



# BSA AGEING, BODY AND SOCIETY STUDY GROUP 2011 CONFERENCE

BODY WORK IN HEALTH AND SOCIAL CARE

Tuesday 6<sup>th</sup> September 2011

British Library Conference Centre, London



## PROMOTIONAL OPPORTUNITIES

### About the Conference

Since the relaunch of the Ageing, Body and Society Study Group in 2008 the group has grown significantly and is going from strength to strength. This not only reflects the significance of this important and developing area of research but the commitment and enthusiasm of our members and associates.

The concept of 'body work' – understood here as work focusing on the bodies of others, typically undertaken in a paid context. As such it is a component in a range of occupations in health and social care, and beyond. This day conference seeks to extend and deepen interest in the relevance of 'body work' to the sociology of health, illness and care, and to policy debates in these areas. Researchers, providers and recipients of 'body work' will draw comparisons with other areas of work such as personal services like hairdressing or sex work and also address methodological issues in studying body work (including, for instance, ethical questions, or the use of visual representations).

Topics of interest include:

- the transformation and discipline of the body through health, care, and death work
- the role of gender, class and racialisation on constructions of body work and body work interactions
- the temporal and spatial organization of body work
- recruitment and training for body work and the embodied practitioner
- emotion, touch and reflexivity
- power, intimacy, and vulnerability
- dirty work and abjection
- formal and informal resistance by practitioners or patients or clients.
- the political economy of body work provision and its transformation over time

The conference programme includes:

- A welcome to the conference from Jude England Head of Social Sciences at the British Library
- Professor Sharon Kaufman *'The cultural work of the body in organ transplantation'*

### Why attend the BSA Ageing, Body and Society Study Group Conference?

Promoting your company at the BSA Ageing, Body and Society Study Group Conference is a direct, cost-effective way to:

- Raise brand awareness within your key market;
- Gain strategic association with the discipline's only official organisation;
- 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;
- Gain a precise and unified focus of interest – maximum results for minimum time, resource and cost commitment
- Accessible, central exhibition location with lengthy breaks for delegates;
- Flexible options to suit your budget and sales requirements;

If you wish to discuss these options with the conference committee please contact Liz Jackson on 0191 383 0839 or email [conference@britsoc.org.uk](mailto:conference@britsoc.org.uk). To secure your desired option, complete and return the booking form as soon as possible.

Yours sincerely

*Liz Jackson*

Liz Jackson  
BSA Events Officer



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**PROMOTIONAL OPPORTUNITIES**

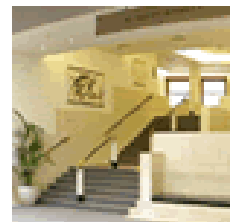
**Conference Name Badges £250 ex. VAT**

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 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 Stands from £120 ex. VAT**

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 Foyer and Meeting Room 1 of the British Library Conference Centre, along with the conference catering and poster presentations.

The exhibition stands include a table, two chairs, refreshments for two stand staff.

Exhibition stand options

Stand size:      1 table                      £120 ex. VAT

**Advertising options from £40 ex. VAT**

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

Conference website	Logo and link	£50
Conference programme	Full page advert	£80
Delegate pack inserts		£70



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## Promotional Opportunities Booking Form

PLEASE TICK	PRICES (EX. VAT)	PLEASE TICK IF REQUIRED
<b>Sponsorship</b>		
Name badges	£250	<input type="checkbox"/>
<b>Exhibiting</b>		
1 table Conference Centre Foyer	£120	<input type="checkbox"/>
<b>Advertising</b>		
Company logo with website link	£50	<input type="checkbox"/>
<i>Conference Programme</i>		PLEASE INDICATE QUANTITY REQUIRED
Full page	£80	
<i>Delegate Pack Inserts</i>		PLEASE INDICATE QUANTITY REQUIRED
	£70	
<b>Total Cost</b>	<b>£</b>	

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

### Payment Details

**BACS Payment:** Send to the British Sociological Association to NatWest Bank plc, 12 Market Place, Durham DH1 3NG; Sort Code 52-30-44; Account No: 23679832.

**Cheque/ Bankers Draft:** Please ensure that your cheque/bankers draft is made out to: The British Sociological Association. Note: £ sterling only.

**Credit/ Debit Card:** *Please complete all details below.*

Type of Card (*please tick*)  Visa  Mastercard  Delta  Maestro (switch)  American Express

Name of Cardholder \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

Address to which Card accounts are sent \_\_\_\_\_

Card Number \_\_\_\_\_ Switch Cards Only \_\_\_ Switch Cards Issue No. \_\_\_\_\_

Valid From Date \_\_\_/\_\_\_/\_\_\_ Expiry Date \_\_\_/\_\_\_/\_\_\_ Security Code (the last 3 digits on the signature strip) \_\_\_

**Invoice:** If you would like the BSA to invoice your company. N.B. The BSA requires that all invoices are paid before the conference takes place.

Purchase Order No. \_\_\_\_\_ Invoice Address \_\_\_\_\_

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.