

**SIETAR**  
e u r o p a



**EXHIBITING,  
SPONSORING  
& ADVERTISING  
at the SIETAR  
Europa Congress  
in Sofia 2007**

[www.sietar-europa.org](http://www.sietar-europa.org)

The European Congress of **SIETAR** (the Society for Intercultural Education, Training and Research) will take place at the **Hotel Rodina** [www.rodina.bg](http://www.rodina.bg) in Sofia, Bulgaria from 25th to 29th April 2007.

The Congress is the largest forum for the intercultural profession in Europe. Current theory and practice for intercultural work will be addressed by internationally diverse presenters in lectures, discussions, activities and workshops. Approximately 400 intercultural experts and practitioners from government, consulting, training, arts, education and research are expected to take part.

This document gives details for exhibitors, sponsors and advertisers at the SIETAR Congress 2007. If you have any further questions, please contact:

**Sabine Wagner,**  
tel. +49 (0)89 75967838, congress2007-17@sietar-europa.org or

**Robert Johnson,**  
congress2007-14@sietar-europa.org

## A. EXHIBITING

Exhibitors are any individuals, groups or organisations who understand the importance of intercultural work and who wish to display their wares at a physical location at the Congress. In this setting they or their representatives may advertise, recruit and sell their products or services. This may include booksellers, educational institutions and cultural services, events and products.

From 08.00 AM 25th April to noon on 29th April, exhibit space will be available in the most trafficked area of the congress in the Rodina Hotel in Sofia.

This offers you an excellent opportunity to introduce yourself, your products and your services to the roughly 400 Congress participants expected to attend.

### An exhibition agreement includes:

- Exhibition area with table(s) and chairs or display/wall space as agreed upon.
- Assistance by our Congress volunteers in finding and setting up your space, securing your materials, etc.
- Listing in the Congress Programme and on the Congress website for one year.

### An exhibition agreement does not include:

- Room, board and Congress participation fees if desired. These are available for the regular Congress rates or we will assist you in choosing another local lodging arrangement.
- Access to pre-Congress presentations and workshops or other events for which reservations are available separately.

### Exhibition Space

Exhibition space will be available at the SIETAR Congress registration area, venue and the corridors. Full details, including the dimensions of your space and any supplementary costs for equipment, will be confirmed soon. The exhibition space will be in the most trafficked area of the congress possible to ensure maximum exposure for exhibitors. If you have any preferences, please let us know.



### Unaccompanied Exhibition Space

A number of spaces will be made available for unaccompanied exhibits, either on walls or open space in highly trafficked areas of the Congress. Should you choose to use one of these, you will be responsible for the setup, maintenance and take-down of your own exhibit. If you will not be present at the Congress, this may be arranged on a time and cost basis with the sponsorship committee. Displaying a banner with your company logo can be an effective way to raise your organisation's profile.

Exhibition Wall Space	10 € per m <sup>2</sup>
Standing Exhibit Space	15 € per m <sup>2</sup>

Other areas may be identified for wall postings and for standing exhibits. Please enquire.





## B. SPONSORING

Raise your organisation's profile even more by becoming a sponsor in the field of intercultural education, training and research. Here is a description of the sponsorship opportunities available at the SIETAR Congress 2007.

Sponsorship opportunities can be in the form of financial support or goods and services. The costs on the right represent the estimated expenditure. Organisations may combine resources to jointly sponsor an event.

With 2500 € of sponsorship, the sponsor receives a corporate membership in SIETAR Europa valid for one year entitling three persons from the sponsoring organisation to receive all the rights of full direct membership in SIETAR Europa as well as a listing as a corporate member in the SIETAR Directory.

### 1. Sponsoring Events and parts of the congress programme

Item (number available in parentheses)	Cost
The Congress itself, e.g. a list of financial contributors in the printed programme	Variable listing according to contribution level
Keynote speakers (2)	2000 €
Theatre piece (1)	1500 €
Open Space event (1)	1000 €
Musicians/Jazz for the Gala Dinner (1)	800 €
Coffee breaks (6)	1200 €
Pre-conference workshops (6)	500 €
Competition prizes	In kind
The Gala dinner (1)	4000 €
Special events, Tours	Inquire

### 2. Sponsoring of individual presentation rooms at the venue, to include outfitting and seminar equipment, flipcharts, beamers, projectors, etc.

