



Sponsorship, Partnering &
Exhibitor Opportunities

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About the British Society of Animal Science



The British Society of Animal Science (BSAS), established in 1944, is the principal learned body supporting animal science in the UK. We work to advance the sector, improve the understanding of all aspects of animal science and ensure research and knowledge transfer have a practical and beneficial application

OUR PURPOSE is to

- improve the understanding of animal science
- lead the communication of scientific evidence-based research on sustainable livestock systems to deliver real impact and improvement in the sector and to inform fact-based policy and champion scientific debate
- collaborate with the wider science, veterinary and agricultural sectors to deliver activities that support holistic and sustainable livestock systems
- support our members' development so they can deliver positive impact throughout their careers

OUR VISION is

To be a leading provider of evidence-based scientific information that elucidates the central role of livestock in sustainable agri-food production systems supporting human and planetary sustenance and health

About BSAS 2024 | 9th – 11th April, Belfast

The role of livestock in our ecosystems and economy



Our climate is changing, biodiversity is declining and unfortunately there is much hunger across the world's population. As such, the need for innovative and transformative scientific advances to underpin our future food system, which works in harmony with the environment, is essential.

Livestock have an important role in the economy and culture of many countries and often underpin the health of numerous ecosystems. However, their local and global intensity can cause pressures on the health of a number of ecosystems, especially water, air quality and biodiversity.

Science is essential to understand how these pressures can be alleviated and establish the most appropriate role for livestock in the future that supports local and global societies.

Get involved! Be part of this important discussion.

Support us in debating and addressing these important issues by sponsoring BSAS 2024

Sponsoring the conference



Position your organisation as an authority in your field. Become a sponsor of BSAS 2024 - The role of livestock in our ecosystems and environment

Conference sponsorship is a great way to grow your business and reach quality audiences.

As a sponsor of the Society's annual conference, you will have access to those working in, and with, the animal science sector.

There is the opportunity to:

- speak directly to those working in academia, industry, public sector and agriculture
- relate to and engage with an interested audience
- strike up a conversation with a potential business or research partner



Conference reach



BSAS/WPSA Joint attendance

Over 400 UK and international animal scientists and enthusiasts

As well as networking, our sponsors can:

Meet the press – engage with invited press to showcase your latest service, product or research project. BSAS content was picked up by local and national media outlets online and in print including - The Scottish Farmer, Farming life, Farmers Guardian, National World, AgriTrade News and Cambrian News

Meet the BSAS Online community (2023) which recorded:

- 52.9k twitter impressions and 197 mentions,
- over 10k website visits,
- Attracted almost 1,000 new followers in LinkedIn
- Reached over 10k users on Facebook/Instagram
- 15 opportunities to be included in 15 conference mailing to 7K unique recipients

The perfect platform for your brand

The BSAS Conference provides the perfect opportunity to boost your brand profile, as well as associating your organisation with excellence in animal science and related fields

As a sponsor, you will be well represented as part of our marketing schedule, leading up to, during and after the event.

Some of our previous sponsors and exhibitors:



Connect with senior decision makers



Build brand awareness & recognition



Attract potential customers and employees



Demonstrate your support for excellence in the industry



Reconnect with peers, colleagues and clients



Position your business as a leader in its field

Sponsorship Opportunities



We have a number of sponsorship opportunities available, which we are pleased to provide you as a menu of various options.

Should you wish to combine any of these options or have ideas of your own - please let us know, and we'd be happy to put together a bespoke package for you.

Conference

Premier package
Silver package
Session sponsor
Webinar/Workshop sponsor
Conference kit

Evening

Conference Dinner
Drinks Reception
Menu cards
Place Names
Dinner Guest Gifts

BSAS Conference Awards

President's Prize
Industry Prize
Best Poster

Exhibitor

If you would like to link a sponsorship and exhibitor package together we would be happy to assist.

Sponsorship Opportunities



Premier Sponsor Package: £10,000

Take full advantage of our premium package

- Sponsorship of **keynote** session. Invite your own session speakers to fit conference theme and your key message delivery
- Your brand on the conference website, on-site directional signage, session and at registration
- Exhibition Space (to be agreed)
- Insert in e-delegate pack, logo in conference proceedings
- Dedicated focus for press article and conference newsletters pre and post conference
- Multiple social media posts and podcasts to support your messaging. Opportunity to show your company video on conference website and at key points during conference
- Two full in-person conference passes, two social event evening tickets for Tuesday Social and Wednesday Conference Dinner

(note: this sponsorship does not cover any invited speaker fees or expenses)

Sponsorship Opportunities



Silver Sponsor Package: £5,000

- Exclusive sponsorship of a keynote session. Invite your own session speakers to fit conference theme and your key message delivery
- Feature in pre- and post-conference newsletters with supporting social media throughout. Logo in conference proceedings
- Promotional video play out at beginning of the session
- Two full conference passes (can be used for speaker or staff)

Session Sponsor: £2,500

- Session sponsorship promoted mailshots/newsletters and conference social media. Feature in pre- conference newsletter with supporting social media pre-, during and post-conference
- Invite your own invited speaker to fit subject and key message delivery
- One full conference pass (can be used for speaker or staff)

(note: this sponsorship does not cover any invited speaker fees or expenses)

Sponsorship Opportunities



Webinars/Workshops: £1,500

An opportunity to sponsor specific/targeted events/webinars/workshops as part of the conference

Your branding and messaging shared with a targeted audience before, during and after the event, and featured as part of the general conference promotional activities

Awards: £750

Support those in their early career by sponsoring the BSAS Presidents or Industry Prize or align your brand with the Best Poster Award

Sponsorship Opportunities



Evening Sponsorship - £5,500

Conference Dinner

See your brand as the exclusive sponsor of the conference dinner and reception to include company logo on menu cards and place names, sponsor acknowledgement on the website, conference platform, social media and in the conference proceedings. Opportunity for pop-up and banner display. Insert in delegate pack. 10 tickets for Gala Dinner

For information on sponsoring the conference drinks reception, social events or bespoke opportunities please [contact us.](#)

Sponsorship opportunities

Branded Conference Kit:

A great way to ensure that your organisation is present and seen at BSAS 2023



Conference
Lanyards - £600



Conference
Pens - £400



SEEDLO
PEBEE -
£1200



Sports
Bottle -
£1720



Flow Bag
- Beanies
£670



Terracotta Pot
'Forget me
not' - £1375

Exhibitor opportunities



This 3-day event will enable you to make new connections and raise the profile of your organisation. There will be publicity ahead of the, and post-, event that will include exhibitor profiles and key messages.

It is a great opportunity to get face to face with your target audience and open a virtual portal to the global attendees via the conference on-line platform.

Exhibitor package - £650

- One tabletop exhibition space (no larger than 1.5m x 1m)
- Logo on the BSAS 2023 conference platform
- Insert in delegate packs
- 3-day conference ticket for one person
(ticket can be transferred to different staff members each day)
- Mention in social media pre-, during and post-event
- Mention in conference newsletter

Next Steps.....

Step
1

Review the
options

Step
2

Select your
package

Step
3

Get in touch

maggie.mitchell@bsas.org.uk