

# Commercial Opportunities 2017

“32 hours of exhibition. 4 days of Congress. Not a free hour at CoolTool booth. Dozens of eye tracking devices sold. Thank you ESOMAR team for amazing traffic and inspiring program!”

Dmitry Gaiduk, CEO, CoolTool Inc, USA



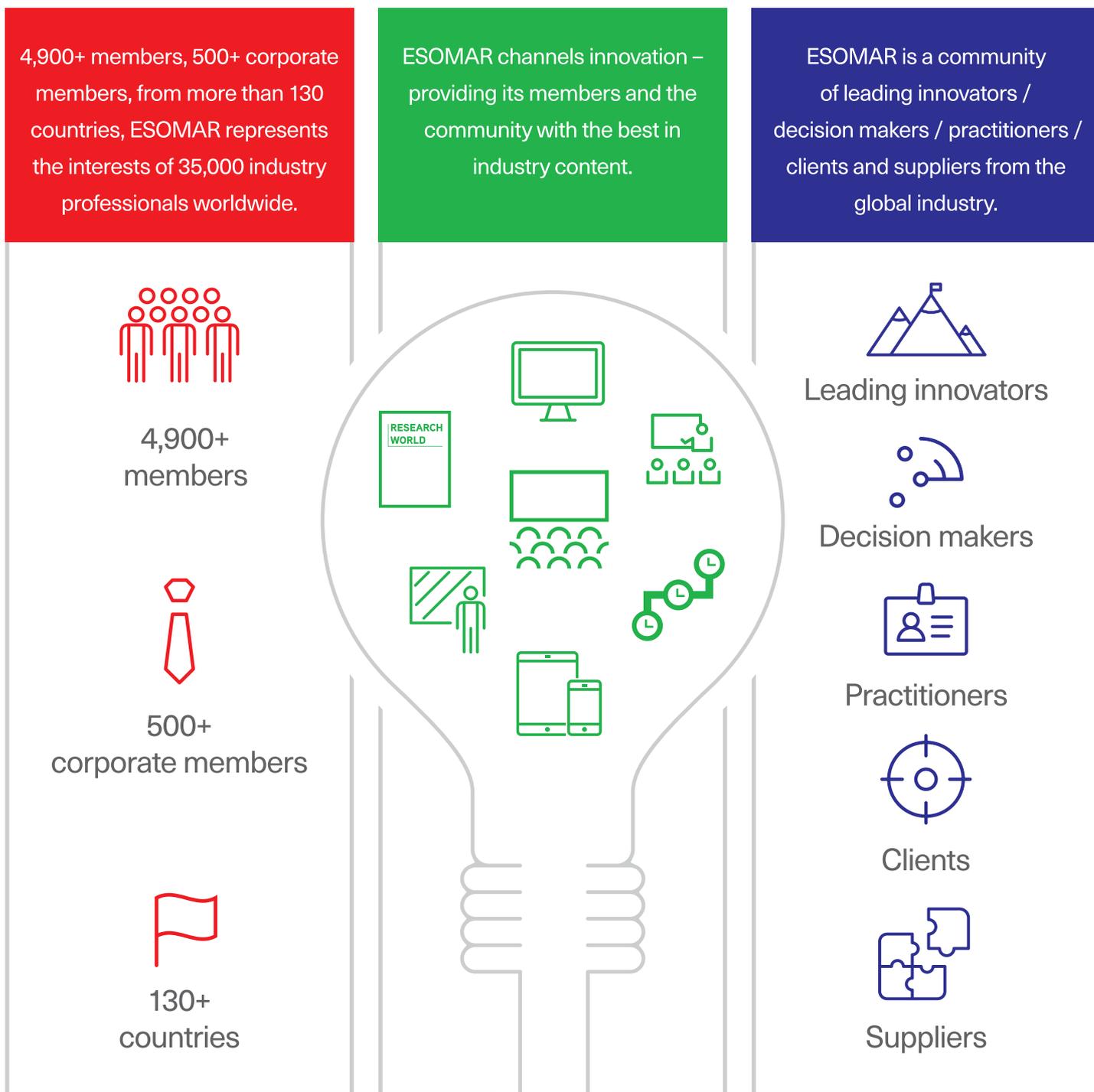
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# About ESOMAR

ESOMAR is the only truly global market research association.

