



BSA Medical Sociology Group 49th Annual Conference 2017 Sponsorship and Advertising Opportunities

Wednesday 13 – Friday 15 September 2017
University of York

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 49th conference in 2017 and the 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. The conference also includes a number of symposia focusing on topical and current issues, with a broad and varied programme including poster presentations and social events we hope to continue to host the leading UK event for medical sociologists.

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 Elaine Forester on 0191 370 6638 or email events@britsoc.org.uk to secure your desired option, complete and return the sponsorship and advertising booking form as soon as possible.

Yours sincerely

Elaine Forester

BSA Events Co-ordinator

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SHI Wine Reception

Option taken by Wiley

Wiley is kindly sponsoring a drinks reception on Wednesday night along with the board members of the *Sociology of Health and Illness* journal.

Wine Reception & Conference Dinner

£890 ex. VAT



The wine reception and conference dinner will be held on Thursday 14 September on campus. 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. There will also 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 one table 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.

Website Advertising

£260 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 9 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.

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 alongside the Conference catering, and poster presentations.

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The exhibition stands are a standard size table available from the conference venue, 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:	1 Table	£360 ex. VAT
	2 Tables	£545 ex. VAT
	3 Tables	£755 ex. VAT
Unmanned display of flyers		£330 ex. VAT



Advertising options

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

Conference programme:	Full page advert	£245 ex. VAT
	Half page advert	£175 ex. VAT
Delegate pack inserts:	Single sheets	£220 ex. VAT
	Brochure etc.	£310 ex. VAT
Combination packages:	1 Table & Full page Advert	£555 ex. VAT
	2 Tables & Full Page Advert	£750 ex. VAT
	3 Tables & Full Page Advert	£940 ex. VAT
	1 Table & Half Page Advert	£505 ex. VAT
	2 Tables & Half Page Advert	£695 ex. VAT
	3 Tables & Half Page Advert	£890 ex. VAT