

Virtual INORMS 2021: Partnership Opportunities for Sponsors and Exhibitors

Due to the COVID-19 crisis, we have been forced to change the INORMS 2021 format. Everything but the opening ceremony will be held virtually. Although this is very challenging, we will try our best to make this event successful. Your support for the community of research managers and administrators would continue to be greatly appreciated.

While virtual INORMS 2021 will be held from May 24 to May 27, 2021, as originally scheduled, our registered delegates will be able to continue to watch all the pre-recorded sessions on-demand virtually as many times as they like even after the closing ceremony ends until June 30. In spite of the change from face-to-face to virtual format, considering the trends of similarly transformed conferences around the world in the recent months, we still expect about 600 executives and professionals largely from universities and research institutes to attend virtual INORMS 2021.

The theme of this global meeting remains the same: “**Promoting Diversity in Research and Research Management Collaborations: More Trans-national, More Trans-disciplinary, More Trans-sectoral.**” This theme reflects how research collaboration in an interconnected world requires increasing interaction among researchers, research managers, and business and government representatives from different countries and disciplines. These interdisciplinary interactions promote the weaving of trans-national, trans-disciplinary, and trans-sectoral threads into a diverse tapestry that allows research to succeed in the complex global world we live in today.

By being a sponsor or exhibitor at virtual INORMS 2021 in May, you can maximize your international corporate visibility, showcase your products and services, and build brand recognition. We would highly value your participation.

There are different types of sponsorships as below. The details of each sponsorship can be seen in the following pages.

Packaged Sponsorship	Individual Sponsorship
Platinum Sponsor (¥2,500,000)	Virtual Exhibition Space on EventsAir (¥100,000)
Gold Sponsor (¥1,500,000)	One-page ad in <i>Orizuru Notebook</i> (¥100,000)
	Half-page ad in <i>Orizuru Notebook</i> (¥50,000)
	One A4-sized flyer insertion to delegate envelope with <i>Orizuru Notebook</i> (¥150,000)
	Logo on delegate envelop with <i>Orizuru Notebook</i> sent to around the world (¥500,000)

* All prices quoted in this document are in Japanese Yen and include tax.

** **Orizuru Notebook** is a B5-sized notebook with some sponsors' advertisements. This B5-sized notebook is made of paper recycled from **Orizuru** (paper cranes) to express wishes for peace. Hiroshima Peace Memorial Park receives millions of these paper cranes from Japan and abroad every year. **Orizuru Notebook** as a token with the wishes for global peace will be physically distributed by mail to each delegate who virtually participates in INORMS 2021.

Norifumi Miyokawa, Ph.D.
Chair, Planning Committee
INORMS 2021 Hiroshima
www.inorms2021.org

Packaged Sponsorship (Exclusive)

Platinum Sponsor (¥2,500,000 per sponsor)

- Access to the list of the INORMS 2021 delegates who have granted permission (the delegate list includes names, affiliations, and roles)
- Platinum sponsor acknowledgement at the opening and closing of the congress
- Logo of your organization on the INORMS 2021 official website with a 200-word description
- Logo on three (3) pages of the EventsAir platform
 - Top (Agenda) page of each delegate's Attendee Portal
 - Each on-demand session page
 - Meeting Hub page (The Meeting Hub allows participants and exhibitors to meet colleagues for a one on one meeting via live chat.)
- Logo on the delegate envelope with an *Orizuru Notebook*
 - This B5-sized notebook is made of paper recycled from *Orizuru* (paper cranes) to express wishes for peace. Hiroshima Peace Memorial Park receives millions of these paper cranes from Japan and abroad every year.
 - *Orizuru Notebook* as a token with the wishes for global peace will be physically distributed by mail to each delegate who virtually participates in INORMS 2021.
- Insertion of one promotional flyer into each delegate envelope with an *Orizuru Notebook*
 - The flyers should be smaller than A4 paper size and must be provided by the sponsor.
- Two (2) full-page color advertisements in the *Orizuru Notebook* (including one on the back cover)
 - Please prepare the ad in an electronic format and send it to the INORMS 2021 secretariat.
- Exhibition space in Virtual Exhibition of the EventsAir platform
 - Including chat with participants and posting of company profile, brochure and video
- Six (6) complimentary, full delegate registrations and exhibitor passes
- A 60-minute, pre-recorded sponsored-session, which will be available on-demand virtually to all the delegates until June 30
- Three (3) e-mail blast opportunities (via the congress secretariat) for sending promotional information to the INORMS 2021 delegates who have granted permission
 - Two (2) pre-event and one (1) post-event blasts

