

Welcome to Stockholm

**Social Work and Social Development:
Action and Impact
8-12 July 2012, Sweden**



**Invitation to
Sponsorship & Exhibition**

WELCOME FROM THE CHAIR OF THE ORGANISING COMMITTEE

The International Association of Schools of Social Work, the International Council on Social Welfare and the International Federation of Social Workers invite you to the 2nd Joint World Conference in Stockholm 2012. The theme is Social Work and Social Development: Action and Impact.

The first Joint World Conference was held in Hong Kong in June 2010 and provided the very first platform for more than 2 500 social work practitioners and scholars, policymakers and development advocates from 110 countries. Representatives from the Ministry of Civil Affairs of Peoples Republic of China, United Nations, UNICEF, OECD and ILO attended the conference.

The Stockholm conference 2012 will focus on what actions are required to fulfil the commitment with regard to methods in practice and research, in policies and education and in forms of global commitment and cooperation. The conference wish to demonstrate how these actions will impact the conditions of people and demonstrate how actions in the social work and social development community can contribute to an enduring environment and sustainable social development and health.

We particularly want to on focus three areas:

- Human rights and social equality
- Environmental change and sustainable development
- Global transformation and social action

The conference in Stockholm will be one of the most important global meeting places for the actors in the social field and will offer various programme and big possibilities to exhibit your company and to network with policy makers, politicians, social workers and students from all over the world.



Eva Holmberg-Herrström
Chair of the Organising Committee

Committee Members

Local Organizing Committee

Eva Holmberg-Herrström
Chair
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Local Programme Committee

Sven Hessle
Chair
E-mail: sven.hessle@socarb.su.se

Public Relations Committee

Bert Åberg
Chair
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Field Visits Committee

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Social Programme Committee

Ewa Marklund
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Conference Secretariat

Congrex Sweden AB
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PO Box 5619
SE-114 86 Stockholm, Sweden
T: +46 8 459 66 00
F: +46 8 661 91 25
E-mail: swdstockholm2012@congrex.com

Congress Website

www.swsd-stockholm-2012.org

Conference Venue

Stockholmsmässan AB
125 80 Stockholm
Mässvägen 1, Älvsjö, Sweden
T: +46 8 749 41 00
F: +46 8 99 20 44
www.stockholmsmassan.se

Key Statistics from the 2010 Conference

- 2 500 attendees
- 110 countries represented
- 155 abstract presented

SPONSORSHIP OPPORTUNITIES

The selected sponsorship opportunities for the conference provide conference supporters with a number of ways to enhance their visibility and association with the event. The items presented below have been selected to allow each sponsor unique ways of associating brands or messages with different aspects of the conference.

Please contact swsdstockholm2012@congrex.com regarding these or other sponsorship opportunities.

Please note: all prices are exclusive of VAT.

Gold Sponsorship

SEK 350 000

The sponsor will obtain:

- Free exhibition space, maximum 24 sqm. First priority choice of stand location
- One satellite symposium at Stockholmsmässan. Nine satellite symposia slots are available. As gold sponsor you have the first choice to pick a slot. For further information about satellite symposia, please read under the heading "satellite symposia" further down in this document
- 8 complimentary registrations
- Highlighted listing of the sponsor's company name and sponsorship in the Final Programme and Abstract Book
- Company logo on back cover of Second Announcement
- Signage outside Main Session Hall
- One complementary full page, four colour advertisement, in the Final Programme and Abstract Book
- Company logo on the conference web site (front page) with a hyperlink to the sponsor web site
- First choice of blocking hotel accommodation
- List of Participants with mailing address and e-mail, if available, one month prior to the meeting
- Insert in the conference bag; 2 pages (A4 format) or 4 pages (A5 format)

Silver Sponsorship

SEK 300 000

The sponsor will obtain:

- Free exhibition space, maximum 18 sqm. Second priority choice of stand location
- One satellite symposium at Stockholmsmässan. Nine satellite symposia slots are available. As silver sponsor you have the second choice to pick a slot. For further information about satellite symposia, please read under the heading "satellite symposia" further down in this document
- 5 complimentary registrations
- Listing of the sponsor's company name and sponsorship in the Final Programme and Abstract Book
- Company logo on back cover of Second Announcement
- Signage outside Main Session Hall
- One complementary ½ page, four colour advertisement, in the Final Programme and Abstract Book
- Company logo on the conference web site (front page) with a hyperlink to the Sponsor web site
- Second choice of blocking hotel accommodation

