RSGB National Analysts Conference
2nd - 3rd March 2021

Sponsorship Information Pack

About the conference

In a year of unprecedented challenge and change, the RSGB National Analysts Conference (Joining the Dots) is pressing ahead for a 6th year running in March 2021, continuing to provide support and guidance for the road safety profession, stakeholders and the wider community alike.

Following five successful years of being booked to capacity in conference venues, we expect this year to be no different. The conference will be taking place virtually over two days, drawing on our extensive experience in delivering multimedia content and webinars to over 600 road safety professionals in the UK and overseas during the last 9 months alone.

This year the conference will be taking a focus on pressing topics facing the profession in this exceptional year and beyond including; changes in travel choice, the impact on roads casualties, shifting road user behaviour and predicting modal shift towards active travel.

Joining the Dots always attracts an engaged audience and a great line up of speakers, previous presenters include:

- Ian Knowles, Head of Data, Analytics and Statistics, Department for Transport
- Professor Pete Thomas, Professor of Road and Vehicle Safety, Loughborough University
- Sir Nic Carey, Transport Data Strategist, Waysphere
- Dr Suzy Charman, Executive Director, Road Safety Foundation
- Alexandre Santacreu, Policy Analyst, International Transport Forum
- Professor Rachel Aldred, Professor of Transport at the University of Westminster

Why sponsor?

To make this online event as affordable as possible in these financially constrained times, delegate rates for Road Safety GB members will be heavily subsidised. To make the event viable at the subsidised rates, Road Safety GB is looking for commercial partners and sponsors funding to cover the costs of staging the virtual conference.

- By association, you will be providing support to Road Safety GB and playing an important part in helping ensure the success of this important event – not just this year, but in future years as well
- You will be helping to extend understanding of road safety issues
- You will be providing support to road safety professionals in their work to reduce crashes and casualties.

Benefits of being a sponsor

- Your branding will appear prominently on the event website and at the event itself.
- Mentioned in all correspondence and news updates about the event.
- Access to key industry contacts in the sector
- Opportunity to showcase your latest products and services
- Excellent branding and sponsorship opportunities
- Increased visibility and strengthened brand image among attendees

JOINING THE DOTS...

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Sponsorship Opportunities

We offer a variety of sponsorship packages to suit a range of budgets.

Virtual Exhibitor Sponsor

£500

- Sponsorship recognition on the Joining the Dots Partners and Sponsors page, displaying your logo and a short description about your organisation.
- Your organisation's logo will be visible on the Joining the Dots home page, allowing visibility to high levels of web-traffic from your sector colleagues.
- Your organisation's logo will be displayed on all conference 'supporter' slides which will be included between all presentations throughout the two-day virtual conference.
- Your chosen number of Joining the Dots conference tickets for your organisation, giving unlimited virtual access to one of the sector's leading data analyst conferences.

Lead Exhibitor Sponsor

£1,000

- Sponsorship recognition on the Joining the Dots Partners and Sponsors page, displaying your logo and a short description about your organisation.
- Your organisation's logo will be visible on the Joining the Dots home page, allowing visibility to high levels of web-traffic from your sector colleagues.
- Your organisation's logo will be displayed on all conference 'supporter' slides which will be included between all presentations throughout the two-day virtual conference.
- Your chosen number of Joining the Dots conference tickets for your organisation, giving unlimited virtual access to one of the sector's leading data analyst conferences.
- Your organisation's video profile displayed on the JtD conference website.
- Your organisation's 60 second advert shown during four separate slots during the JtD conference (two slots per day).

JOINING THE DOTS...

Technology Provider sponsor

£1,500

- Sponsorship recognition on the Joining the Dots Partners and Sponsors page, displaying your logo and a short description about your organisation.
- Your organisation's logo will be visible on the Joining the Dots home page, allowing visibility to high levels of web-traffic from your sector colleagues.
- Your organisation's logo will be displayed on all conference 'supporter' slides which will be included between all presentations throughout the two-day virtual conference.
- Your chosen number of Joining the Dots conference tickets for your organisation, giving unlimited virtual access to one of the sector's leading data analyst conferences.
- Your organisation's video profile displayed on the JtD conference website.
- Your organisation's 60 second advert shown during four separate slots during the JtD conference (two slots per day).
- A designated slot within the 'Technology Provider' showcase session of the conference to present a demonstration of your products and services.

For more information, please contact Rob Jones by email at rob.jones@agilysis.co.uk or by telephone on 01295 731810 or 07912 014577

Sponsorship Information Pack

Terms of agreement

- All prices exclude VAT at 20%
- It is the Sponsor's responsibility to cover all costs associated with providing all relevant branding and artwork required under the sponsorship agreement. Exact artwork specifications will be provided upon receipt of the signed sponsorship agreement.
- 50% of the value of the sponsorship will be invoiced upon receipt of the signed sponsorship agreement.
- The balance of the sponsorship deal will be due 60 days prior to the conference.
- Invoice payment terms are strictly 30 days from date of invoice.
- Sponsorship availability is limited and will therefore be allocated on a first come, first served basis.
- Agilysis Limited and Road Safety GB reserve the right to refuse sponsorship where it is considered necessary.
- Sponsors must sign and return the sponsorship agreement form upon acceptance of the sponsorship deal at the earliest convenience.
- Sponsors must communicate regularly with the conference organisers for further information, instructions, invoicing, payments, and technical procedures prior to the conference.
- Sponsors must provide all requested artwork at least three weeks prior to the conference start date.
- Cancellation of any portion of the signed sponsorship agreement by the Sponsor should be notified in writing to rob.jones@agilysis.co.uk and will be accepted upon the following refund schedule:
- At least 60 days notice from start of conference – 50% of contract
- Less than 60 days notice from start of conference – no refund
- Failure to adhere to the terms of the agreement could result in all reference to your organisations sponsorship being removed from all material