Gold Sponsor (¥1,500,000 per sponsor)

- Access to the list of the INORMS 2021 delegates who have granted permission (the delegate list includes names, affiliations, and roles)
- Gold sponsor acknowledgement at the opening and closing of the congress
- Logo of your organization on the INORMS 2021 official website with a 100-word description
- Logo on two (2) pages of the EventsAir platform
 - Top (Agenda) page of each delegate's Attendee Portal
 - Each on-demand session page
- Logo on the delegate envelope with an *Orizuru Notebook*
 - This B5-sized notebook is made of paper recycled from *Orizuru* (paper cranes) to express wishes for peace. Hiroshima Peace Memorial Park receives millions of these paper cranes from Japan and abroad every year.
 - *Orizuru Notebook* as a token with the wishes for global peace will be physically distributed by mail to each delegate who virtually participates in INORMS 2021.
- Insertion of one promotional flyer into each delegate envelope with an *Orizuru Notebook*
 - The flyers should be smaller than A4 paper size and must be provided by the sponsor.
- One (1) full-page color advertisement in the *Orizuru Notebook*
 - Please prepare the ad in an electronic format and send it to the INORMS 2021 secretariat.
- Exhibition space in Virtual Exhibition of the EventsAir platform
 - Including chat with participants and posting of company profile, brochure and video
- Five (5) complimentary, full delegate registrations and exhibitor passes
- A 60-minute, pre-recorded sponsored-session, which will be available on-demand virtually to all the delegates until June 30
- Two (2) e-mail blast opportunities (via the congress secretariat) for sending promotional information to the INORMS 2021 delegates who have granted permission
 - One (1) pre-event and one (1) post-event blasts

Individual Sponsorship

- ◆ All the individual sponsors will have access to the list of the INORMS 2021 delegates who have granted permission (the delegate list includes names, affiliations, and roles).
- ◆ All the individual sponsors will have their logos on the INORMS 2021 official website with a 50-word description.

Virtual exhibition space (seven opportunities, **¥100,000 per sponsor**)

- Exhibition space in Virtual Exhibition of the EventsAir platform
 - Including chat with participants and posting of company profile, brochure and video
- Two (2) full delegate registrations and exhibitor passes
- Logo on Top (Agenda) page of each delegate's Attendee Portal (EventsAir)

One-page or Half-page ad in the *Orizuru Notebook*

- **One-page advertisement** in the *Orizuru Notebook* (multiple opportunities, **¥100,000 per sponsor**)
 - This B5-sized notebook is made of paper recycled from *Orizuru* (paper cranes) to express wishes for peace. Hiroshima Peace Memorial Park receives millions of these paper cranes from Japan and abroad every year.
 - *Orizuru Notebook* as a token with the wishes for global peace will be physically distributed by mail to each delegate who virtually participates in INORMS 2021.
 - Please prepare the ad in an electronic format and send it to the INORMS 2021 secretariat.
- **Half-page advertisement** in the *Orizuru Notebook* (multiple opportunities, **¥50,000 per sponsor**)
 - Please refer to the brief description of *Orizuru Notebook* above.
 - Please prepare the ad in an electronic format and send it to the INORMS 2021 secretariat.

