

Geographical Association Annual Conference and Exhibition

University of Manchester
12–14 April 2012

Geographies of Difference

Exhibition booking



www.geography.org.uk

furthering the learning and teaching of geography

The Geographical Association (GA) is the national subject teaching association for geographers, representing approximately 5500 members from all phases and areas of the teaching of geography. For our 2012 Annual Conference we are returning to the University of Manchester on 12–14 April, with setting up and pre-Conference events on 12 April.

Exhibition

The Exhibition is an integral part of the conference programme and an excellent opportunity to promote your products and services directly to a targeted audience. Our Conference regularly attracts over 900 participants with delegates attending from 28 countries in 2011. The Conference is advertised nationally to attract delegates including:

- Primary, secondary and FE teachers
- NQTs
- Advisers, inspectors and consultants
- Head teachers, heads of department and co-ordinators
- Lecturers
- PGCE and undergraduate students
- Overseas visitors
- Other interested parties.

The Conference will run over two full days with major events and high profile lectures programmed to maintain maximum presence throughout both days.

Venue

Located in the heart of Manchester, the University is easily accessible. The Sackville Street Campus is a five-minute walk from both Piccadilly and Oxford Road train stations. The Conference and Exhibition will be held in the Renold Building at the University. With lectures and workshops adjacent to the Exhibition, and hotel accommodation close by, this venue in Manchester city centre is a popular choice for re-visiting.

Exhibition space

Exhibition pitches are available on a first come, first served basis. Each pitch measures 2.5x1m, price £415.00 each (£395.00 for registered charities – proof required).

The pitch price includes:

- Organisation contact details and brief description in the Conference Handbook
- Organisation link from the GA website conference pages
- Refreshments each day (for two people per pitch maximum)
- Tables and chairs (available by pre-booking only)
- Internet access via the University WiFi network.

Please request how many pitches you need, indicating your first, second and third choices for location. If your requests cannot be accommodated, alternative space may be offered.

Furniture

The Exhibition pitches comprise of floor space only. Tables (measuring 4' x 2'6") and chairs, though free of charge, do need to be booked in advance. Please note we are not able to supply display boards or table cloths.

Electric points

Electric sockets also need to be booked in advance. Sockets supplied are intended for light use only – a single socket is not sufficient for running a four-point extension. Any exhibitors requiring heavier usage must notify the GA in advance and we will pass on your requirements to the University. Sockets will be positioned within the area of your pitch at the discretion of the contractor. Please ensure that all electrical items have an up-to-date PAT mark to comply with Health and Safety guidelines. Price per socket: £90.00

Set up and break down

Setting up hours are **13.00–18.00 on Thursday 12 April**. Please ensure that you allow sufficient time to get your stand fully





set up within these hours. Last arrivals will be at 17.30. Contractors should also be made fully aware of these times. For Health and Safety reasons there will be **no opportunity for setting up outside these hours**. If you have only a display roller banner to site please contact Lucy Oxley (loxley@geography.org.uk) at GA HQ.

Break down is from **14.30–15.45** on **Saturday 14 April**. As delegates will still be present in the area, it is essential that you do not start to pack away your stands before this time.

Security and storage

The Exhibition area will be locked as soon as the Exhibition closes each day. However, while open it is also open to the public, and exhibitors are responsible for ensuring their belongings are kept safe at all times.

Luggage and small valuables, e.g. laptops, may be stored in a lockable room at the owner's risk. Space will be available on a first come, first served basis, and it is advisable to ensure all items are adequately insured. Please note that this area is not available for the storage of empty boxes or packing cases. For access to this facility, please see a member of staff at the Welcome and Information Desk (open 13.00–18.00 Thursday and 08.30–18.30 Friday).

Deliveries

Parcels will be accepted between 08.00 and 16.00 from Tuesday 11 April. Please note deliveries **will not be accepted** before this.

An address label for parcels will be provided with your booking confirmation details.

Parcels can be collected from the University after Conference. Details available on request.

Accommodation

This year all hotel bookings will be handled by ConferCare (part of the University of Manchester) on behalf of the GA. Prices are available for single and double/twin occupancy on a bed and breakfast basis. All hotels are within a 20-minute walk of the University and rates start from £58. Reservations can be made by credit/debit card at the link on the Conference pages of the GA website (www.geography.org.uk/conference). You can also find your own accommodation at www.visitmanchester.com/stay.