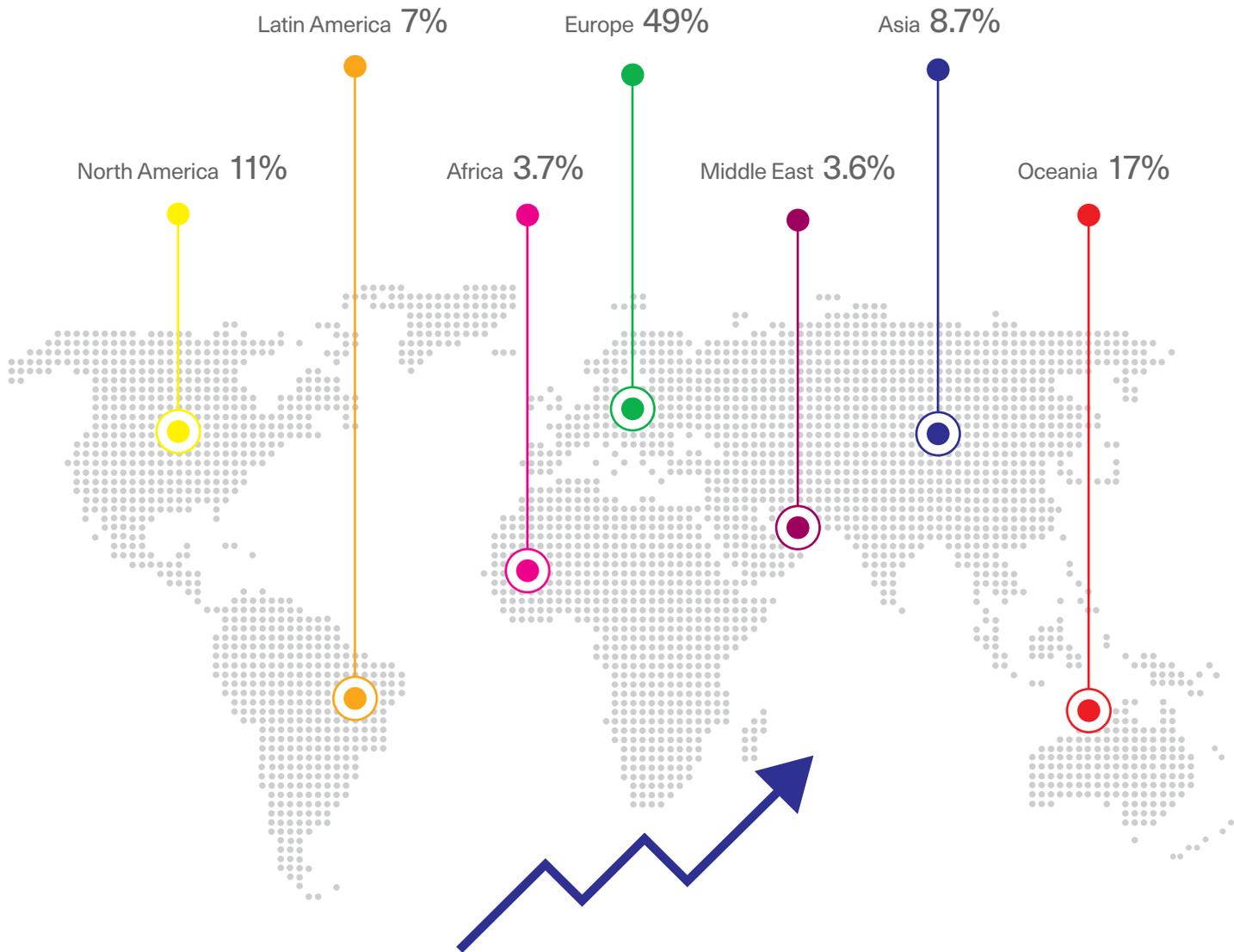
For 70 years, ESOMAR has been guiding, regulating, promoting and celebrating market, social and opinion research.



