



BSA Medical Sociology Group 42nd Annual Conference 2010



SPONSORSHIP OPTIONS

**Wednesday 1st September – Friday 3rd September 2010
Durham University**

www.britisoc.co.uk/events/medsoc

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BSA Medical Sociology Conference 2010 Sponsorship and Advertising Opportunities

About the Conference

The BSA Medical Sociology Group Annual Conference is always an essential networking event for Medical Sociology academics and professionals. The group celebrates its 42nd Anniversary conference in 2010 and interest in the field of Medical Sociology is increasing. The conference programme includes research papers from all areas of study within the field of medicine, health and illness. High profile plenary speakers have been selected for the 2010 conference: Professor Anne Rogers (University of Manchester) and Carol May (Newcastle University). The conference also includes a number of symposia focusing on topical and current issues but also celebrating international links with a Canadian symposium. With a broad and varied programme including symposia, poster presentations and social events we hope to continue to host the leading UK event for medical sociologists.

Over 240 papers were submitted to the 2009 conference, which is much higher than previous BSA Medical Sociology Conferences, and attendance is expected to be approximately 300 delegates this year. Delegates attending the BSA Medical Sociology Group Annual Conference include Sociology and Medicine academics, and in addition to these, the conference always attracts health professionals such as, nurses, doctors, medical social workers and community health workers and postgraduates from across both the UK and internationally.

It provides a rare opportunity for publishers with titles in health and illness to bring lists to the attention of important sections of the target community. We welcome a wide range of books in the sociology of health and illness, politics of health care and health policy, women's health, health and ethnicity, reproduction, prevention, health education and promotion, disability, genetics, ageing, the social history of medicine and specific health problems such as HIV/AIDS.

Why attend the BSA Medical Sociology Group Annual Conference?

Promoting your company at the BSA Medical Sociology Group Annual Conference is a direct, cost-effective way to:

- Raise brand awareness within your key market;
- Gain strategic association with the only official organisation for Sociology in the UK;
- Opportunities for new customer acquisition and client retention, by discussing their needs in person;
- Product recognition with your key demographic – immediate exposure;
- Raise your company's profile;
- Increase your knowledge and keep up to date with trends in Medical Sociology;
- Gain a precise and unified focus of interest – maximum results from minimum time, resource and cost commitment;
- Accessible, central exhibition location alongside poster presentations and catering points;
- Flexible options to suit your budget and sales requirements;

How can we help you further?

If you wish to discuss these sponsorship options with the BSA please contact me (Jenny Cairns) on 0191 383 0839 or email jenny.cairns@britsoc.org.uk to secure your desired option, complete and return the sponsorship and advertising booking form as soon as possible.

Yours sincerely

Jenny Cairns

Jenny Cairns
BSA Events Coordinator

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Sponsorship and Advertising Options

Wine Reception & Conference Dinner

£800 ex. VAT



The wine reception and conference dinner will be held at The Radisson Durham. As sponsor of the conference dinner, your logo will be an integral part of the main feature on each table and on all delegate correspondence regarding the conference dinner. Literature, or any other promotional item, provided by you can be placed directly in front of diners for their perusal. Wine will be provided on each table and there will be an opportunity to give a short five-minute welcome speech at the pre-dinner wine reception.

This option also includes a full-page advert in the conference programme, a 3x2 exhibition stand and listing as Conference Dinner Sponsor with your logo and website link on the conference website. Reduced rates can be negotiated for further requirements.

Techno Lab Sponsorship

£600 ex. VAT

This room will be available to delegates throughout the duration of the conference providing internet access via fixed computers and also allowing delegates to connect to the university Wifi network with their laptops. Your company will have the option to rename this room, e.g. ABC's Techno Lab and is free to brand, with Mouse mats, literature, signage etc (all to be provided by yourself) in and around the Techno Lab area as desired. In addition to this, the home page of each computer will be set to your home page for the entirety of the event, and will also be printed in the conference programme under the changed name.

Conference Stream Sponsor

£500 ex. VAT

The BSA Medical Sociology Conference is divided up by streams which relate to a variety of research areas within medical sociology.

These streams are:

- | | | |
|--------------------------------------|---|-------------------------------|
| 1. Cancer | 7. Health policy, service delivery & organisation | 13. Mental Health |
| 2. Embodiment and Emotion | 8. Health technologies and genetics | 14. Methods |
| 3. Ethics | 9. Individual collective and global risk | 15. Preventative Health |
| 4. Ethnicity | 10. Inequalities | 16. Social Movements & Health |
| 5. Experiences of Health and Illness | 11. Lay-professional interface | 17. Theory |
| 6. Gender | 12. Lifecourse: Reproductive Health;
Chronic conditions; ageing; death and dying | 18. Open Stream |

Select the stream which fits best with your organisation's target market (please note that streams are available on a first come, first served basis). As a conference stream sponsor, your organisation's logo and/or details* will be promoted alongside your selected conference stream title on publicity and throughout the duration of the conference. Adverts provided by you can be placed on the conference screensaver within the stream seminar room. Promotional materials provided by you can be displayed in a prominent position within the session room. In liaison with the Conference Organising Team and Conference Stream Coordinator, special promotional sessions may be included in the conference programme within the stream.

