



BSA Annual Conference 2018 Sponsorship and Advertising Opportunities

Tuesday 10 – Thursday 12 April 2018
Northumbria University, Newcastle-Upon-Tyne, UK

Identity, Community and Social Solidarity

About the Conference

The theme for the 2018 Annual Conference is: **Identity, Community and Social Solidarity**.

The conference promises to be dynamic, informative, inspiring and is definitely not to be missed.

Our themes are deliberately broad and all-encompassing and designed to appeal to the entire spectrum of sociologists and stimulate lively debate. Our speakers are at the heart of the discipline and their voice is important. Please come along and join the finest scholars from across the globe to lead the debate. Policy makers are coming to hear what our speakers – the people with real experience – have to say.

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 UK's primary professional network for sociology;
- 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;

Main Conference Sponsor

Option taken by SAGE Publications



The BSA is proud to be working in partnership with SAGE Publications as Main Conference Sponsor of the 2018 Annual Conference.

The package includes primary advertising positions on the front cover of the Conference programme and on the Conference website, full-page advertising in the Conference programme, plus extended exhibition stand space and tailored promotional opportunities at the Conference.

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 depending on the space.

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	£590 ex VAT
	2 Tables	£1140 ex VAT
	3 Tables	£1680 ex VAT
	4 Tables	£2200 ex VAT



Website Advertising

£350 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 event 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 event has taken place.

Advertising options

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



Conference programme:	Full page advert	£525 ex. VAT
Delegate pack inserts:	Single sheets	£300 ex. VAT
	Brochure	£535 ex. VAT

Package / Combination offers

For the 2018 conference we are pleased to offer combination sponsorship packages.

Stand size		Conference programme advert size	Cost
1 table	&	Full page advert	£1000 ex VAT
2 tables	&	Full page advert	£1410 ex VAT
3 tables	&	Full page advert	£1760 ex VAT

*Prices above exclude VAT unless stated otherwise

How can we help you further?

If you wish to discuss our sponsorship and exhibiting opportunities and to receive our booking form please contact Sandria Charalambous on 0191 383 0839 or email events@britsoc.org.uk

Yours sincerely,

Elaine Forester

BSA Events Team