70 years of experience



A global membership base



Increase your global presence, grow your business.



15,000+  
Twitter followers



6,500+  
Facebook followers



12,000+  
LinkedIn followers

# ESOMAR opportunities

ESOMAR events attract more than 2,300 delegates from 85+ countries a year, offering exposure on a global level. ESOMAR connects you with global market research leaders through our face-to-face events, print and online opportunities and social media channels.



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ESOMAR's global and local events bring together key international experts. Exhibiting at ESOMAR events allows you to make invaluable business contacts, promote new and existing products and generate sales leads. For more information about exhibiting or sponsoring at an ESOMAR event contact [business@esomar.org](mailto:business@esomar.org).

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# Events calendar



## Bootcamp 2017 USA edition

Seattle / 23-24 January

New skills and training workshop event for global market research professionals

- 2 days
- 5+ countries
- 60+ attendees
- 4+ sponsors & speaking slots



## Latin America 2017

Mexico City / 5-7 April

Leading research event within the region for those planning or doing business in the LATAM area

- 2.5 days
- 20+ countries
- 200+ participants\*
- 10+ sponsors & exhibitors



## Summer Academy 2017

Amsterdam / June

A week of workshops for market research professionals

- 4 days
- 5+ countries
- 100+ participants\*
- 5+ sponsors & speaking slots



## Congress 2017

Amsterdam / 10-13 September

ESOMAR's flagship event brings 1000 global researchers together and features one of the largest industry exhibitions

- 3.5 days
- 70+ countries
- 1.000+ attendees\*\*
- 90+ sponsors & exhibitors

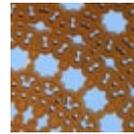


## Big Data World 2017

USA / November

Exploring the world of big data with a multi-dimensional approach.

- 2.5 days
- 25+ countries
- 150+ attendees\*\*
- 8+ sponsors & exhibitors



## MENAP 2017

Dubai / 21-22 March

A key meeting point within the region – bringing together innovation, thought-provoking & emerging approaches from the Middle East, Northern Africa and the UAE

- 1.5 days
- 15+ countries
- 170+ participants
- 8+ sponsors & exhibitors



## Asia Pacific 2017

Shanghai / 17-19 May

One of the largest insights sharing platforms in the region – attracting top level research experts and clients

- 2.5 days
- 30+ countries
- 300+ participants\*
- 45+ sponsors & exhibitors



## Sensory Seminar 2017

Amsterdam / June

An open dialogue for insight specialists and sensory scientists to connect and exchange innovations across methodologies and marketing

- 1 day
- 15+ countries
- 80+ attendees
- 8+ sponsors & exhibitors



## Global Qualitative 2017

Europe / November

One of the leading qualitative events in the industry

- 2.5 days
- 35+ countries
- 200+ attendees
- 10+ sponsors & exhibitors



## Media event 2017

USA / November

- 1 day
- 150+ attendees
- 6+ sponsors & exhibitors

\* 15% end clients, 12% suppliers and tech companies  
\*\* 20% end clients, 16% suppliers and tech companies



## Young ESOMAR Society (YES) Programme

Launched in 2016, ESOMAR created a new type of membership specifically aimed at market researchers or students of research aged 35 and under - the Young ESOMAR Society (YES).

Become a YES sponsor and help young researchers in less privileged countries become members – assisting with their career opportunities, networking and knowledge. Gain positive exposure and become a renowned global supporter of young talent and industry growth.

YOUNG  
ESOMAR  
SOCIETY

#YES

Own it. Build it. Grow it.



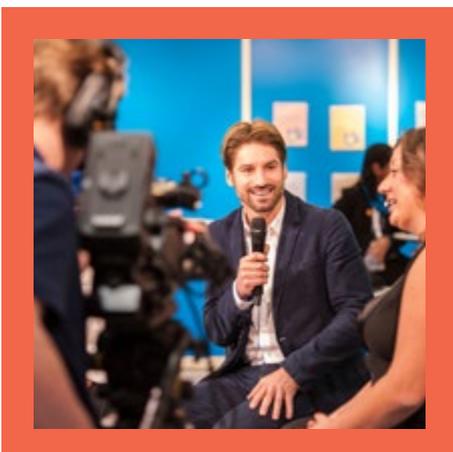
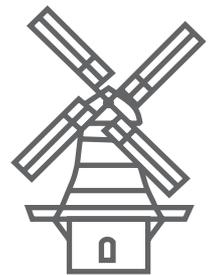
## 70<sup>th</sup> Anniversary sponsorship

ESOMAR turns 70! In 2017 ESOMAR will begin a full year of celebrations, with the pinnacle at Congress in Amsterdam.

