



institute for  
small business  
and entrepreneurship



**Bridging Enterprise, Policy and Practice:  
Creating Social and Public Value**

# **SPONSORSHIP PACK**

**‘People, people and people – meeting people,  
sharing ideas, developing networks and developing  
research collaborations.’**

Dr Robyn Owen, Associate Professor of Entrepreneurial Finance, Centre for Enterprise and  
Economic Development Research (CEEDR), Middlesex University

Organised with the support of high level sponsor Cardiff University (Cardiff Business School), and Cardiff Metropolitan University (Cardiff School of Management), Swansea University (School of Management) and University of Wales Trinity St David



# The 43rd ISBE Conference

4-5 November 2020, Cardiff



**In a changing world in which entrepreneurship and innovation are critical to economic development, it is more important than ever that academic research on enterprise and small business connects with practice and policy.**

Knowledge exchange is critical in making sure that research reflects the current priorities of entrepreneurs, innovators and organisational leaders, and addresses the complexities and challenges of designing appropriate and effective policy. These challenges crystalize in understanding better the wider context and purpose of entrepreneurship, in reflecting on the range of social and public challenges that entrepreneurial thinking is able to address, and in appreciating the role of social and for-profit enterprises in meeting these challenges.

Universities in Cardiff and Swansea are delighted to join together to bring the ISBE conference to the capital of Wales in 2020. The organisers are looking forward to welcoming participants to Wales to reflect on how academic, professional and policy stakeholders can exchange ideas and knowledge, and reflect on best practice, as we seek to address grand challenges around social and public value playing out at local, national and international levels.

We are looking forward immensely to welcoming ISBE conference participants to Cardiff in 2020. Rydym yn dymuno croeso cynnes i chi i Gymru yn 2020.

## **Professor Andrew Henley**

Director of Research Engagement and Impact /  
Cyfarwyddwr Ymgysylltu ac Effaith Ymchwil  
Cardiff Business School



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## Why sponsor ISBE?

- 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 2020
- Multi-year discounted packages also available

**‘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

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

Spinder Dhaliwal, University of Westminster

**‘I valued the many wonderful, brilliant people that I met during the conference and the food for thought that the papers presented provided, as well as the reassurance that we’re on the right track with what we do’.**

Gretel Dixon, Newcastle University

**‘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





# The 43rd ISBE Conference

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**For the ISBE 2020 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 badges
2. Logo on main conference stage
3. Logo on all conference banners
4. Logo on main conference slide (non-exclusive)
5. Logo displayed in most prominent position in all relevant conference marketing
6. Identification as lead sponsor in conference app, available to all delegates

#### PROMOTIONAL OPPORTUNITIES

7. Keynote speaker at Plenary Session
8. Present Best Conference Paper Award at Gala Dinner
9. Opportunity to nominate relevant speakers
10. Logo, company synopsis and contact details listed first on the sponsors page of the conference app
11. Logo and hyperlink to your homepage in a prominent position on the dedicated event website
12. Logo and hyperlink on the conference page of the main ISBE website
13. Post-conference email to delegates
14. Mentioned as lead sponsor in all conference Press Releases

#### NETWORKING OPPORTUNITIES

15. Sponsor will receive ten (10) complimentary delegate places at the Conference
16. Sponsor is entitled to ten (10) complimentary places at the Conference Gala Dinner
17. Sponsor is entitled to ten (10) complimentary places at the Welcome Reception
18. 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 main conference slide (non-exclusive)
5. Logo displayed in all relevant conference marketing
6. Identification as lead sponsor in conference app, available to all delegates

#### PROMOTIONAL OPPORTUNITIES

7. Give short talk at sponsored event (reception, dinner or day)
8. Opportunity to nominate relevant speakers
9. Logo, company synopsis and contact details on the sponsors page of the conference app
10. Logo and hyperlink to your homepage on the dedicated event website
11. Mentioned as high level sponsor in all conference Press Releases

#### NETWORKING OPPORTUNITIES

12. Sponsor will receive four (4) complimentary delegate places at the Conference
13. Sponsor is entitled to two (2) complimentary places at the Conference Gala Dinner
14. Sponsor is entitled to four (4) complimentary places at the Welcome Reception
15. 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)**

# The 43rd ISBE Conference

## 4-5 November 2020, Cardiff



### 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 in all relevant conference marketing
6. Identification as track sponsor in conference app

#### 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. Logo, company synopsis and contact details on the sponsors page of the conference app
11. Logo and hyperlink to your homepage on the dedicated event website
12. Mentioned as track sponsor in relevant conference Press Releases

#### NETWORKING OPPORTUNITIES

13. Sponsor will receive two (2) complimentary delegate places at the Conference
14. Sponsor is entitled to one (1) complimentary place at the Conference Gala Dinner
15. Sponsor is entitled to two (2) complimentary places at the Welcome Reception
16. 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 in all relevant conference marketing
3. Identification as a sponsor in conference app

#### PROMOTIONAL OPPORTUNITIES

4. Logo and hyperlink on the sponsors page of the conference app
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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