Bronze Sponsorship

SEK 150 000

The sponsor will obtain:

- Free exhibition space, maximum 12 sqm. Third priority choice of stand location
- 3 complimentary registrations
- Listing of the sponsor's company name and sponsorship in the Final Programme and Abstract Book
- Company logo on back cover of Second Announcement
- Signage outside Main Session Hall
- One complementary ½ page, four colour advertisement, in the Final Programme and Abstract Book
- Company logo on the Conference web site (front page) with a hyperlink to the sponsor web site
- Third choice of blocking hotel accommodation

Satellite Symposia

SEK 70 000

There are nine slots for satellite symposia, however, at the time for writing this invitation the time slots have not been decided. With nine slots only, we will distribute according to the "first come, first served" basis.

Included in the fee for a satellite symposium are the meeting room and the AV-technique also being used in the main meeting. All other costs are to be covered by the sponsor.

Satellite symposium programme is to be suggested by the sponsor and approved by the Organising Committee

The sponsor will obtain:

- Listing of the sponsor's company name and sponsorship in the Final Programme and Abstract Book
- Company logo on back cover of Second Announcement
- Company logo on the conference web site (front page) with a hyperlink to the sponsor web site

OTHER SPONSOR ITEMS

Advertising

Sponsorship of these items allow the sponsors the opportunity to reach the delegates in what can be a very noisy environment. The materials have a high retention factor and should be a part of every sponsor's package.

Inserts in Conference Bags

SEK 30 000

Sponsors will be able to add information and inserts to the conference bag that will be distributed to each delegate. Note that inserts must be approved by the Organising Committee. The insert is either 1 A4 or a double A5. Only a limited number of bag inserts will be made available, and this item is granted on a first come, first served basis.

The company name will be included in the List of Sponsors.

Conference web site

SEK 15 000

Advertisement on the conference web site (front page excluded) with a hyperlink to the sponsor web site. The company name will be included in the List of Sponsors.

Advertising in the Second Announcement

SEK 15 000

A Second Announcement will be distributed by a digital format approximately 6-8 months before the meeting.

Advertising in the Second Announcement will be priced as per the placement of the advertisement. The company name will be included in the List of Sponsors.

The number of advertisements are limited.

Number of copies: 5 000

Size: Digital format

Advertising in the Final Programme and Abstract Book

Inside full colour half page advertisement:

SEK 20 000

Inside full colour full page advertisement:

SEK 30 000

Advertising in the Final Programme / Abstract Book will be priced as below. The company name will be included in the List of Sponsors. The number of advertisements is limited.

Number of copies: 3 500

Size: A4 format

Delegate Items

The following items bring visibility to the sponsor and a unique opportunity to reach each and every delegate.

Conference Bags

(based on 3000 delegates)

SOLD

SEK 50 000

+ production cost
and delivery

All recipients will receive a conference bag containing the Final Programme and Abstract Book.

These bags will be fabricated especially for this meeting. The sponsor's logotype will be displayed on the bag after approval of the Organising Committee. The company name will be included in the List of Sponsors.

Name badge strings/Lanyards

SOLD

SEK 50 000

+ production cost
and delivery

The name badges are attached to a string to hang around your neck. The sponsor may put the company name or logo on the string. Note that the string has to be approved by the Organising Committee. The company name will be included in the List of Sponsors.

Pencil and Note Pad

SEK 25 000

+ production cost
and delivery

Sponsors may supply pencil and pad for the conference bag.

This opportunity provides sponsors a way of providing delegates with a much needed service, as well as a visible advertising method that the delegates will carry away with them. Company name and/or logo are generally placed on the pencil and pad and the company name will be included in the List of Sponsors.

Transportation cards

**price up on
request**

Each delegate will upon registration on site at Stockholmsmässan receive a transportation card in order to be able to easily get to and from the conference venue and central Stockholm. The cards will be valid for the conference dates.