Hotel Rodina		
Hall	Number of people	Cost
Hall 1	150	550 €
Hall 2	150	550 €
Hall 3	60	450 €
Hall Struma	40	380 €
Hall Mesta	25	320 €
Hall Maritza	130	520 €
Hall Arda	25	320 €
Hall Yantra	25	320 €



### 3. Participant scholarships

A further opportunity for sponsorship is in the form of offering financial support to potential participants of the congress. This will enable financially disadvantaged members of SIETAR to afford the congress fees and/or travel costs. This could include students and those from low income countries who would benefit the most from financial assistance. SIETAR Europa will be responsible for selecting suitable applicants.

The amount of contribution is left open, but a figure of €500 is suggested. If you are interested in participant sponsorship, please contact the sponsorship team directly.

#### 4. Services to participants coming to and participating in the Congress

Airlines for discount flights	Discount flights
Shuttle bus from Airport to venue	275 € or in kind
DSL connection/WiFi and workstations for email access for participants.	1500 € or in kind

#### 5. Participant materials

Nametags and Lanyards	1500 €
Welcoming gifts, e.g., regional product samples from local producers	In kind
Congress bags & their contents	2000 €
Technology: beamers for projection (per day rental)	295 €
Local area tour guides	In kind
Congress programme printing	2500 €
Pencils/pens with ad/logo	In kind
Notepads with ad/logo	In kind
Maps and Local information	In kind

#### A sponsorship agreement includes:

- Announcement of and thanks for your sponsorship each time an event sponsored by you begins and ends, as well as each time space or equipment sponsored by you is in use.
- Signage leading to or marking the location of sponsored events will carry your logo and name.
- Logo and listing in the congress programme and on the Congress website for one year in conjunction with the event you are sponsoring.



#### A sponsorship agreement does not include:

- Room, board and Congress participation fees, should you attend in person. These are available for the regular Congress rates or you may choose another local lodging arrangement.
- Access to pre-Congress presentations and workshops or other events for which separate reservations are required.

#### C. ADVERTISING

Ads in the printed congress programme	Cost
Rear cover	1900 €
Full-page advertisement	750 €
Half-page advertisement	550 €
Quarter-page advertisement	275 €

#### Informational or promotional material for the congress bag

In enclosing your material in the SIETAR Congress bag, you have the opportunity of informing every Congress participant. Material needs to be received by April 10th, 2007. There is a 125 € charge for inserting the material in the Congress bags.

## Informational or promotional material for "show and tell"

There will be a special managed space for advertising, promotional and handout material at the Congress. Here your material may be placed and picked up by those attending the Congress as they wish. Material for display needs to be received by April 10th 2007 if you are not attending the congress. Otherwise they may be brought to the Registration desk on your arrival and registered there, and then we will transfer them to the "show and tell" space. There is a 50 € charge for non-SIETAR members for the placing and monitoring the material in the "Show and Tell" space. Monitors will pay attention to the placement and orderliness of the "show and tell" materials and will replenish them as needed.

## Advertisement on the congress homepage

Vertical banner (124 x 240 pix) 450 €

## Miscellaneous services & donations

Moreover, SIETAR would be glad to receive services and donations of e.g. drinks and food for the evening events, travel costs for main referees of the congress, donations allowing reductions for participants from Central, Eastern European and Balkan countries.

Please contact the SIETAR office directly.

**All requests for sponsorship, exhibition or advertising should contain this information.**

Contact name  
Position  
Company / Institution  
Address  
Postal code and City  
Country  
Telephone with country and area code  
Fax with country and area code  
E-Mail address  
Website url

**A SIETAR representative will follow up promptly with you.**

## LOGISTICS

### Set up of exhibition space

Tables, chairs and electrical connections will be provided. It would be helpful if you were to inform us of what you would need in this respect well in advance of arrival.

A SIETAR volunteer will be available to assist exhibitors in their basic setup on Tuesday, 24th April 2007

