



BSA

Work, Employment and Society
Conference 2010



SPONSORSHIP OPTIONS

Tuesday 7th - Thursday 9th September 2010

**The Brighton Dome & Grand Parade,
University of Brighton**

**Managing Uncertainty: A New Deal?
International Challenges and the Changing
Face of Work**

www.britsoc.co.uk/events/wes

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BSA Work, Employment and Society Conference 2010 Sponsorship and Advertising Opportunities

About the Conference

The *BSA Work, Employment and Society* Conference is held tri-annually providing an essential international networking event for Sociology and Management Studies academics and professionals associated with the 4* BSA journal of the same name published by Sage.

The theme of the 2010 conference is: *Managing Uncertainty: A New Deal? International Challenges and the Changing Face of Work*. The conference will look at the seismic and erratic changes in economic affairs and its global reverberations including rising unemployment, unprecedented post-war government intervention in the management of the economy and the wide ranging consequences for politics and government. These developments present a new set of challenges around inequalities, insecurity, changing forms of organisational practices and regulation; but many of these have their roots in traditional concerns of employment researchers. This WES conference addresses these developments head on by focusing on key issues in employment relations from an international comparative perspective.

Over 300 papers have already been submitted for the 2010 conference and attendance at the conference is expected to be approximately 350 delegates. Delegates attending Sociology and Management Studies academics, and in addition to these, the conference always attracts industry professionals such as, managers, Human Resource consultants and postgraduates from across both the UK and internationally.

It provides an important opportunity for publishers with management titles to bring lists to the attention of important sections of the target community. We welcome a wide range of books in the sociology of work, Human Resource Management, inequalities and insecurities, emotional work and culture. A range of other not for profit organisations and funders will also be present.

Why attend the BSA Work, Employment and Society Conference?

Promoting your company at the *BSA Work, Employment and Society* 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 the Sociology of Work;
- 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 (Liz Jackson) on 0191 383 0839 or email Liz.Jackson@britsoc.org.uk. To secure your desired option, complete and return the sponsorship and advertising booking form as soon as possible.

Yours sincerely

Liz Jackson

Liz Jackson
BSA Events Officer

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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 Hilton Hotel. 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.

Conference Name Badges

£500 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 sessions. 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.

Exhibition space will be available on the first day in the foyer bar area of the Brighton Dome. The first day of the conference includes the high-profile keynote symposia. A limited number of exhibitor stands will be available at the University of Brighton's Grand Parade campus which will become the hub for the remainder of the conference, with paper sessions taking place in rooms on Grand Parade and nearby Pavilion Parade.

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 options

Day 1 only at the Brighton Dome:	1 table	£190 ex. VAT
Days 2 & 3 only at Brighton University:	1 table	£320 ex. VAT
Days 1 (Brighton Dome), 2 & 3 (Brighton University):	1 table in each venue	£450 ex. VAT

Advertising options

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

Conference programme	Full page advert	£175
Delegate pack inserts	Brochures only	£250

Website advertising

£130 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"/>
Name badges	£500	<input type="checkbox"/>
Exhibiting		
Day 1 only (Brighton Dome x 1 table)	£190	<input type="checkbox"/>
Day 2 & 3 only (University of Brighton)	£320	<input type="checkbox"/>
Day 1 (Brighton Dome), 2 & 3 (University of Brighton)	£450	<input type="checkbox"/>
Website		
Company logo with website link	£130	<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 6 th August 2010.		
		PLEASE INDICATE QUANTITY REQUIRED
Full page advert	£175	
Delegate Pack Inserts		
Catalogue inserts should be delivered to the conference venue before 1300 on Monday 6 th September 2010.		
Catalogue, brochure, etc.	£250	
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 15th August 2010 will forfeit 100% payment.

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