Social Events

Social events include meals and breaks that form a core part for the networking opportunities. Each event attracts a large number of delegates, and sponsors can use these unique opportunities to network with delegates outside of their booths.

Welcome reception

price up on request

The welcome reception will be held on Sunday 8 July 2012 and take place at Stockholmsmässan. All participants and accompanying persons will be invited to the Welcome reception, which is a joint event that will take place after the opening ceremony at the conference centre. The sponsors will have the opportunity to have signs/roll-ups at the reception area. The company name will also be included in the List of Sponsors in the programme book and on the web site. Sponsors can further enhance their participation with branded napkins, etc.

Gala dinner

price up on request

Included: catering, and all logistics. Additional marketing material to be provided. All participants and accompanying persons will be invited to the Gala Dinner, which is a joint event that will take place on Wednesday 11 July. The sponsors will be linked to the event in all printed and web based publicity, have logos inside and outside the venue, and will be included in the List of Sponsors. Sponsors can further enhance their participation with branded napkins, etc.

Lunches

Per day

SEK 600 000

Entire Conference period

SEK 1 800 000

Included: catering, and all logistics.

Lunches will be served in the restaurants at the conference centre. Sponsors will be acknowledged with logos in the restaurant area. The company name will also be included in the List of Sponsors in the programme book and on the web site. Sponsors can further enhance their participation with branded napkins, sugar sticks, etc. The price is based on 2 000 delegates and may be changed due to number of delegates.

Coffee Breaks

Per day

SEK 240 000

Entire Conference period

SEK 725 000

Complimentary coffee/tea will be served daily to all delegates during official coffee breaks. The serving points will be located mainly in the exhibition area and can be coordinated around the sponsor's booth. Sponsors will also be acknowledged at each service station and will be included in the List of Sponsors. The price is based on 2 000 delegates and may be changed due to number of delegates.

Poster session

SEK 50 000

Poster presenters will be available for discussions and snacks and refreshments will be served in the poster area. The sponsor will have the opportunity to have signs/roll-ups in the poster area. The company name will also be included in the List of Sponsors in the programme book and on the web site.

Special Requests

Speakers travel:

We offer our sponsors to take care of the travel costs for one or more speakers. The fee includes travel in economy class and four hotel nights. Please note that the Local Organising Committee decide on the speakers.

- speakers from Nordic countries and Europe

SEK 15 000

- speakers from overseas

SEK 20 000

If you have any other particular request on how you would like to present your organisation at the conference, please contact Congrex at swsstockholm2012@congrex.com as soon as possible. Sponsors are welcome to support part of one sponsorship item.

**For more information, please contact the conference Secretariat,
Congrex Sweden AB.**

E-mail: swsstockholm2012@congrex.com

Phone: +46 8 459 66 00

Please find the sponsorship booking form on the next page, followed by exhibition information.

BOOKING FORM FOR SPONSOR ITEMS

World Conference on Social Work and Social development
8-12 July 2012, Stockholm, Sweden

INVOICE ADDRESS - PLEASE USE BLOCK LETTERS

Name of company	
Contact person	
Address	
Address	
City	Phone
Country	Fax
E-mail	VAT No

We would like to book the following Sponsor items:

For the value of: _____ **SEK**

Terms of Payment

A deposit of 50% of the total sponsorship fee due will be invoiced once this signed Sponsorship Booking Form has been received. The second payment of 50% of the total sponsorship fee will be invoiced 3 months before the Conference.

Cancellation Policy

Cancellations must be received in writing. A cancellation charge of 50% of total sponsorship fees will apply to cancellations received between 9 months and 3 months prior to the meeting. For cancellations received later than 3 months prior to the meeting a 100% charge of the application will be applied.

Signature of this form implies compliance with the rules stated in this document.

Signature:

Date:

This application is legally binding

Return to Congrex Sweden AB, Attn: SWSD2012, Fax: +46 8 661 91 25,
E-mail: swsdstockholm2012@congrex.com

Exhibition at World Conference on Social Work and Development

A commercial exhibition will be arranged in conjunction to the conference. The exhibition will take place at Stockholmsmässan. Exhibiting gives unparalleled opportunity to reach professionals, academics, practitioners, social planners, policy makers and advocates from East and West. The general thought is to integrate the commercial exhibition with the poster exhibition, the catering services.