Refreshments

Tea and coffee will be available for exhibitors from the refreshment points from 08.15–09.30 and 10.30–11.45 each morning, and from 15.30–16.30 on Friday afternoon.

There will be a hot buffet lunch served from 12.00–14.00 on 13 and 14 April, price £19.00 per person per day **by pre-booking only**. Alternatively there are bars and shops nearby where food can be bought.

Conference Dinner

The Conference Dinner will be held at the Palace Hotel on 12 April following the Public Lecture, Awards Presentations and wine reception. The price of £37 includes a three course meal, coffee, and two bottles of wine plus juice and water on each table.

Menu

Goats cheese and sun-dried tomato roulade
With black olive pesto and rocket



Salt beef brisket
Served with dauphinoise potatoes, carrot and swede mash, broccoli and a red onion and horseradish jus



Pumpkin and pine nut risotto (v)
Served with sautéed baby spinach and a salsa verde



Strawberry and cream panna cotta
Served with peppered berries and red wine syrup



Freshly brewed coffee

Manchester Pub Walk

An interactive pub walk led by registered tour guide Jonathan Schofield will take place on 12 April. The tour will underline how significant pubs have been in national and local history and will conclude with a brief quiz where you can win 'interesting' local prizes. Price £15, includes a pre-walk pie and pea supper at the University. There will be plenty of opportunities to buy drinks during the tour!

Buffet and Barn Dance

A locally-sourced buffet showcasing some of the best produce from around north-west England will take place at the University of Manchester on 13 April. Following the buffet entertainment will be provided by a live ceilidh band. Price £20.

Please note: all exhibition space, electric points, accommodation and meal bookings must be made by **Monday 30 January 2012**.

2012 advertising opportunities

Targeting your audience in an alternative way can greatly enhance your brand, attract more visitors to your stand and make you stand out from other exhibitors. The following general sponsorship opportunities are available.

Conference bag stationery inserts

A maximum of six unique stationery items (e.g. pens, post-its, rulers) may be inserted into the official GA jute carrier bag which is given away free to every delegate. (1000 items required).

£250 per item (exhibitor)
£500 per item (non-exhibitor)

Flyer drop

One flyer (maximum size A5) will be placed on every delegate's chair before either the Presidential Lecture or Keynote Address. One flyer per lecture is available. Directly reach over 300 delegates in this sole flyer drop. (350 required).

£200 per flyer (exhibitor)
£400 per flyer (non-exhibitor)

Promotional literature display

A maximum of four spaces are available for your promotional literature to be placed alongside GA materials in the metal racks next to the Welcome and Information Desk. All delegates must attend the Welcome Desk on arrival to collect their Conference bag and Handbook. (500 required).

£125 per flyer (exhibitor)
£250 per flyer (non-exhibitor)

Pre-Conference email updates

There will be six specific email updates leading up to Conference, sent to approx. 5500 registered individuals. Exhibitors can include a text link on one or more of the updates sent between October and March. Let potential delegates know you will be there!

£75 per update (exhibitors only)

Exhibitor listing

Include your logo and organisation description alongside your text link on the Conference pages of the website. A great way for delegates to see who you are and what you do.

£75

Post-Conference mailing

Include one item of your own printed material in the post-Conference mailing. This is sent to all registered delegates approx. 3–4 weeks after Conference. A limited number of inserts are available and maximum sizes and weights apply. (800 required).

£375 per flyer (exhibitors only)

Handbook adverts

The A4 Conference Handbook will place your full, half or quarter page colour advert in the hands of every delegate, speaker and exhibitor. Space is limited so please book early to avoid disappointment.

Full page **£275 (exhibitor)**
 £550 (non-exhibitor)

Half page **£175 (exhibitor)**
 £350 (non-exhibitor)

Quarter page **£125 (exhibitor)**
 £250 (non-exhibitor)

New resources at a glance

Any resources and publications produced by your company since May 2011 will be listed in the Conference Handbook. Listings include title, author, level/key stage, ISBN, publisher and price. A great way to let delegates know about your latest publications.

