BSA Virtual Annual Conference 2024
Sponsorship and Advertising Opportunities
Wednesday 3 – Friday 5 April 2024, Online

Crisis, Continuity and Change

About the Conference

Crisis, continuity and change operate at many levels: in the home, in the workplace, in different communities and countries, and globally. We are living in a time of fluidity marked by crises and changes, but also continuity of power and prevailing social hierarchies.

Global societies are encountering crises on many levels, acutely so in the Global South, all of which combine and create challenges that interweave with existing power structures. It is most often minoritised groups that are disproportionately affected by crises that are environmental, social, economic, or because of conflict and war. Agency is not lost, however, as digital and physical social movements emerge to challenge political apathy in the face of crisis.

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

SPONSORSHIP OPTIONS

Option 1: Virtual Booth at the Conference
Cost of exhibitor package: £550

The exhibitors' area will host all of the Conference booths in a grid format.

Your booth page serves as a marketing page, where delegates can interact with representatives in the online booth chat.

The booth page includes:

- Header - add an image or video to welcome users to the booth
- Booth Details - add a title and description for the booth page as well as social links
- Resources - upload documents, videos or links to the booth
- FAQs – answer frequently asked questions
- Custom area - iFrame or embed your own CRM forms into the booth

An example of the booth page is below:
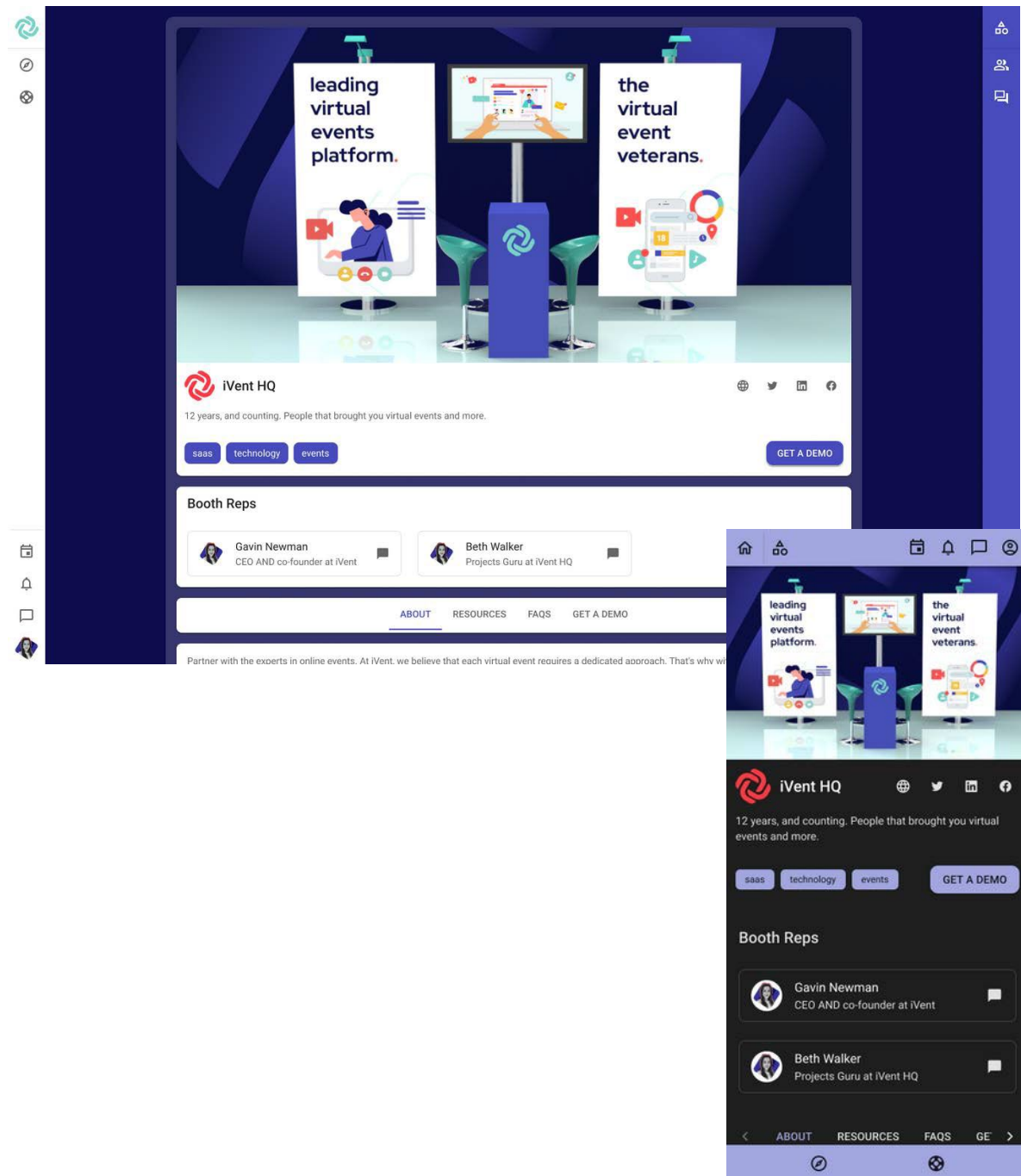
Booth Page Branding & Dimensions:

Header
This is a responsive area that can host an image or video.
The recommended dimensions are:1200x600 px
Background
This is a responsive area that can host an image, video or colour.
The recommended dimensions are:2000x1060 px
Please note the booth page will sit on top of the background leaving a width of approx 310 px to either side.
Logo
Upload a logo for your booth that will be used in the details area and in the exhibitors' area.
Brand Colour
Choose a brand colour to be used throughout the booth page.

Important Information to consider:

- Branding received will be applied directly to your booth.
- You must ensure you send all the required information to the BSA no later than the requested deadline, otherwise there is a risk your booth cannot be included.
- If no booth branding has been received, your company logo will be applied 1 week prior to the live event date.

The BSA Annual Conference 2024 will be available for 30 days after the event but the live functionalities on your booth will not be live. All artwork and content will remain available and you may continue to update your booth with relevant information or offers during this time.

Option 2: Website sponsor
Logo with hyperlink on the BSA website: £250

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.

Contact Us
If you wish to discuss our sponsorship and exhibiting opportunities and to receive our booking form please contact Kirsten Boucher on 0191 370 6832 or email
Kirsten.boucher@britsoc.org.uk