Promotional flyer insertion in the delegate envelope with *Orizuru Notebook* (seven opportunities, **¥150,000 per sponsor**)

- Opportunity to insert one promotional flyer into each delegate envelope with an *Orizuru Notebook*
 - Please refer to the brief description of *Orizuru Notebook* above.
 - The flyers should be smaller than A4 paper size and must be provided by the sponsor.

Logo of a sponsor for the delegate envelope with *Orizuru Notebook* (one opportunity, **¥500,000**)

- Opportunity to have the sponsor's logo on the envelope, along with the Platinum Sponsor's and Gold Sponsors' logos.
- Please refer to the brief description of *Orizuru Notebook* above.



Payment and Terms

Please fill in the sponsorship application form and send it to the following e-mail address:

E-mail: inorms2021-partner@convention.co.jp

To the attention of: Sponsorship/Exhibition Secretariat of INORMS 2021

(c/o Japan Convention Services, Inc)

◆ Delegate personal information

The personal information of the INORMS 2021 delegates including names, affiliations and roles will be permitted to use only in INORMS 2021 related materials.

Any self-promotional activities using the delegates' information will not be permitted without the congress secretariat announces in advance.

◆ Payment Methods

An invoice will be sent out by email by the Sponsorship/Exhibition Secretariat of INORMS 2021, after the application form is completed. All payment must be made in Japanese Yen (JPY). Please be sure to transfer the payment to the designated bank account without delay before the respective deadlines.

Any transaction fees are subject to payment by the applicants.

◆ Cancellation Policy

Cancellation or changes to your original booking must be submitted in writing, electronically, to the Sponsorship/Exhibition Secretariat of INORMS 2021.

◆ Cancellation fees

From March 15, 2021:

100 % of the total cost of each item will be retained

◆ Application Deadline

March 15, 2021 (with the company's logo in an electronic format as well as the ad in an electronic format for the *Orizuru Notebook*, if applicable, and/or a promotional flyer for insertion into the delegate envelope with *Orizuru Notebook*, if applicable)

※ Sponsorship/Exhibition fees include tax.



INORMS 2021

Hiroshima



Sponsorship Application Form for Virtual INORMS 2021

Please fill out this application form and send it electronically to Sponsorship/Exhibition Secretariat of INORMS 2021 at inorms2021-partner@convention.co.jp

Company name: _____

agrees to apply for the sponsorship of INORMS 2021 and understands that there might be a chance for us not to be able to accept all the applications in case of many applicants. In case the total number of applications exceeds the number of opportunities, they will be granted on a first come, first served basis.

Person in Charge: _____

Job Title: _____

Address: _____

Tel (including country code): _____

e-mail: _____

Please check the boxes below.

(All payment must be made in Japanese Yen and inclusive tax.)

Packaged Sponsorship		Individual Sponsorship	
<input type="checkbox"/> Platinum Sponsor	¥2,500,000	<input type="checkbox"/> Virtual exhibition space on EventsAir	¥100,000
<input type="checkbox"/> Gold Sponsor	¥1,500,000	<input type="checkbox"/> One-page ad in <i>Orizuru Notebook</i>	¥100,000
		<input type="checkbox"/> Half-page ad in <i>Orizuru Notebook</i>	¥50,000
		<input type="checkbox"/> Flyer insert into delegate envelope	¥150,000
		<input type="checkbox"/> Logo on delegate envelope	¥500,000

Signature: _____

Date: _____

Logo on Attendee Portal (Top page)

