Commercial Opportunities 2019

“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

For information about media packages, exhibiting or sponsoring, please contact the ESOMAR Business Team.

Email: business@esomar.org
Phone: +31 20 589 78 99
About ESOMAR

70 years of leading and facilitating change within the industry.

**Membership**

ESOMAR membership is a stamp of reliability and a guarantee to research buyers of your expertise in the field of data, research and insights.

- 6,000+ members
- 500+ corporate members
- 130+ countries

**Channels**

ESOMAR channels innovation through its global and regional events, full-year training activities, and online and print media packages, which provide its members and the community with the best industry content.

**Community**

ESOMAR is a community of leading innovators / decision makers / practitioners / clients and suppliers from the global industry.

- Leading innovators
- Decision makers
- Practitioners
- Clients
- Suppliers

ESOMAR is the Global Insights Community.
A global membership base, reaching more than 40,000 insights professionals.

- Latin America 7%
- Europe 56%
- Asia 17%
- North America 12%
- Africa 4%
- Middle East 4%

Increase your global presence, grow your business.

- 17,000+ Twitter followers
- 7,500+ Facebook followers
- 13,000+ LinkedIn followers
- 10,000+ ESOMAR TV viewers
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.

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.
Events calendar

ESOMAR HQ 2019
Spring Special
Amsterdam / 28 March
1 day
500 participants

Latin America 2019
São Paulo / 7-9 April
The biggest market intelligence festival in the region for those planning or doing business in the LATAM area.
2.5 days
20 countries
180 delegates
10 sponsors & exhibitors
€ 2.500 starting from

Asia Pacific 2019
Macau / 22-24 May
One of the largest insights sharing platforms in the region-attracting top-level research experts and clients.
3 days
30 countries
250 delegates
40 exhibitors
€ 3.500 starting from

Summer Academy 2019
Amsterdam / 3-5 June
A week of masterclasses and knowledge-sharing for market research and insights professionals.
3 days
5 countries
100 participants
sponsorship available
€ 2.500 starting from

Client Summit 2019
Spring Edition
USA – NYC / 27-28 June
An exhilarating event featuring a collection of the best client-side (only) Eureka! Moments.
2 days
100 delegates
sponsorship available

Congress 2019
Edinburgh / 8-11 September
ESOMAR’s flagship event brings 1.200 international data, research and insights professionals together and features one of the largest industry exhibitions.
4 days
80 countries
1.200 delegates
80 sponsors & exhibitors
€ 4.150 starting from

Client Summit 2019
Autumn Edition
London / 3-4 October
An exhilarating event featuring a collection of the best client-side (only) Eureka! Moments.
2 days
100 delegates
sponsorship available

FUSION 2019
QUALITATIVE | DATA | FUSION
Madrid / 10-14 November
An intensive back-to-back-to-back event diving deep into the struggles and success stories of qualitative research and data science.
4 days
40 countries
200 delegates
6 sponsors
€ 2.500 starting from
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.

Sponsor ESOMAR HQ to where bespoke programming featuring the best that ESOMAR has to offer is watched by the industry worldwide.

**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 a global audience of 3,600+ and the content is made available afterwards on ESOMAR’s YouTube channel, Facebook, as well as the ESOMAR members’ section, expanding your reach even further.

Sponsorship available starting from € 3,000
Webinars

Use the opportunity to host your webinars on the ESOMAR’S platform to showcase your company’s expertise, educate the marketplace, engage the intended audience and grow your business.

8,000 webinar registrations a year

Registration by age

Webinars have a regular rate of € 4,400 for 1 hour and € 2,200 for 30 minutes

What you get from sponsoring a Webinar:

• 1-hour or 30 minutes customized webinar with content of your choice, including promotional features. ESOMAR can advise on a list of recommended topics.
• Generation of an expansive list of leads from live attendees and on-demand viewers.
• Expert advice and support throughout the process for maxim reach and webinar impact.
• Webinar available for 1 year for on-demand viewers.
• Link to full report of webinar results available for 1 year.
ESOMAR's Resources Library is an intelligent reference tool, containing over 10,000 content pieces, spanning more than 70 years of ESOMAR knowledge. Open to ESOMAR members this platform offers in-depth content reflected in it's almost 20,000 page views per month.

### Online ad types

The advertising space is shared between a maximum of 4 simultaneous advertisers, based on random delivery.

#### Homepage

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard banner (10:1)</td>
<td>€ 885</td>
</tr>
<tr>
<td>Mobile Leaderboard banner (4:1)</td>
<td></td>
</tr>
</tbody>
</table>

#### Search result pages

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x Medium Square banner (1:1)</td>
<td>€ 665</td>
</tr>
</tbody>
</table>

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Do you have a question for me?
Research World, ESOMAR’s new online media, is a unique platform where tomorrow’s insights meet today’s business. With an online audience of just under 11,000 visitors per month, Research World offers a global podium for debate and discussions, with potential for advertising and advertorials.

The Research World newsletter is sent out 24 times a year to more than 25,000 readers, highlighting the latest trends, news and innovations that are featured in Research World online and print.