Exhibition information

The exhibition will be open during conference hours, 9-11 July 2012. Please note that these are preliminary dates and may be subject to change.

Venue Address

Stockholmsmässan
125 80 Stockholm
Mässvägen 1, Älvsjö
T: +46 8 749 41 00
F: +46 8 99 20 44
www.stockholmsmassan.se

How to apply for Exhibition Space

Please send your request for exhibition space to swsdstockholm2012@congrex.com. Every effort will be made to accommodate exhibitors' request for space and position. The floor spaces are assigned on a "first come - first served" basis.

Application for floor space will be made on an Application and Contract for Floor Space form. This form will be distributed during spring 2011. The form should be signed and returned to Congrex. The application form is legally binding.

Congrex reserves the right before the construction of the stands to modify the exhibition floor plan. A full technical manual giving further general and technical information, advice and full details about the exhibition, venue, organisers and ancillary services will be available to exhibitors and will be circulated early 2012.

Stand Information

Stands will be available as floor space only. The charge for floor space is:

SEK 3 000 per square meter.

The charge is for floor space only excl. of carpet, walls, electricity, etc. All exhibitors must bring their own equipment or make an order to Stockholmsmässan. Order forms will be distributed with the exhibition manual which we preliminarily plan to distribute in spring 2012.

Floor space rental includes:

- daily cleaning of aisles and common areas
- 1 conference bag per exhibiting company
- general lighting for all the event areas
- free exhibitor registration fee with:
 - 1 free badge up to 6 sqm
 - 2 free badges 6 sqm and more

If you have any questions or need any further information, please contact:

Congrex Sweden AB, E-mail: swsdstockholm2012@congrex.com

Phone: +46 8 459 66 00

Terms and Conditions for Exhibitions organized by Congrex Sweden AB

1. **The Exhibitor's registration is binding** until accepted/rejected by Congrex. If accepted, a binding contract is thereby entered regarding the stand site and rent stated in Congrex' order confirmation or in other communication from Congrex. The Exhibitor is only entitled to waive the contract if he notifies this in writing, in which case the cancellation conditions specified on the form "Application and Contract for stand space " apply.
2. **If the Exhibitor breaches this contract**, he may, with immediate effect, be barred from participation in the present and future exhibitions. In such a case, the Exhibitor shall be liable for rent of the stand for the exhibition to which the contract applies.
3. **The stand site shall be taken into possession by the time specified at the latest.** If this is not complied with, Congrex is entitled to take over possession of the stand site.
4. **The Exhibitor shall have put the stand into order** by the time specified.
5. **Exhibitors who have bulky exhibition goods** that cannot be transported freely in the exhibition aisles shall contact Congrex or contractor specified in sufficient time prior to the exhibition to allow the planning of transport.
6. **The exhibitor shall keep his stand in good condition** and, if so requested by Congrex, make improvements to the stand at his own expense, if Congrex considers that the stand does not make a good impression.
7. **The Exhibitor undertakes to comply with** "Terms and conditions for exhibitions organised by Congrex Sweden AB" as presented here and in other special regulations that Congrex may issue.
8. **Complaints regarding the allocated stand site shall be notified** in good time prior to possession of the site being taken. If Congrex should be unable to provide the stand that has been ordered, the Exhibitor shall submit to the modifications regarding site and space that, on account of circumstances, may be required. If Congrex is not able to offer another site or space due to error or neglect for which Congrex is responsible, the Exhibitor is entitled to repayment of the stand rent that has already been paid. The Exhibitor is not entitled, however, to any repayment other than for the stand rent and thus is not, under any circumstances, entitled to compensation for indirect damage. If the Exhibitor uses the allocated stand, the Exhibitor is not entitled to any compensation.
9. **The stand may not be taken into possession until** the stand rent has been paid in full.
10. **The stand may not be assigned to a third party**, partially or fully, without the consent of Congrex.
11. **Only such objects may be exhibited that Congrex deems to be in agreement with the subject of the trade fair in question** and to fulfil reasonable quality requirements. If an exhibited object should be deemed by Congrex not to fulfil the said requirements, the Exhibitor shall immediately and at his own expense remove the said object from the stand. The Exhibitor is not entitled to repayment of the stand rent or part thereof, nor to receive other compensation from Congrex for expense or damage – direct or indirect – that may occur by reason of Congrex' decision as per this provision.
12. **It is prohibited to exhibit live animals, explosive goods or other objects that can be deemed to be unsuitable from a safety point of view.** Exhibited objects shall be in agreement with government authorities' and/or control units' regulations and shall, when required, be furnished with approval from such authority or unit. The Exhibitor is reminded of his obligations regarding the exhibition of machinery etc as per the working environment legislation and the regulations of the National Board of Occupational Safety and Health. Congrex releases itself from all liability for damage or obligations resulting from provisions not being complied with or approval not being obtained. The Exhibitor shall compensate Congrex for all expenses and damage occurring in this connection.
13. **The Exhibitor is prohibited within the exhibition area from, by use of signs, directing** to any exhibition outwith the exhibition area.
14. **Exhibited goods may not be removed during an on-going exhibition** without the specific consent of Congrex.
15. **Congrex does not accept any liability for objects or decorations** exhibited in the Exhibitor's stand, irrespective of whether damage has been caused by error or neglect by Congrex or by staff for whom Congrex is responsible. The Exhibitor should therefore take out insurance for this purpose.
16. **In cases where a catalogue has been issued** Congrex disclaims all responsibility for any errors in the catalogue, or in other printed material.
17. **The Exhibitor agrees to any details relating to him** being given to third parties.
18. **It is prohibited for the Exhibitor to:**
 - Place objects out with the stand area or to block fire protection installations, emergency exits, electricity stations
 - Use anything other than the standard surface finish on walls and other material, unless permission is obtained