£30 per entry (exhibitor)
£60 per entry (non-exhibitor)



Full details including when and how to supply your literature and/or other items will be confirmed upon booking.

Programme at a glance

Details of all Conference sessions will be available via the GA website soon. Exhibitors wishing to attend any sessions should note that places on workshops, though free of charge, need to be booked in advance. See www.geography.org.uk/conference for further information.

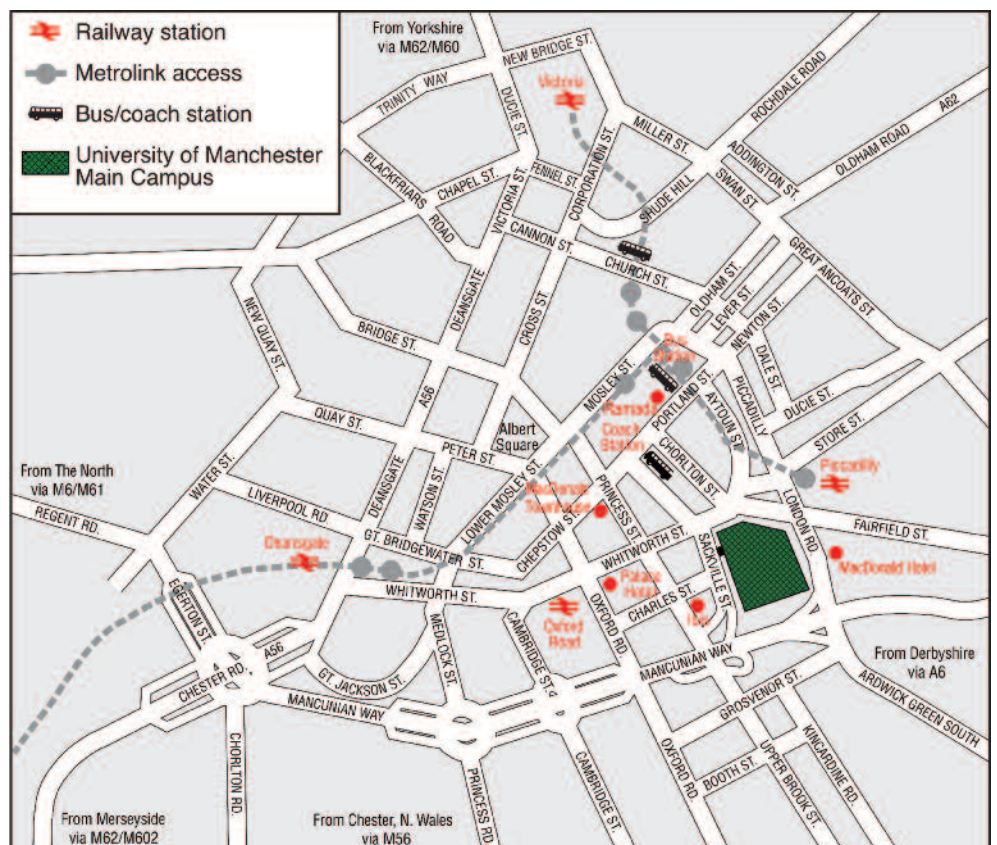
	Thursday 12 April	Friday 13 April	Saturday 14 April
Setting up	13.00–18.00		
Pre-Conference events, including GA Annual Meeting held at the University	12.00–15.45		
Evening events held at the University Public Lecture GA Awards Wine Reception	17.00–17.45 17.45–18.30 18.30–19.30		
Conference Dinner at the Palace Hotel	19.30–22.30		
Manchester Pub Walk	19.30–22.00		
Registration/delegate enquiries		08.15–18.30	08.30–16.00
Exhibition open		08.15–17.00	08.30–14.30
Conference sessions		08.45–12.30 13.50–18.25	09.00–12.35 14.00–15.55
Morning break		10.40–11.40	10.55–11.45
Lunch		12.30–13.50	12.30–14.00
Afternoon break		15.45–16.30	
Buffet and Barn Dance		19.45–23.00	
Break down			14.30–15.45

Campus

The Welcome and Information Desk, lecture and workshop rooms and Exhibition are all accessed via the main entrance to the Renold Building (see campus map at www.geography.org.uk/conference).