**RW Homepage * **

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>5%</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1 banner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard banner (10:1)</td>
<td>€ 885</td>
<td>€ 750</td>
</tr>
<tr>
<td>Mobile Leaderboard banner (4:1)</td>
<td>€ 840</td>
<td></td>
</tr>
<tr>
<td>Medium Square banner (1:1)</td>
<td>€ 665</td>
<td>€ 565</td>
</tr>
<tr>
<td>Large Rectangle banner (1:2)</td>
<td>€ 445</td>
<td>€ 375</td>
</tr>
<tr>
<td>Leaderboard banner (4:1)</td>
<td>€ 550</td>
<td>€ 465</td>
</tr>
</tbody>
</table>

* Adjustment by number of ads requested

**Individual articles * **

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>5%</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1 banner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2x Medium Square banner (1:1)</td>
<td>€ 1,100</td>
<td>€ 935</td>
</tr>
</tbody>
</table>

* Banners Available for 1 month

**RW Newsletter * **

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>5%</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1 email</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Header banner (8:1)</td>
<td>€ 545</td>
<td>€ 460</td>
</tr>
<tr>
<td>Middle banner (3:1)</td>
<td>€ 445</td>
<td>€ 375</td>
</tr>
<tr>
<td>Footer banner (8:1)</td>
<td>€ 350</td>
<td>€ 295</td>
</tr>
</tbody>
</table>

* Adjustment by number of ads requested

x3 issues - 10%  x5 issues - 20%  x6 issues - 25%

* Banners Available for 1 month

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Research World online

11,000+ visitors a month

25,000+ subscribers

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Commercial Opportunities 2019
Research World Homepage
4 advertising spaces available, with each advertising space shared between a maximum of 4 simultaneous advertisers, based on random delivery.

1. Super Leaderboard banner (10:1) + Mobile Leaderboard banner (4:1)
   Please provide two sizes in order to be displayed on all devices:
   10:1 => 1400x140 pixels; .jpg or .gif; max. 250KB; animation max. 15 sec.
   4:1 => 800x200 pixels; .jpg or .gif; max. 150KB; animation max. 15 sec.

2. Medium Square banner (1:1)
   300x300 pixels; .jpg or .gif; max. 150KB; animation max. 15 sec.

3. Large Rectangle banner (1:2)
   300x600 pixels; .jpg or .gif; max. 200KB; animation max. 15 sec.

4. Leaderboard banner (4:1)
   800x200 pixels; .jpg or .gif; max. 150KB; animation max. 15 sec.

Individual articles
2 advertising spaces available, with each advertising space shared between a maximum of 4 simultaneous advertisers, based on random delivery.

2x Medium Square banner (1:1)
300x300 pixels; .jpg or .gif; max. 150KB; animation max. 15 sec.

Research World newsletter
Multiple spaces are available in the below categories. Any order of appearance is attributed by ESOMAR.

1. Header banner (8:1)
   Please provide:
   600x75 pixels; .jpg; max. 40KB

2. Middle banner (3:1)
   Please provide:
   300x100 pixels; .jpg; max. 30KB

3. Footer banner (8:1)
   Please provide:
   600x75 pixels; .jpg; max. 40KB
Research World magazine is the magazine for the data, research and insights industry with a readership of 35,000 marketing, advertising and research professionals around the world. With 2 issues per year, Research World is widely available to ESOMAR members and is also distributed during ESOMAR regional and global events.

### Print ad types

Research World magazine

**Read in 100 countries**

**Readership of 35,000 people**

<table>
<thead>
<tr>
<th>Print ad types</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research World Magazine *</td>
<td>x1 Issue</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>€ 5,080</td>
</tr>
<tr>
<td>Full page</td>
<td>€ 2,760</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 1,780</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 1,330</td>
</tr>
<tr>
<td>1/8 page</td>
<td>€ 885</td>
</tr>
<tr>
<td>Advertorial</td>
<td>€ 3,000</td>
</tr>
</tbody>
</table>

* Note: All ads are full colour

* Adjustment by number of ads requested
How to re-tool the insights team for more impact
How can teams lean into accelerating change to identify opportunities that create new value for their employers and themselves? Is it only data scientists and analysts that are needed and if not, what other new skills are required? Is it easier to import new talent or to identify areas of training and work environments that can accelerate knowledge acquisition and career development? How does a team demonstrate its impact?

New data sources and ways to reach consumers
Are researchers ready to manage the latest touch points with consumers including IoT, video, neuro and voice assistants? How should data from different sources best be synthesized, what are the optimal conditions, the tools needed, and the practical implications? How can researchers merge all the multi-touch attributes across different devices into a single platform and leverage the latest in AI and machine learning to provide precise and actionable insights? What is the role of programmatic advertising and multi-touch attribution from a media buying standpoint and how can researchers help with impact analysis given the multitude of attribution models out there?

How to manage and marry the old and the new
As technology accelerates the pace of innovation, how can researchers test and assess new tools and methodologies and the pluses and minuses of integrating them with existing systems in daily practice. Does faster and cheaper always mean more automation and what is the role of new tech such as block chain in the research process?

How can we retain our academic roots and yet be more commercially savvy
The fundamentals of research are based on statistics, surveys, observation and anthropology derived from the social sciences. As the environment changes, how can we ensure that academic based researchers speak the language of business and marketing? What can we learn from insights companies that have successfully worked with academics so we can best manage this two-way knowledge transfer and which classically ‘non-research skills should be added to the mix?"
ESOMAR is the global voice of the data, research and insights community

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