The screenshot displays the 'VIRTUAL ATTENDEE PORTAL' interface. At the top right, there are utility icons for DND, EXPORT, HELP, and a user profile 'TJ'. A central notification states 'The next session starts in 46m'. Below this, a 'Filter' dropdown is set to 'Advanced'. The main content area is divided into two columns. The left column shows a schedule for 'TODAY' with three events: 'Virtual Exhibition' (8:30am - 6:00pm, LIVE NOW), 'Opening Ceremony' (9:00am - 9:30am), and 'Plenary Session 1' (9:30am - 11:00am, LIVE NOW). A callout box labeled 'Sponsor 1' points to the 'Virtual Exhibition' card, which includes a 'My Virtual Stand' button and a 'Meet Sponsors/Exhibitors' link. The right column features a 'Virtual Exhibition' card with a 'My Virtual Stand' button and a 'Meet Sponsors/Exhibitors' link, a 'Meeting Hub' card with a 'View' button, a 'Resource Gallery' section with 'Poster Gallery' and a video player, and a 'Session Information' popup for 'Opening Ceremony (Live)'. The bottom right corner features the 'OnAIR EventsAIR' logo.

VIRTUAL ATTENDEE PORTAL

DND EXPORT HELP TJ

The next session starts in 46m

Filter ★ Advanced ✕

TODAY

8:00am

Virtual Exhibition 8:30am - 6:00pm LIVE NOW My Virtual Stand [Meet Sponsors/Exhibitors](#)

9:00am

Opening Ceremony 9:00am - 9:30am

Opening Ceremony (Live) ☆ View

10:13 AM

Plenary Session 1 9:30am - 11:00am LIVE NOW

Virtual Exhibition My Virtual Stand [Meet Sponsors/Exhibitors](#)

Meeting Hub View

Resource Gallery Poster Gallery

Session Information ×

Opening Ceremony (Live)

OnAIR EventsAIR

Packaged sponsors' and exhibitors' logos with URL Link

Virtual Exhibitors

Sponsor 1

46

JCS

Taro Co-exhibitor JCS

Taro JCS

YOU'RE OPEN FOR BUSINESS

Attendees can now visit your virtual stand and request live meetings. Keep an eye on your Queue (on the right) for any attendees waiting to meet you. Just click Start Meeting and this will automatically start a video call and you will be able to use screen share. You can end a live meeting any time by clicking End Meeting and then you are free to start your next meeting.

No further events today

Queue

In Meetings

JCS Team Chat

Brochures

Chat with participants

Exhibitor's team chat

OnAIR EventsAIR

Virtual Exhibitors (participants' screen)

The screenshot displays the EventsAir platform interface for virtual exhibitors. The interface is divided into several sections:

- Top Left:** A navigation link "[BACK TO VIRTUAL EXHIBITION](#)".
- Top Right:** Utility icons for "DND", "EXPORT", "HELP", and a language selector "JP".
- Header:** The exhibitor name "JCS" and the JCS logo.
- Event Status:** A message stating "No further events today".
- Participant List:** Two participant cards: "TC Taro Co-exhibitor JCS" and "TJ Taro JCS JCS".
- LET'S MEET:** A section with the text: "Representatives of JCS are available right now for live meetings. Just click the Request Live Meeting button above and you will be put in the queue for the next available meeting slot." Below this text are two buttons: "Request Live Meeting" and "Request Live Chat".
- Company Video:** A video player titled "Company Video" with a play button.
- Exhibitor Information:** A section titled "Exhibitor Information" containing the JCS logo, the name "JCS", and an "About" section: "Japan Convention Services, Inc. the first PCO in Japan, was founded in 1967. In addition to providing planning, management, and association management services for international and academic conferences, we also take pride in engaging in simultaneous interpreting, staffing services, and providing facilities management and overall communication services."
- Meeting Hub:** A section titled "Meeting Hub" with a dropdown arrow.
- Brochures:** A section titled "Brochures" containing a "Brochure" entry: "Company Outline PDF Document - 1.7 MB" with a download icon.
- Bottom Right:** The "OnAIR by EventsAIR" logo.

Four callout boxes highlight specific features:

- Video:** Points to the "Company Video" player.
- Contacts to Exhibitors (chat only):** Points to the "Request Live Meeting" and "Request Live Chat" buttons.
- Exhibitor Information:** Points to the "Exhibitor Information" section.
- Brochures:** Points to the "Brochures" section.