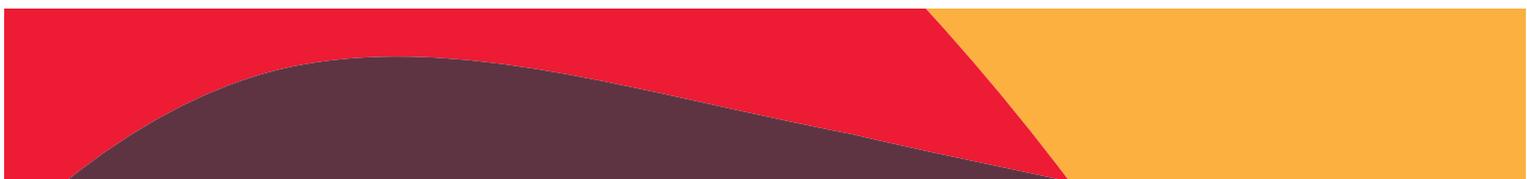
This year, we are delighted to be bringing ISBE to Birmingham and look forward to another stimulating and vibrant event.

The conference provides the opportunity for everyone from young up-and-coming researchers and entrepreneurs to established academics and policymakers to get valuable feedback on their work.

Taking place over two days with over 400 attendees from more than 40 countries, there are over 250 presentations on a diverse range of topics, including:

- Business creation
- Business support
- Creative Industries
- Enterprise Education
- Gender and Enterprise
- Entrepreneurship in Minority Groups
- Social, Environmental and Ethical Enterprise

The conference also hosts high-profile keynote speakers, stimulating debates and a number of specialist workshops.



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## Why ISBE?

**“There is increasing pressure on the academic community to become more relevant and engaged in offering insights, knowledge and recommendations directly to the business community; ISBE is making bold steps to moving academics in this direction.”**

Dr Christopher Brown, Hertfordshire Business School

**“A great way to stay up to date with the latest research and debates on small business and entrepreneurship.”**

Spinder Dhaliwal, University of Westminster

**“The diverse mix of presenters and papers certainly gave it an international appeal which enriched my knowledge and understanding.”**

Paschal Anosike, University of Wolverhampton

**“A great conference for networking with like-minded people.”**

Gill Bentley, University of Birmingham

**“ISBE is an enjoyable conference for practitioners and academics alike to share ideas and experiences. It provides opportunity for future collaborations, towards progression for SMEs and research in the field.”**

J Kitchen, Director, Social Value Consultancy Doctoral Researcher, Middlesex University



## Why sponsor?

- Associate your institution or organization with the leading event on small business and entrepreneurship research
- A range of promotional opportunities to showcase your brand and fit your budget
- Excellent networking events, including the chance to deliver a keynote presentation or to see your brand promoted at one of our specific events during the conference
- Be part of creating impact and advancement in the entrepreneurship field by supporting research and knowledge exchange and enabling that research to be used in practice and policy
- Enjoy brand exposure in all our conference marketing throughout 2018
- Multi-year discounted packages also available



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**For the ISBE 2018 Conference, we offer four levels of sponsorship, each offering significant benefits to the sponsoring organisation.**

## LEAD SPONSOR – £25,000

**This package gives continuous exposure for your company before, during and after the conference. Includes sponsorship of one of the following: Conference Gala Dinner, Welcome Reception or Doctoral Day.**

### BRAND POSITIONING

1. Logo on delegate bags
2. Logo on delegate badges
3. Logo on main conference stage
4. Logo on all conference banners
5. Logo on conference video
6. Logo on main conference slide (non-exclusive)
7. Logo displayed in most prominent position on all relevant conference literature
8. Identification as lead sponsor in final conference programme

### PROMOTIONAL OPPORTUNITIES

9. Keynote speaker at Plenary Session
10. Present Best Conference Paper Award at Gala Dinner
11. Opportunity to nominate relevant speakers
12. Double (2) page spread for adverts in final conference programme
13. Two inserts of corporate literature or promotional items in delegate bags
14. Logo, company synopsis and contact details listed first on the sponsors page of the proceedings
15. Logo and hyperlink to your homepage in a prominent position on the dedicated event website
16. Logo and hyperlink on the conference page of the main ISBE website
17. Post-conference email to delegates
18. Mentioned as lead sponsor in all conference Press Releases