This option includes listing as a Conference Stream Sponsor with your logo and website link on the conference website and conference programme. Reduced rates can be negotiated for further requirements, including exhibition stands and advertising options.

*As appropriate. The BSA reserve the right to exclude sponsor details where inappropriate or advertising space and/or word count is limited.

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Conference Name Badges

£400 ex. VAT

All conference delegates will be issued with a name badge and will be required to wear it throughout the conference to gain access to conference sessions. Your organisation's logo can be placed on the name badge, ensuring high visibility throughout the conference.

This option also includes a 3x2 exhibition stand and listing as Conference Name Badge Sponsor with your logo and website link on the conference website. Reduced rates can be negotiated for further requirements.

Exhibition only

Our exhibitors play a key role in the conference experience. The exhibition provides a networking space for delegates between papers. Coffee and tea are served as delegates browse the stands and meet the exhibitors. The exhibition runs throughout the conference to ensure that it doesn't compete with the papers, it complements them.

This standard option offers a stand in the exhibition along with the sponsors of the conference. The exhibition will be held in the Earth Sciences building in Durham University, along with the conference catering and poster presentations.

The exhibition stands are a standard size of 3m x 2m and include a table, two chairs and refreshments for two-stand staff. Upgrades on space are available to increase your visibility at the conference.

Exhibition stand upgrade options

Stand size:	3m x 2m (1 table)	£295 ex. VAT
	3m x 4m (2 tables)	£470 ex. VAT
	3m x 6m (3 tables)	£650 ex. VAT



Advertising options

Your message can reach every conference delegate with our cost-effective advertising options.

Conference programme	Full page advert	£185
	Half page advert	£100
Delegate pack inserts	Single Sheet	£150
	Brochures only	£255

Website advertising

£190 ex. VAT

The conference website has a high volume of traffic as prospective and booked delegates visit the site. The conference web pages go live 11 months prior to the conference with the call for papers information and abstract submission forms. During the months leading up to the conference, delegates and prospective delegates are encouraged to visit the site as it hosts the conference booking information, conference programme details, important changes and information on programme highlights.

Your company logo and a link to your website will be shown on the conference website until after the conference has taken place.

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Sponsorship and Advertising Booking Form

Please complete this form and return to The British Sociological Association by fax on: 0191 383 0782 or by post to: The British Sociological Association, Bailey Suite, Palatine House, Belmont Business Park, Belmont, Durham DH1 1TW.

PLEASE TICK	PRICES (EX. VAT)	PLEASE TICK IF REQUIRED
Sponsorship		
Conference dinner	£800	<input type="checkbox"/>
Techno Lab	£600	<input type="checkbox"/>
Conference Stream	£500	<input type="checkbox"/>
Name badges	£400	<input type="checkbox"/>
Exhibiting		
3m x 2m Stand (1 table)	£295	<input type="checkbox"/>
3m x 4m Stand (2 tables)	£470	<input type="checkbox"/>
3m x 6m Stand (3 tables)	£650	<input type="checkbox"/>
Unmanned display of flyers	£280	<input type="checkbox"/>
Website		
Company logo with website link	£190	<input type="checkbox"/>
Advertisements in the conference programme		PLEASE INDICATE QUANTITY REQUIRED
Black and white (only) A4 (210mm width by 297mm height) camera-ready artwork or preferably PDF-formatted advertisements to be sent to the BSA office before noon on Friday 23 rd July 2010.		
		PLEASE INDICATE QUANTITY REQUIRED
Full page advert	£185	
Half page advert	£100	
Delegate Pack Inserts		
Catalogue inserts should be delivered to the conference venue before 17:00 on Monday 30th August 2010.		
Catalogue, brochure, etc.	£255	
Single Sheet	£150	
Total Cost	£	

Contact Name	
Company/Institution Name	
Address	
Telephone	
Fax	
Email	
Charity Number (if applicable)	

Booking Conditions

1. The BSA reserves the right to reject an application at any time.
2. Applications will be processed in strict order of receipt.
3. Prior to going to print full payment is required for inclusion in the final programme.
4. Exhibition tables will only be provided if full payment has been received prior to the commencement of the conference.
5. All artwork is to be approved by the BSA prior to printing.
6. Cancellations must be received in writing by the BSA Office and any cancellations received after Monday 26th July 2010 will forfeit 100% payment.