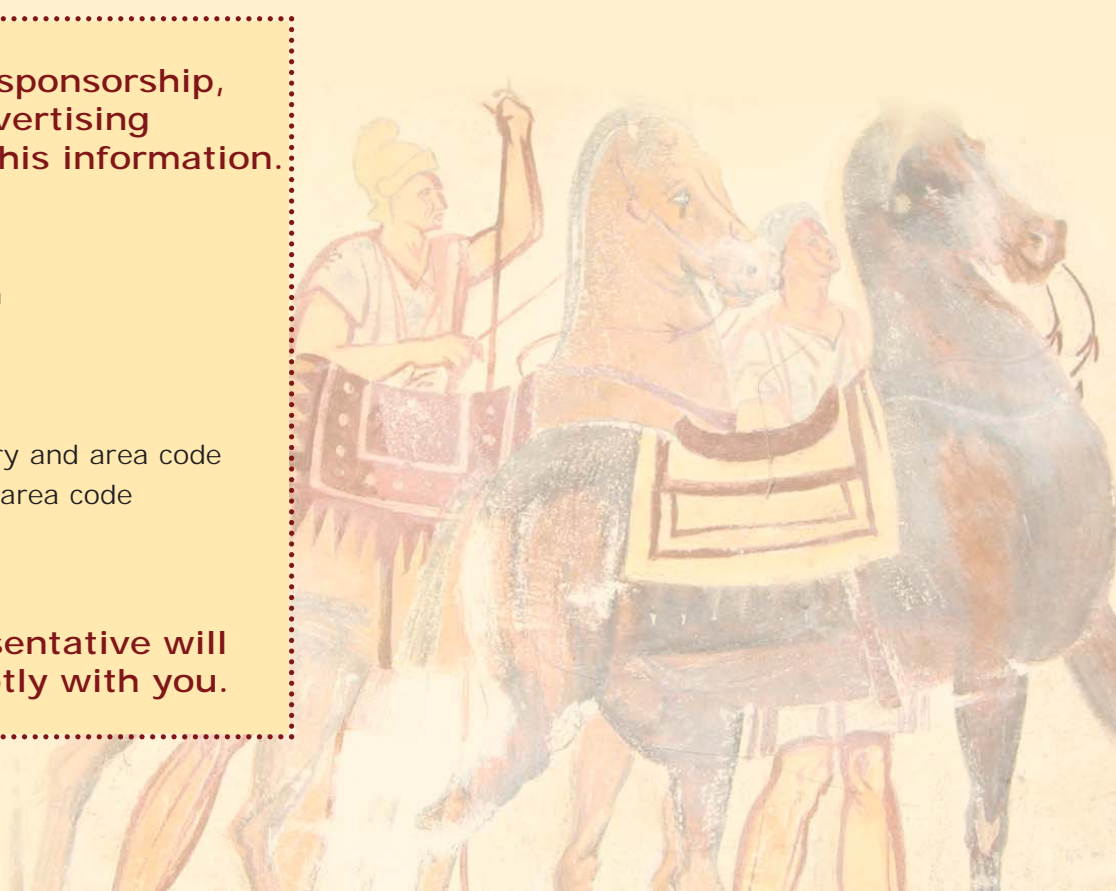
### Materials delivery

Materials should be scheduled for delivery by 10th April /two weeks before the Congress.

Materials will be held for arrival, but after pick up they are the responsibility of the exhibitor. We will provide information on site for any materials that need to be safeguarded during the congress.

### Paper and online publication copy

An electronic version of the corporate logo and precise name of the organisation needs to be furnished to the sponsorship committee of the Congress as soon as possible but certainly before 15th March for best exposure on the Congress website as well as for reproduction in the congress printed programme that is given to all participants. Where sponsorship includes events or room spaces this information will be used on the room signage or on published announcements at the Congress.



## PAYMENT INFORMATION

### Payment by cheque

- Please make cheques payable in Euros.
- Send to:  
SIETAR EUROPA Christine Longé  
Domaine de l'Argentière E /  
637 Bd de la Tavernière  
06210 Mandelieu la Napoule  
France  
Tel/Fax: +33 4 92 97 61 29

### Bank transfers

- Complete the transfer request and send it to your bank with a copy to:  
SIETAR Europa Congress  
c/o Christine LONGÉ  
L'Argentière Bât E, 637 bd Tavernière  
06210 Mandelieu la Napoule  
France
- Please remit the amount in Euros to:  
00010053243 at BNP Paribas  
426 avenue de Cannes  
06210 Mandelieu-La Napoule  
FRANCE (01738).  
Swift BNPA FRPP NIC  
IBAN FR76 3000 4017 3800 0100 5324 373.
- Please mark the payment "SIETAR 2007" with the purpose (sponsor/exhibit/advertising) and your full organisational name.

### Online payment (PayPal)

- We have provided information on how to pay with PayPal for you on the website. Please do read these instructions first.
- You can then proceed to the online payment page of SIETAR Europa that we set up for payments related to the sponsorship of the congress.

There is no sales tax (VAT) to pay on SIETAR services.

**SIETAR Europa and our colleagues throughout Europe, Africa and the Middle East heartily thank you for helping us to promote the important work of intercultural competence and collaboration through this Congress.**

On behalf of the SIETAR Europa sponsorship committee

Yours sincerely

**Sabine**

Sabine Wagner

Tel: +49 (0)89 75967838

Email: congress2007-17@sietar-europa.org

**Skype: sabinewagner**

**Robert**

Robert P.K. Johnson

Tel: +44 (0)208-881-2090

Mobile: +44 (0)7961-853685

Email: congress2007-14@sietar-europa.org

**Skype: rpjohnson**