- Allow decorations and the like to exceed the maximum heights that are laid down for the exhibition in question, unless Congrex' permission is obtained
- Use decorating material that has not been approved by the fire authorities
- Without the fire authorities' and Congrex permission, use open fire, store gases and inflammable fluids within the exhibition area
- Out with the Exhibitor's own stand, spread advertising without Congrex' permission
- Arrange his stand, decorations, demonstrations and sales in a way that is contrary to the country's code of standards of advertising practice or that disturbs other exhibitors and visitors. All marketing, both verbal and in writing, shall be authentic and consistent with current marketing legislation.

19. **Political propaganda** may not occur in the stand or in any other place within the exhibition area.

20. **Congrex can have objects, that have been left in the stand** after the last removal date, removed at the Exhibitor's risk and expense. As security for the fulfilment of all obligations in relation to Congrex, which the Exhibitor has or will have, Congrex is entitled to retain the Exhibitor's objects until payment is made in full. Congrex has this same right when the Exhibitor has left objects behind after the final removal date.

21. **If, due to circumstances beyond the control of Congrex**, restrictions regarding heating or the provision of electricity or water occur, the Exhibitor is not entitled to repayment of the stand rent or part thereof. Nor is the Exhibitor entitled to any form of compensation.

22. **If, as a result of war, special government or local authority measures, strike, lockout, fire or other comparable circumstance**, Congrex should be forced to cancel or postpone the exhibition; there shall be no repayment of stand rent. On the other hand, the Exhibitor is entitled, as soon as the exhibition can be held, to precedence as regards stand site, and to certain compensation for stand rent already paid when making payment of the new stand rent. Further to this, the Exhibitor is not entitled to any form of compensation.

23. **If special tax or other duty is charged** on the undertakings in accordance with this contract, a sum equivalent to the said tax or duty shall be paid by the Exhibitor.

24. **If the Exhibitor cancels or reduces his stand site** up until 3 months before the start of the exhibition, a cancellation charge of 50% of total exhibit fees will apply. Cancellations received in writing later than 3 months before the start of the exhibition, the exhibitor will be liable for the total charge of the application.

25. **In the case of delayed payment**, interest on arrears will be charged at the rate of 1.5% per month.

26. **Changes to these terms and conditions** can only be made in writing, to be signed by authorised representatives of Congrex Sweden AB.

Signature of the Application and Contract for Stand Space implies acceptance of the above Terms and Conditions of Exhibiting as outlined in this invitation.