There are a number of commemorative plans held throughout the year, which we welcome sponsorship of – including overall ESOMAR 70<sup>th</sup> sponsor, sponsorship of our anniversary magazine (print and digital), sponsorship of a video campaign and many more opportunities.

Have something in mind – contact us to discuss further – [business@esomar.org](mailto:business@esomar.org)

70 years



## Livestream of ESOMAR events

ESOMAR livestreams many of its global events – with market researchers registering from across the world. Sponsor the livestream of a specific event, through logo placement or a promotional 20 second advert, and expose your company to a global audience.

### ESOMAR TV at Congress

Livestreaming is further complimented by a live TV studio at our largest event of the year, Congress. There are a number of possibilities here, including sponsorship of ESOMAR TV, a paid interview slot and promotional adverts in-between the breaks. ESOMAR TV at Congress is watched by 1500+ researchers and the content is made available afterwards on ESOMAR's YouTube channel, as well as the ESOMAR members section, expanding your reach even further.



1,500+  
ESOMAR TV  
registrations

# Online

## Directory of Research

The ESOMAR Directory of Research is the industry's first and largest resource of international market research companies, attracting international marketers, market research professionals and research clients that are actively seeking assistance on research projects or agencies looking to build partnerships.

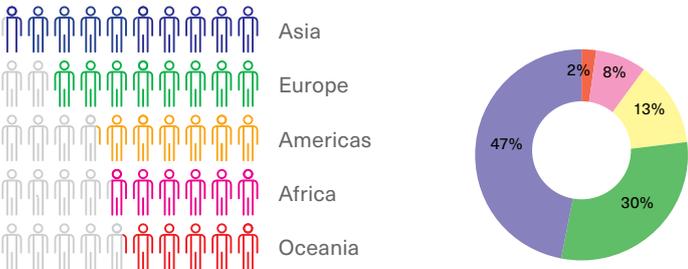
With more than 20,000 visitors a month, the ESOMAR Directory of Research has proven to be an invaluable business investment for ESOMAR members.

New features include tender request facilities, mobile optimisation and facility pictures.

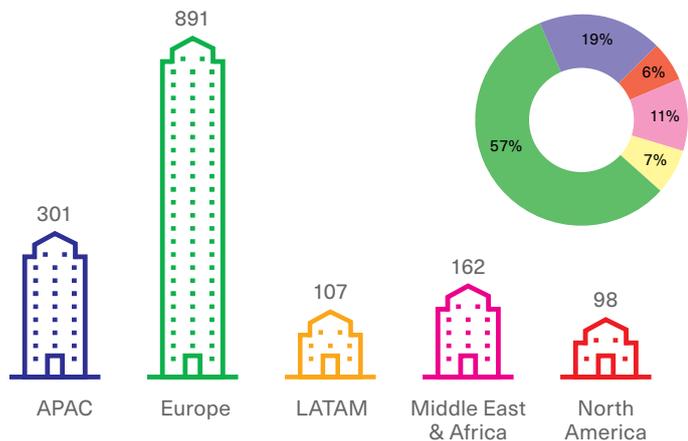
### ESOMAR Directory



### Directory clients



### Listed companies



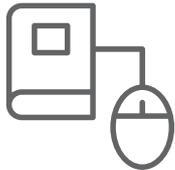
## ESOMAR Webinar Platform

ESOMAR successfully hosts a number of webinars each year on a range of topics that share expert advice and knowledge to a diverse group of professionals involved in, or interested in market research.