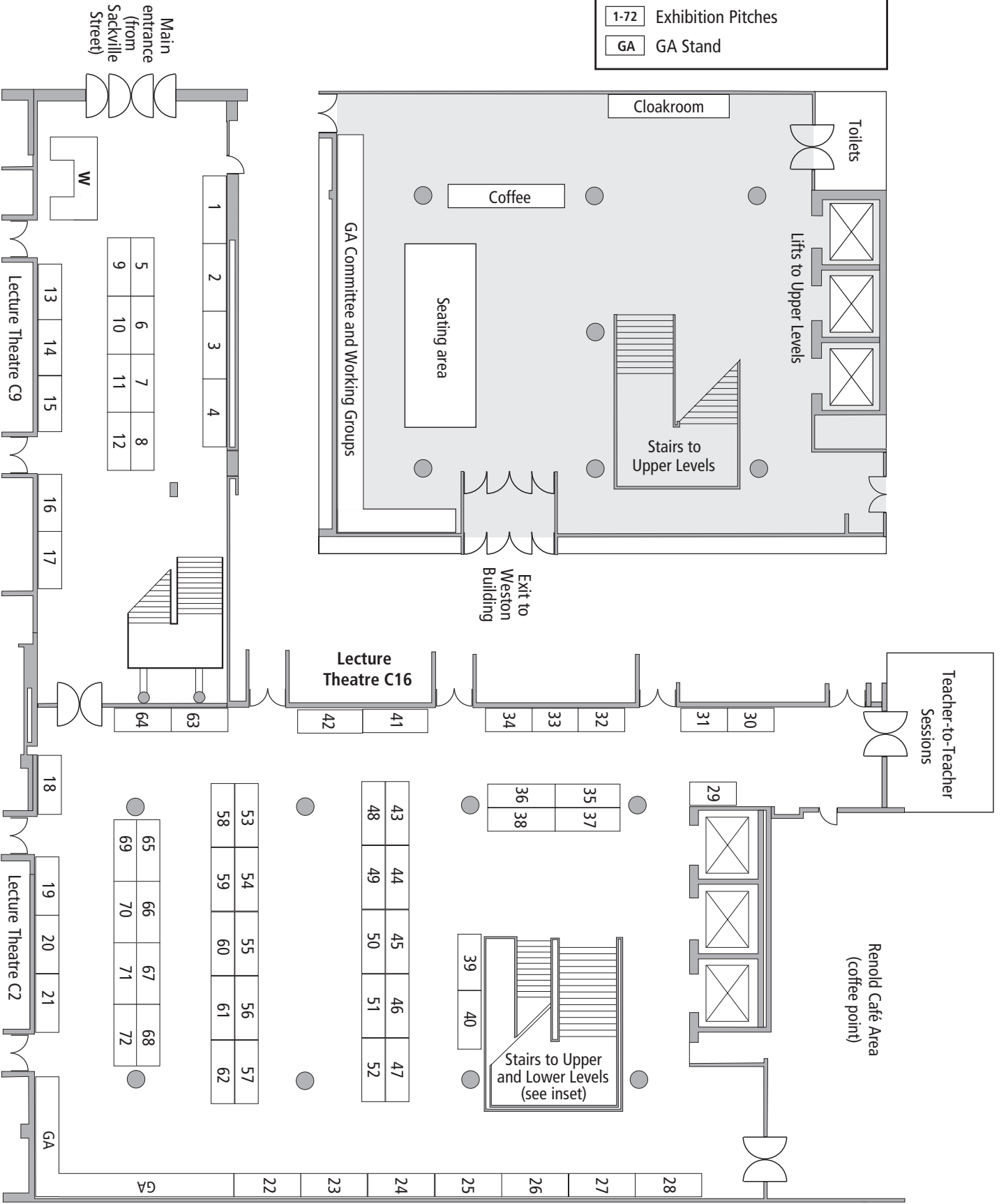
Directions

All approach routes are clearly signposted 'The University of Manchester'. Directions to the Sackville Street campus can be found on the University website (www.manchester.ac.uk/aboutus/travel).



