



**The British
Sociological
Association**

**Annual
Conference
2010**

Wednesday 7th - Friday 9th April
Glasgow Caledonian University, Glasgow

**INEQUALITIES
AND SOCIAL JUSTICE**

Keynote speakers:

Loïc Wacquant

(University of California, Berkeley, USA)

Neera Chandhoke

(University of Delhi, India)

Karen Rowlingson

(University of Birmingham, UK)



www.britisoc.co.uk

SPONSORSHIP OPTIONS

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BSA Annual Conference 2010 Sponsorship and Advertising Opportunities

About the Conference

The BSA Annual Conference is always the year's major networking event for Sociology academics and professionals. Following on from the successful new model for the BSA's Annual Conference is attracting a great deal of interest. The conference is designed to be less theme-led and the programme includes research papers from all areas of sociological study will be included in the programme. High profile plenary speakers Loic Waquant (University of California, Berkley, USA); Neera Chandhoke (University of Delhi, India) and Karen Rowlingson (University of Birmingham, UK), the BSA Presidential Address and a number of special sessions will relate to the 2010 conference theme of 'Inequalities and Social Justice'.

Over 675 papers have already been submitted for the 2010 conference, which is well above the number of any previous BSA Annual Conference, and delegate attendance is expected to in excess of 600. Delegates attending the BSA Annual Conference include Social Science academics, social researchers, policy analysts and postgraduates from across both the UK and internationally. We also have an increasing number of sociologists outside academia attending the conference. With a broad and varied programme including symposia, panels and social events we hope to continue to host the leading UK event for sociologists.

Why attend the BSA Annual Conference?

Promoting your company at the BSA Annual 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 in Sociology;
- Gain a precise and unified focus of interest – maximum results from minimum time, resource and cost commitment;
- Accessible, central exhibition location with lengthy breaks for delegates;
- Flexible options to suit your budget and sales requirements;

How can we help you further?

If you wish to discuss 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 Organiser

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Sponsorship and Advertising Options

Conference Dinner

£1200 ex. VAT



The conference dinner will be held at the Thistle 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 dinner.

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 Programme

£800 ex. VAT

The conference programme is an essential reference guide to the whole event. The conference programme, containing abstracts on all conference sessions, is kept by delegates after the conference as a reference and useful source of information. Your logo will be prominently displayed on the cover and includes a full-page advert in the conference programme.

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



Conference Stream Sponsor

£800 ex. VAT

The new format BSA Annual Conference has streams which relate to the research areas of our members. These streams are:

- Crime and Control
- Culture and Consumption
- Economy and Society
- Education
- Families, Relationships, Lifecourse
- Media
- Medicine, Health and Illness
- Methodological Innovations
- Professional Forum
- Religion
- Science and Technology Studies
- Social Divisions/Social Identities
- Space, Mobility, Place
- Theory

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 Conference Stream Sponsor with your logo and website link on the conference website and the 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 Notepads

£800 ex. VAT

Printed on recycled paper, conference notepads will be issued to each delegate on registration for the conference. Your organisation's logo and contact details will be given a prominent position on the notepad alongside the conference title and details. In addition to this, you can also insert your company's brochure or catalogue in each bag.



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

Conference Pens

£700 ex. VAT

Conference pens will be issued to each delegate on registration for the conference. Your organisation's logo and contact details can be placed in this prominent position for their use throughout the conference and throughout their daily lives. Pens can be passed from person to person within their organisation and your organisation's details will follow.



This option also includes a 3x2 exhibition stand and listing as Conference Pen 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 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 Saltire Centre at Glasgow Caledonian 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)	£360 ex. VAT
	3m x 4m (2 tables)	£620 ex. VAT
	3m x 6m (3 tables)	£880 ex. VAT

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Advertising options

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

Conference programme	Full page advert	£300
	Half page advert	£220
Delegate pack inserts	Single sheets	£220
	Brochures, etc.	£390



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	£1200	<input type="checkbox"/>
Conference Programme	£800	<input type="checkbox"/>
Conference Stream	£800	<input type="checkbox"/> PLEASE INDICATE STREAM TITLE _____
Conference Notepads	£800	<input type="checkbox"/>
Conference Pens	£700	<input type="checkbox"/>
Name badges	£500	<input type="checkbox"/>
Exhibiting		
3m x 2m Stand (1 table)	£360	<input type="checkbox"/>
3m x 4m Stand (2 tables)	£620	<input type="checkbox"/>
3m x 6m Stand (3 tables)	£880	<input type="checkbox"/>
Unmanned display of flyers	£120	<input type="checkbox"/>
Website		
Company logo with website link	£190	<input type="checkbox"/>
Advertising		PLEASE INDICATE QUANTITY REQUIRED
<i>Conference Programme</i>		
Full page	£300	
Half page	£220	
<i>Delegate Pack Inserts</i>		
Single sheet	£220	
Brochure, etc.	£390	
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 25th January 2010 will forfeit 100% payment.