



BSA AGEING, BODY AND SOCIETY STUDY GROUP 2010 CONFERENCE BOOKING FORM

FUTURES OF AGEING: SCIENCE, TECHNOLOGY AND THE BODY

Monday 19th July 2010
The British Library, London

BRITISH
LIBRARY

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.

Science and technologies are becoming increasingly significant to people's experiences of growing older; innovations and developments that are likely to influence the context, nature, experiences and understandings of ageing and embodiment. This one day conference seeks to bring together researchers, academics and practitioners whose work explores and highlights the diverse ways in which science and technologies interconnect with and influence our ageing bodies. We encourage researchers to share their perspectives on science, technologies and ageing bodies and welcome abstracts on different theoretical and methodological approaches, different disciplines, emergent ideas, work in progress, practitioner perspectives, and empirical findings.

The conference programme includes:

- A welcome to the conference from Jude England Head of Social Sciences at the British Library
- Professor Simon Williams *“Boosting the Brain?” Neuroculture, Active Ageing and Cognitive Decline*
- Plenary address: *Technogenarians: Studying Health and Illness through an Aging, Science, and Technology Lens*

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 Jenny Cairns on 0191 383 0839 or email Jenny.Cairns@britsoc.org.uk. To secure your desired option, complete and return the booking form as soon as possible.

Yours sincerely

Jenny Cairns

Jenny Cairns
BSA Events Coordinator



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PROMOTIONAL OPTIONS

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.

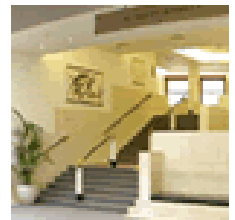
This option also includes a 3x2 exhibition stand and listing as Conference Name Badge Sponsor with your logo and website link on the conference website. Reduced rates can be negotiated for further requirements.

Exhibition 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 are a standard size of 3m x 2m and include a table, two chairs, refreshments for two stand staff and a stand at the Monday Evening Reception. Upgrades on space are available to increase your visibility at the conference.

Exhibition stand options

Stand size: 3m x 2m (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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GROUP 2010 CONFERENCE BOOKING FORM**
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Promotional Opportunities Booking Form

PLEASE TICK	PRICES (EX. VAT)	PLEASE TICK IF REQUIRED
Sponsorship		
Name badges	£250	<input type="checkbox"/>
Exhibiting		
3m x 2m Stand (1 table) Conference Centre Foyer	£120	<input type="checkbox"/>
Advertising		
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	
Total Cost	£	

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

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.



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Sponsorship and Exhibition Terms and Conditions

The following are terms and conditions for acceptance of sponsorship and exhibition space for the BSA Ageing, Body and Society Study Group Conference 2010: Futures of Ageing: Science Technology and the Body; they may be changed at the discretion of the BSA subject to the parties' agreement in writing.

By agreeing sponsorship or to exhibit at the BSA Ageing Body and Society Study Group Conference 2010 the sponsor/exhibitor agrees to accept these terms and conditions.

Sponsorship Terms and Conditions

All sponsorship is available on a "first come first served" basis.

Companies are encouraged to contact us if they are interested in any other form of additional top-up sponsorship items. Suggestions will be considered but the BSA cannot guarantee acceptance.

Sponsors may not use any BSA logo without prior permission from the BSA.

The BSA reserves the right to refuse applications as well as the right to curtail sponsorship if the sponsor materially breaches the terms and condition of sponsorship. In which event it is agreed that no refund shall be made by the BSA and further that no demand for redress will be made by the sponsor or the sponsor's representatives.

Sponsorship of the event may be cancelled by the sponsor at any time, but no refund will be made once the sponsor's logo has been added to the BSA website to acknowledge the sponsorship.

In order to sponsor, the booking form must be completed and returned according to the instructions on the application. The application to sponsor will be confirmed by return and the invoice issued. Final confirmation of sponsorship and commencement of advertising on the BSA website will be following full payment of the invoice.

Exhibitor Terms and Conditions

Exhibition spaces will be allocated in the following order of priority (1) Sponsors, (2) Exhibitors. Within each of these categories allocation of space will be on a first come first served basis. No space is guaranteed unless written confirmation is received from the BSA.

In order to book exhibition space the application form must be completed and returned according to the instructions on the application. The application to reserve exhibition space will be confirmed by return and the invoice issued. Final confirmation of booking will be following full payment of the invoice. Exhibitions will not be allowed to commence unless payment has been received in advance.