Exhibition plan

- Upper Level
- Lower Level
- W Welcome and Information Desk
- 1-72 Exhibition Pitches
- GA GA Stand



Booking form

Contact details

Name of organisation _____

 Contact name _____
 Address _____

 Town _____
 Postcode _____
 Registered Charity No. _____
 Tel (daytime) _____
 Fax _____
 Email _____

Total number of staff attending
 (Maximum 2 per pitch – additional staff will need to book as delegates – see www.geography.org.uk/conference)

Handbook listing

Please give a short description (maximum 50 words) of your organisation to appear in the Exhibitors Listing in the Conference Handbook. Please note: entries over 50 words, or including direct advertising or prices, will be cut without notice. Listings also include a telephone number and web address – please supply these below. Your live link from the GA website will be the address you supply here. If you require a straightforward repeat of the 2011 description, please tick here .

Tel _____
 Web _____

Exhibition requirements

Total number of pitches

Please refer to the Exhibition plan (page 6) for pitch numbers then mark your first, second and third choices below.
 Cost: £415 (£395 charities) per pitch.

1st choice 2nd choice 3rd choice

Total number of:

Tables (free) Chairs (free)
 Electric points (£90 each)

Advertising

Copy requirements and deadlines will be sent with your booking confirmation.

Conference Handbook adverts

Size	Price (exhibitor)	Price (non-exhibitor)
Full page	£275 <input type="checkbox"/>	£550 <input type="checkbox"/>
Half page	£175 <input type="checkbox"/>	£350 <input type="checkbox"/>
Quarter page	£125 <input type="checkbox"/>	£250 <input type="checkbox"/>

Please indicate no. required

	Price (exhibitor)	Price (non-exhibitor)
Stationery insert	£250 <input type="checkbox"/>	£500 <input type="checkbox"/>
Flyer drop	£200 <input type="checkbox"/>	£400 <input type="checkbox"/>
Literature display	£125 <input type="checkbox"/>	£250 <input type="checkbox"/>
Email update	£75 /update <input type="checkbox"/>	
Exhibitor listing	£75 <input type="checkbox"/>	
Post-Conference mailing	£375 <input type="checkbox"/>	
Resources listing	£30 No. <input type="checkbox"/>	£60 No. <input type="checkbox"/>

Buffet lunch

Cost: £19 per person per day

	13 April	14 April
Name _____	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>

continued overleaf

Booking form

continued

Conference Dinner

Please select a main course for each person.

Cost: £37

	Beef	Risotto
Name _____	<input type="checkbox"/>	<input type="checkbox"/>
Name _____	<input type="checkbox"/>	<input type="checkbox"/>

Manchester Pub Walk

Cost: £15

Name _____

Name _____

Buffet and Barn Dance

Cost: £20

Name _____

Name _____

Please indicate any special dietary requirements for any of the above meals.

Name _____

Requirement _____

Name _____

Requirement _____

Booking summary

All prices include VAT where applicable. The Geographical Association reserves the right to amend charges should VAT rates change from the date of printing.

Details	Total £	For office use only
Pitches		
Electric points		
Handbook adverts		
Stationery insert		
Flyer drop		
Literature display		
Email update		
Exhibitor listing		
Post-Conference mailing		
Resources listing		
Buffet lunch		
Conference Dinner		
Manchester Pub Walk		
Buffet and Barn Dance		
Total		

Payment details

I enclose a cheque for £ _____ made payable to the Geographical Association

Please invoice me for £ _____

Purchase order number/reference _____

*Bookings will only be accepted with an official order number/reference. **Payment must be received by 11 April 2012.***

Please charge my credit/debit card for £ _____

Card number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Expires / Valid from /

Issue no Security code

Cancellation policy

By returning this completed booking form you are agreeing the following terms and conditions.

Cancellations received before 30 January 2012 will be subject to a cancellation fee of 50% of the total cost. The full charge will be made for cancellations received after 30 January 2012.

Bookings will be accepted **by post or fax only**.

Please send your completed booking form to arrive **no later than 30 January 2012** to:

Lucy Oxley
Geographical Association
160 Solly Street
Sheffield S1 4BF
 Tel: 0114 296 0088
 Fax: 0114 296 7176