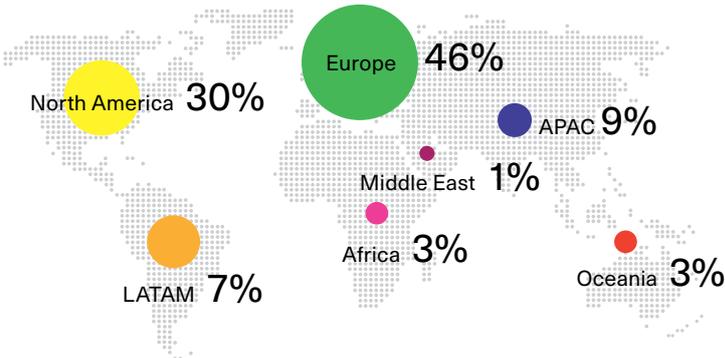
Each year companies utilise this platform to host their own webinars – giving companies the opportunity to showcase expertise, educate the marketplace, engage the intended audience and grow business leads.

What you get from sponsoring a webinar:

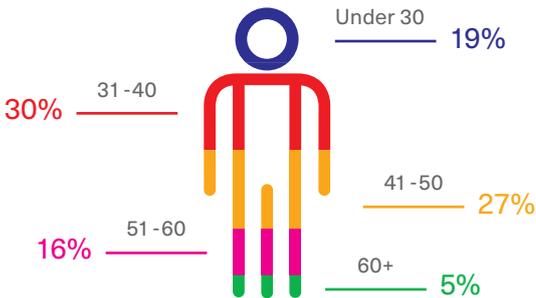
- A one hour customisable webinar to showcase the content of your choice, alternatively, ESOMAR can provide a list of recommended topics of interest to the research community.
- Generate an expansive list of leads.
- Expert advice and support throughout the process to maximise the reach of and impact of the webinar, including but not exclusive to - webinar creation, implementation and result analysis.



### 8,000 webinar registrations a year



### Registration by age



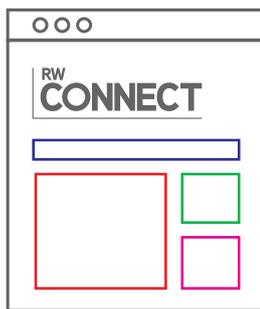
## Online

## Print

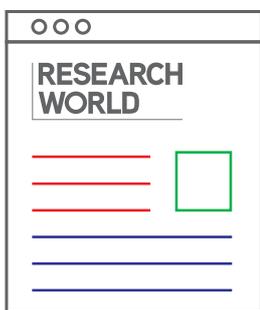
### Research World Connect

Research World Connect, ESOMAR's online magazine, has an online audience of 11,000 people a month and shares the best in research thinking and methodologies - offering a global podium for debate and discussion. With the potential for advertorials and banner advertisements across the website – it represents a unique platform to reach a widespread global audience.

Accompanying the blog and magazine is an email newsletter, sent out 6 times a year to more than 10,000 subscribers - highlighting relevant articles in Research World print and RW Connect. Banner advertisements are also available to utilise here.

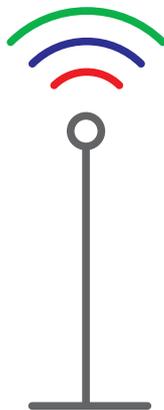


**11,000**  
Research World  
Connect visitors  
a month



**10,000+**  
Research World e-newsletter  
subscribers

**6x** e-newsletter a year



### Research World Magazine

Research World magazine has a readership of 35,000 marketing, advertising and research professionals, with 6 issues a year – available to ESOMAR members and the wider ESOMAR community.

The magazine is also given out at each ESOMAR regional and global event, further expanding its reach and allowing you to tailor an advert to meet a specific research audience or in line with an event theme.

Research World magazine is also available on the Wiley online library.



