

Take advantage
of our limited
number
of exhibitor
booths!

Vitae International Researcher Development Conference

Exhibitor package

Vitae International Researcher Development Conference 2022 will take place Tuesday 13 September - Thursday 15 September 2022 in an interactive online format, followed by a face-to-face learning, networking and social event taking place during the afternoon of Monday 26 September and the morning of Tuesday 27 September.

Following the success of the last two years, the conference will include an exciting programme of keynote presentations, expert panels, roundtables, and workshops, as well as a collection of on-demand content.

Due to the online nature of the main conference programme 2022, we anticipate that participants will include policy makers, research funders, senior staff, research managers, staff supporting researchers, budget holders, career specialists, supervisors, principal investigators, international support and services staff; and also, researchers themselves.

Our virtual conferences over the past two years have brought around 450 participants together from a range of UK and international institutions, 15% of which were outside of the UK. The online format developed with remote participation in mind provides exhibitors with an effective platform from which to promote products and services, increase brand visibility and potentially gain prospects from an audience who are invested in the development of researchers.

Our bronze, silver and gold exhibitor packages have been thoughtfully designed to maximise promotional opportunities extending beyond our event platform such as visibility via social media and attendance at our in-person event.

Exhibiting can include:

- *Pre-event promotion*
- *Promotional video pitch*
- *Online exhibition booth*
- *Content for participant pack*
- *Networking opportunities*
- *Timetabled exhibitor drop-in*
- *Up to 2 tickets to attend the whole event*
- *Attendance and promotional opportunities at in-person event*

Pre-event promotion

Dedicated exhibitor social media promotion leading up to the event.

Main promotional channels will include Vitae News (25k subscribers), direct member messages, Twitter (over 12k followers), announcements/updates via our events platform, Vitae website and the important pre-event message that lands in every single participant's inbox.

Your exhibitor's name and logo will be displayed across these channels.

Exhibition booth

Our virtual exhibitor booths include:

- *Logo*
- *Organisational profile*
- *Link to your website*
- *Contact us form (if supplied)*
- *Up to 3 pieces of promotional content*



Take a quick view of what each package offers:

Exhibitor package options

Option	Bronze	Silver	Gold
Pre event promotion	•	•	•
Exhibition booth			
Logo	•	•	•
Organisational profile	•	•	•
Link to website	•	•	•
Promotional video pitch	•	•	•
Additional pieces of content in booth	1	2	3
Online event			
Promotional video pitch on display in online networking area	•	•	•
Participant pack entry	•	•	•
Networking via community	•	•	•
Timetabled exhibitor session	•	•	•
Complimentary tickets to 3-day online event	0	1	2
In-person event			
Complimentary tickets to in-person event	0	0	1
In person pull up banner display and promotional leaflet on participant tables	•	•	•
Networking lunch and reception	•	•	•

Cost £500 £1,000 £2,000*
* Prices exclude VAT where applicable

To book an exhibition booth or for further information about bespoke packages and sponsorship please contact: events@vitae.ac.uk

Promo pitch video

Short 60-90 second pitch video to promote your products/services.

These will be available in your booth to be watched by participants during networking breaks. Gold package holders will have their pitch video on display in the networking platform.

Participant pack

Logo and link included in each participants' virtual pre-event pack.

Networking

View the profiles of, connect and network with participants via the event platform, including a direct messaging function. Have the flexibility to organise your own meetings with them using a platform of your choice.

Timetabled exhibitor drop-in

Entice participants in to a designated 15-minute drop-in session. We have created space in the programme for dedicated drop-in sessions of up to 15 mins for exhibitors to deliver a pitch to potential customers.

Drop-in sessions will be featured in the main agenda for all participants to view and to help maximise attendance.

Complementary tickets

Up to 2 tickets to the online and in-person event, depending on package.

Package and pricing

Take advantage of the opportunities above as an Exhibitor. Booth numbers are limited and subject to agreement.

Media partnership

Content generated from each Vitae annual event frequently attracts headline articles of significance in the HE sector, especially around policy and impact, and this year will be no exception. If your organisation would like to be involved in media partnering with Vitae and be the first to hear about launches, initiatives, press releases and publications for the event, please contact: sarah.nalden@vitae.ac.uk