### NETWORKING OPPORTUNITIES

19. Sponsor will receive ten (10) complimentary delegate places at the Conference
20. Sponsor is entitled to ten (10) complimentary places at the Conference Gala Dinner
21. Sponsor is entitled to ten (10) complimentary places at the Welcome Reception
22. Sponsor is entitled to complimentary exhibition space at the conference

## HIGH LEVEL SPONSOR – £10,000

**To include one of the following:**

- Conference Gala Dinner
- Welcome Reception
- Doctoral Day

### BRAND POSITIONING

1. Logo on tickets for: Gala Dinner or Welcome Reception or Doctoral Day literature
2. Logo displayed during the relevant reception, dinner or day
3. Logo on all conference banners
4. Logo on conference video
5. Logo on main conference slide (non-exclusive)
6. Logo displayed on all relevant conference literature
7. Identification as a high level sponsor in final conference programme

### PROMOTIONAL OPPORTUNITIES

8. Give short talk at sponsored event (reception, dinner or day)
9. Opportunity to nominate relevant speakers
10. One (1) full page advert in final conference programme
11. Single insert of corporate literature or promotional item in delegate bags
12. Logo, company synopsis and contact details on the sponsors page of the proceedings
13. Logo and hyperlink to your homepage on the dedicated event website
14. Mentioned as high level sponsor in all conference Press Releases

### NETWORKING OPPORTUNITIES

15. Sponsor will receive four (4) complimentary delegate places at the Conference
16. Sponsor is entitled to two (2) complimentary places at the Conference Gala Dinner
17. Sponsor is entitled to four (4) complimentary places at the Welcome Reception
18. Sponsor is entitled to complimentary exhibition space at the conference

**To discuss how you can partner with ISBE to present your organization to a network of top names in the worlds of small business and entrepreneurship, please contact Rob Edwards at [rob@isbe.org.uk](mailto:rob@isbe.org.uk)**

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## TRACK SPONSOR – £5,000

### BRAND POSITIONING

1. Logo on holding slide for relevant track
2. Opportunity to display banners or literature in the track room
3. Logo on all conference banners
4. Logo on main conference slide (non-exclusive)
5. Logo displayed on all relevant conference literature
6. Identification as track sponsor in final conference programme

### PROMOTIONAL OPPORTUNITIES

7. Chair a session in sponsored track
8. Nominate someone to be part of the track reviewing team
9. Present Award for Best Paper in sponsored track at Gala Dinner
10. One (1) half page advert in final conference programme
11. Logo, company synopsis and contact details on the sponsors page of the proceedings
12. Logo and hyperlink to your homepage on the dedicated event website
13. Mentioned as track sponsor in relevant conference Press Releases

### NETWORKING OPPORTUNITIES

14. Sponsor will receive two (2) complimentary delegate places at the Conference
15. Sponsor is entitled to one (1) complimentary place at the Conference Gala Dinner
16. Sponsor is entitled to two (2) complimentary places at the Welcome Reception
17. Sponsor is entitled to 50% discount on exhibition space at the conference

## SUPPORTING SPONSOR – £2,500

### BRAND POSITIONING

1. Logo on main conference slide (non-exclusive)
2. Logo displayed on all relevant conference literature
3. Identification as a sponsor in final conference programme

### PROMOTIONAL OPPORTUNITIES

4. Logo and hyperlink on the sponsors page of the proceedings
5. Logo and hyperlink to your homepage on the dedicated event website

### NETWORKING OPPORTUNITIES

6. Sponsor will receive one (1) complimentary delegate place at the Conference
7. Sponsor is entitled to one (1) complimentary place at the Welcome Reception
8. Sponsor is entitled to 50% discount on exhibition space at the conference

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