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 2.5 x 1m, 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.

Exhibition space
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.

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
  or
- 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

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.

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.
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 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](http://www.geography.org.uk/conference) for further information.

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

### 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](http://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](http://www.manchester.ac.uk/aboutus/travel)).
Exhibition plan

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

Main entrance (from Sackville Street)

Renold Café Area (coffee point)

Lecture Theatre C16

Exhibition plan

- GA Committee and Working Groups
- Seating area
- GA 1234 5678 13 14 15 910 11 12 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 35 37 33 36 38 35 37 39 40 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 65 66 67 68 64 69 70 71 72

- Coffee
- Cloakroom
- Toilets
- Lifts to Upper Levels
- Stairs to Upper Levels
- Stairs to Upper and Lower Levels (see inset)

Exit to Weston Building

Lecture Theatre C2

Teacher-to-Teacher Sessions

Renold Café Area (coffee point)
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 [ ].

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 £550
Half page £175 £350
Quarter page £125 £250

Please indicate no. required

Stationery insert £250 £500
Flyer drop £200 £400
Literature display £125 £250
Email update £75 [ ] /update
Exhibitor listing £75 [ ]
Post-Conference mailing £375 [ ]
Resources listing £30 No. [ ] £60 No. [ ]

Buffet lunch
Cost: £19 per person per day 13 April 14 April
Name ___________________________
Name ___________________________
Name ___________________________
Name ___________________________

continues overleaf
Conference Dinner
Please select a main course for each person.
Cost: £37
Beef  Risotto
Name _________________________  ■  ■
Name _________________________  ■  ■

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.

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

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               ■  ■  ■  ■  ■
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