1. Exhibit Content

Exhibits must be non-political and not be offensive to public decency on either a local or international basis.

The character of the exhibits is subject to the approval of the BSA Ageing, Body and Society Conference Committee.

The BSA reserves the right to refuse applications as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the conference. In which event it is agreed that no refund shall be made by the BSA and further that no demand for redress will be made by the exhibitor or the exhibitor's representatives

2. Operating the Exhibits

Security of their exhibit is the responsibility of the participating exhibitor.

Soliciting or demonstrating by an exhibitor must be confined to the area immediate to the exhibitor's table area.

Distribution of the exhibitor's printed advertisements must be done within the exhibitor's own area.

Aisles in front of tables must be kept clear.

Objectionable sound devices may not be operated.

Engines or any other kind of equipment may be operated only with the consent of the management of the venue where the exhibits are being displayed.

All property destroyed or damaged by an exhibitor must be replaced in the original condition by the exhibitor or at the exhibitor's expense.

Canvassing, exhibiting, or distributing advertising matter outside the designated exhibit area is prohibited.

Persons who are not exhibitors are prohibited from any detailing, exhibiting, or soliciting within the conference venue or facilities.

No exhibits, displays, or advertising material of any kind will be allowed in the venue rooms or hallways.

Exhibitors may not use a BSA logo without prior permission from the BSA.

Deliveries can be made to the conference venue from the Friday before the conference (not before).

Exhibition times

The exhibition is open to the attendees of the BSA Ageing, Body and Society Study Group Conference. Exhibition stands must be manned at all times when the exhibition is open. Manning of the exhibits is optional when conference streams are in progress. A guide to the conference and exhibition times are as follows, these are subject to change and updated versions of the programme will be posted on the BSA website:

Monday 19 July:	08.00 opening for staff and stand personnel
	09.30 opening for attendees
	17.30 official end of conference programme
	17.30 wine reception hosted by the British Library

3. Exhibit Facilities

No stands will be provided, although the exhibitor may use their own stand.

Exhibition space will have a 1.8M (6 ft) table, cover and chairs provided in an exhibit area through the venue.

Two conference registrations for stand staff only are included. In the case of part conference exhibitions conference registrations for stand staff will only be for the days on which the exhibitor is exhibiting.

No other exhibitor services will be provided by the BSA or the venue. Signs will not be provided by the BSA; these are the responsibility of the exhibitor.

Additional equipment may be available in advance of the conference through the BSA and the conference venue. The cost of this equipment will be passed through to the exhibitor.

4. Liability and Insurance

The exhibitor, upon agreeing to exhibit, expressly releases the BSA or any of its officers, directors, employees, or committee members, or the conference administrators, or representatives of any of the meeting venue or facilities from any responsibility or liability for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property prior to, during, or subsequent to the period covered by the exhibitor's contract, including but not limited to any responsibility or liability or negligently caused injury, loss, or damage; and further, the exhibitor agrees to hold harmless and indemnify the BSA and any venue or facility against any and all claims made against the BSA and/or venue or facility by any person and arising out of the exhibitor's acts or omissions.

5. Contractual Agreement

It is agreed that the exhibitor will abide by the terms and conditions cited above before, during, and after the exhibit, and by other reasonable rules considered necessary by the BSA or the conference venue or facilities, provided these rules do not materially alter the exhibitor's contractual rights.

6. Fees and Facilities

The exhibitor policy for the BSA conferences consists of buying exhibition space. This includes one conference registration on the day exhibiting. Further registrations may be purchased through the normal registration process.

One additional exhibition space may be purchased (maximum 2 spaces per exhibitor) at the same cost and terms and conditions.

Alternatives to the above may be agreed as part of a special sponsorship and / or exhibitor package as agreed by the BSA. Costs incurred at the venue by the participating exhibitor must be paid by the exhibitor.

The participating exhibitor will not be permitted to move-in / set-up unless all fees have been paid.

Charges, which will apply on cancellation by the participating exhibitor, are as follows;

50% refund if written cancellation is received more than 12 weeks prior to the opening day of the conference. No refund if cancellation received 12 weeks or less prior to the opening day of the conference. BSA sponsorship and exhibition terms and conditions accepted by indicating agreement on and signing the application form.