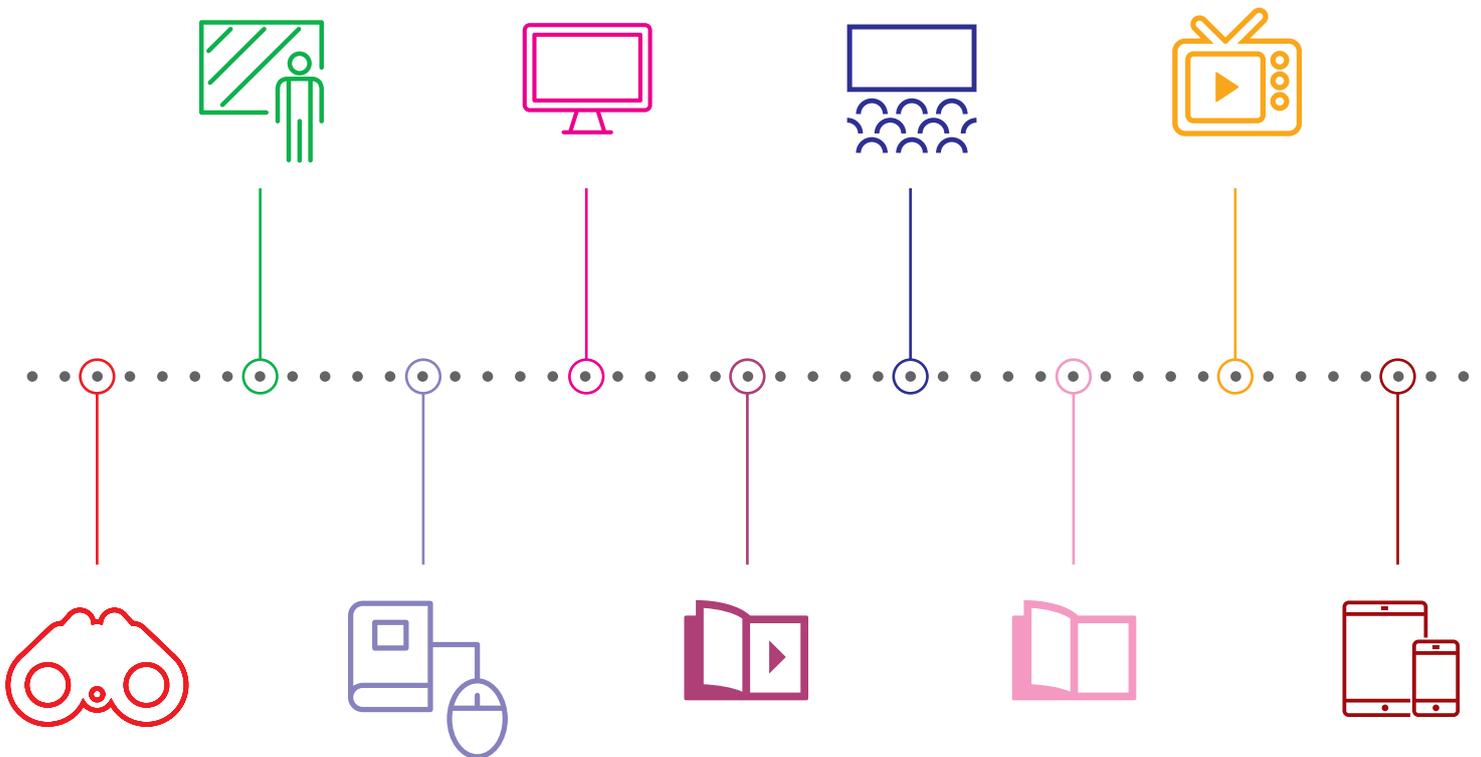
## NEW Packages

### Annual Packages

ESOMAR also provides full year multichannel packages to reach the entire ESOMAR audience, enabling you to build company exposure, generate potential leads and network with markets leaders. The ESOMAR business team can create special tailored packages to meet the needs of your company based on your specific set of goals, including a multichannel and diversified media programme to successfully achieve a global reach.

### Momentum Packages

For your launch, event or any important time in the year, ESOMAR provides specifically tailored momentum packages.



If you would like more information about a tailored package or about any advertising opportunities listed previously, please contact the ESOMAR Business Team.

Email: [business@esomar.org](mailto:business@esomar.org)

Phone: +31 20 589 7859

ESOMAR is the essential organisation for encouraging, advancing and elevating market research worldwide.