

**EAST, WEST,  
NORTH, SOUTH:**  
*CULTURE'S IMPACT ON ECONOMY,  
RELIGION, ECOLOGY & POLITICS*



**Hotel Rodina,  
Sofia, Bulgaria  
25-29 April 2007**

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

**SIETAR  
Europa**  
*invites you to*  
**Sponsor  
Exhibit  
Advertise**

You have been identified as a potential participant to sponsor, exhibit and/or advertise in this year's SIETAR Europa Congress. Please carefully review the information that follows. We look forward to being in touch with you soon to answer any questions you may have and confirm your participation.

Thank you in advance for your consideration.

## About SIETAR Europa

SIETAR Europa (Society for Intercultural Education, Training and Research) is a non-profit, professional membership organisation for people from many cultural and professional backgrounds. The purpose of SIETAR is to encourage the development and application of knowledge, values and skills which enable effective intercultural and interethnic relations at individual, group, organisation and community levels. SIETAR Europa is affiliated with other SIETAR organisations worldwide forming the largest interdisciplinary network of professionals working in the intercultural field. Through a broad range of activities, SIETAR Europa provides a unique opportunity to learn from and share with colleagues in the intercultural arena, and advance the body of knowledge and practice in the field.

## Congress 2007: East, West, North, South: Culture's Impact on Economy, Religion, Ecology & Politics

Seven years on from the start of the new millennium, wars, terrorism, fears in the marketplace and the threat of ecological disaster have become our daily fare. Politics, economics, religion and ecology are embedded in cultural assumptions and are being played out in increasingly painful encounters between societies and individuals.

Experts and professionals in the intercultural field will come together in Sofia, Bulgaria, for five days from 25-29 April for the 2007 SIETAR Europa Congress. We will share our latest research and best practices, and plan strategies for cultural exchange, understanding and intercultural synergy. The programme will include sessions attractive to people concerned with international business, global education, domestic multicultural issues, and others who conduct research into the culture of groups of people.

A Skeleton Programme of the Congress schedule has been posted as a guideline on the SIETAR Europa website at <http://www.sietar-europa.org> and will be updated day by day. It features descriptions of the pre-Congress workshops, keynote presentations and concurrent sessions, facilitated by leading professionals in the field of intercultural communication, as well as the social programme, silent auction information, and an opportunity to discuss issues raised during the Congress.

Based on the resounding success of our 2005 Congress in the South of France, **anticipates**

welcoming more than 400 participants from Europe and other parts of the globe. The Congress provides an opportunity for building connections, sharing knowledge and creating innovations in thinking and practice. The 2007 Congress will offer a rich variety of keynote speakers, workshops, research reports and practical tools and exhibitions that address the Congress themes.

You will meet business leaders, trainers, and educators in the intercultural field, and students from a wide range of practical and academic disciplines, who share a common concern for intercultural relations.

## Location

We are meeting in Sofia, Bulgaria, known as the 'City of Wisdom'. The country has just become a member of the European Union and offers a rich mix of tradition, history and new energy. The Congress will take place in the Hotel Rodina in the heart of this vibrant city. More information about the city and the venue can be found on our website <http://www.sietar-europa.org>.

## Information for Potential Sponsors, Exhibitors and Advertisers

As the participation opportunities change frequently, please visit the **web page or contact the sponsorship committee for the latest information. A brief description of the different participation opportunities is provided.**

SIETAR Europa is open to offers of in-kind donations and is willing to discuss alternative suggestions for participation. We hope you will take advantage of these attractive opportunities and look forward to seeing you in Sofia in April.

## Sponsorship: An Opportunity to Showcase Your Company

Choosing to sponsor a Congress event, room, scholarship or materiel need gives your organisation the most prominent exposure to make clients, colleagues and the international intercultural community aware of your organisation and its mission. We will highlight your sponsorship to all Congress attendees during the events and in the Congress programme. Additionally, your company logo and hyperlink will be clearly displayed corresponding to your level of sponsorship

on the Congress and SIETAR Europa web pages. Sponsorship opportunities can be in the form of financial support and/or goods and services.

## Benefits

- Spotlight your organisation in your target markets by inviting current or potential clients, customers and partners to the Congress
- Gain recognition as a supporter of intercultural education and practice through the public relations and marketing activities planned for the Congress both before and after the event
- Achieve high visibility in the Congress marketing materials such as the SIETAR Europa website, posters, signs and the Congress Programme
- Meet and network with intercultural professionals
- For each 1500€ of sponsorship participation sponsors receive one registration (worth 400€/450€ [member/non-member] not including accommodation). At 2500€ of sponsorship, you also receive corporate membership in SIETAR Europa valid for one year with inclusion in the SIETAR directory and full membership for three individuals (worth 360€).

## Exhibitors:

### An Opportunity to Offer Your Products and Services

Exhibit space will be available from the afternoon of 25th April until closing on 29th April. The exhibitors' area will be centrally located in the main traffic area of the Hotel Rodina. Security will be provided for your equipment and materials after business hours. As the opportunities for available exhibition space change frequently, please visit the web page or contact the sponsorship committee for the latest information.

## Benefits

- The opportunity to reach a 400+ audience of diverse specialists in the field of intercultural communication, training and consulting within a four-day period. Our Congress participants are professionals and students who read, use, design and purchase products and services such as yours.
- Exhibition space to display and sell your products and services
- Acknowledgement in our Congress Programme and on the SIETAR Europa home page (including hyperlinks) for one year

## Advertisers:

### An Opportunity to be included in the Congress Programme and Webspace

SIETAR Europa offers you a chance to acquaint all Congress participants with your company or organisation in the Congress Programme even though you may not choose to be a sponsor or exhibitor. You may also purchase advertising web space on the Congress 2007 website. You may also choose to provide printed materials to be inserted in the official Congress bags given to every attendee or for the "Show and Tell" space adjacent to the Exhibit area.

To be included in the Congress programme, we must receive your advertising copy not later than 1. February 2007, but web space advertising is available now. Printed materials for the Congress bag are required by 15. April 2007, sent directly to Sofia. If you are attending, you may provide materials for the "Show and Tell" when you arrive.

## Benefits

- Low cost and long-lasting opportunity to reach all Congress attendees through printed Congress programme.
- Worldwide advertising presence on SIETAR Europa Congress 2007 web page.

Please contact Sabine Wagner, chair of the SIETAR Europa 2007 Congress sponsorship committee, congress2007-17@sietar-europa.org to confirm your participation in this exciting event.