

Sponsorship Opportunities



30<sup>th</sup> June - 2<sup>nd</sup> July 2009

Central Hall Westminster,  
London, United Kingdom

6<sup>TH</sup> WORLD CONFERENCE  
OF SCIENCE JOURNALISTS

STORIES THAT MATTER  
TO A CHANGING WORLD

[www.wcsj2009.org](http://www.wcsj2009.org)



A nighttime photograph of the London skyline, featuring the London Eye on the left, the Houses of Parliament and Big Ben on the right, and the Festival Pier in the foreground. The scene is reflected in the water of the River Thames. The image is overlaid with a semi-transparent orange rectangle containing text.

6<sup>TH</sup> WORLD CONFERENCE  
OF SCIENCE JOURNALISTS

Sponsorship Opportunities



*The 6th World Conference of Science Journalists in 2009 will give journalists the opportunity to share ideas, raise the quality of scientific journalism, report on science and technology and compare experiences from around the world.*

*wcsj2009 is a not-for-profit conference. Any surplus income generated from this conference will be used to fund journalism training organised by the Association of British Science Writers (ABSW).*



Science journalists have a vital role to play in informing millions of people around the world about the latest advances and controversies in science and technology. At WCSJ2009 we welcome journalists, editors and science communicators from both developed and emerging countries to enjoy our exciting programme of events, share experiences, develop new contacts and report great stories.

— **Pallab Ghosh**

Science Correspondent, *BBC News*  
& President, *World Federation of Science Journalists*





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## INTRODUCTION

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Science journalists have a vital role in a fast-moving world. Yet they face immense challenges as society, audiences and technology all change and science advances ever more rapidly. In recent years, the amount of scientific news has grown vigorously as science plays an increasingly central role in society, and interaction between the scientific community and news media has intensified.

The Association of British Science Writers (ABSW) is proud to host WCSJ2009 with the support of UK-based and international partners. The conference will bring more than 600 science journalists to the UK from around the world.

wcsj2009 will be the 6<sup>th</sup> international meeting of the World Federation of Science Journalists, a confederation of more than 30 science journalists' associations worldwide. The previous highly successful meetings in Montreal and Melbourne each drew more than 600 delegates from over 50 countries.

— Julie Clayton  
*Conference Director*



## *Why Sponsor the WCSJ2009?*

A unique opportunity to have a presence at the world's leading conference for science and technology journalists.

Gain exposure for your organisation to the world's media.

A chance to network with the world's most respected science writers and broadcasters.

Raise awareness of your organisation before, during and after the event by tying in with the event marketing.

Create future international media contacts for your organisation with the leaders in this sector.

Find out the current trends in reporting techniques and how you can best present your organisation to today's international media.



*London, the City*



London is a world-class hub of international media, scientific research, culture and tourism. With easy connections to places of scientific interest around the UK, Ireland and continental Europe, London is the ideal venue for the 6<sup>th</sup> World Conference of Science Journalists in 2009.



*London's Albert bridge*

# Conference Hosts

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## THE WORLD FEDERATION OF SCIENCE JOURNALISTS

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The World Conference of Science Journalists is one of the major activities of the World Federation of Science Journalists (WFSJ).

The World Federation is a non-profit, nongovernmental international organisation representing science and technology journalists' associations. Its members are national, regional and other international associations of science and technology journalists. It is an 'association of associations'.

The Federation was founded in November 2002 at the 3rd World Conference of Science Journalists in São José dos Campos, Brazil, building on a vision born during the 1st World Conference of Science Journalists, in 1992 in Tokyo, and further developed at the 2<sup>nd</sup> World Conference in Budapest in 1999.

In 2002, Canadian science journalist Veronique Morin was elected the first president of the Federation. Canadian and Québec science journalists then organised the 4<sup>th</sup> World Conference of Science Journalists which was held in Montréal, in October 2004. The conference drew 600 participants from 58 countries as well as representatives from more than 30 associations worldwide. The current president is Wilson da Silva, an Australian journalist and editor of Comos magazine. More information visit [www.wfsj.org](http://www.wfsj.org)

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## THE ASSOCIATION OF BRITISH SCIENCE WRITERS

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Science writers, reporters, editors, broadcasters, filmmakers and those involved in communicating science to the public are amongst the 600 members of the Association of British Science Writers.

Since its conception, more than sixty years ago, the ABSW has run a packed calendar of activities. These include briefings, workshops, social events and lunches with those who shape science policy. Members receive regular issues of the Science Reporter and have access to their own email list, blog and website. Student membership is open to postgraduate students who want to enter science journalism. They can benefit from career advice, internships and mentoring schemes.

The social highlight of the year is the "Oscars" of the science-writing world – a series of awards for excellence in science journalism. The ABSW has a presence at all major science events throughout the UK and takes an active role in EUSJA – the European Union of Science Journalism Associations.

The ABSW's standing and the respect it has gained from both its members; the wider scientific community and the media has resulted in the association being regarded as a major player in both national and international science communication affairs.

For further information go to [www.absw.org.uk](http://www.absw.org.uk)

# *Sponsorship Opportunities*



*wcs.2007, Melbourne*

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## LEADING CONFERENCE PARTNER

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Your organisation logo to appear on all promotional literature:

- Letterhead
- Conference flyer
- Advertisements
- Conference handbook cover
- Website home page
- E-newsletter template

Acknowledgment by the Conference Chairman during the opening ceremony.

A list of delegates (pdf format) who have consented to having their details on the delegate list, two weeks prior to the conference.

The opportunity to email delegates (via the e-newsletter) with editorial information about your organisation two weeks prior to the conference.

Full A4 colour advertisement in premium position in the conference programme handbook.

Organisation logo displayed on all generic PowerPoint slides sessions.

Organisation logo on all conference signage for all venues.

Mentioned in any editorial in association with conference.

Free VIP registration for 10 delegates, includes all conference sessions.

Exhibition space in the refreshment areas – 3 × 2m.

VIP suite for guests and Organisation staff to use during the conference.

Opportunity to make a five-minute presentation to the delegates at the opening reception.

Acknowledged as a Lead Partner with coloured logo on the sponsors' page in the conference programme handbook.

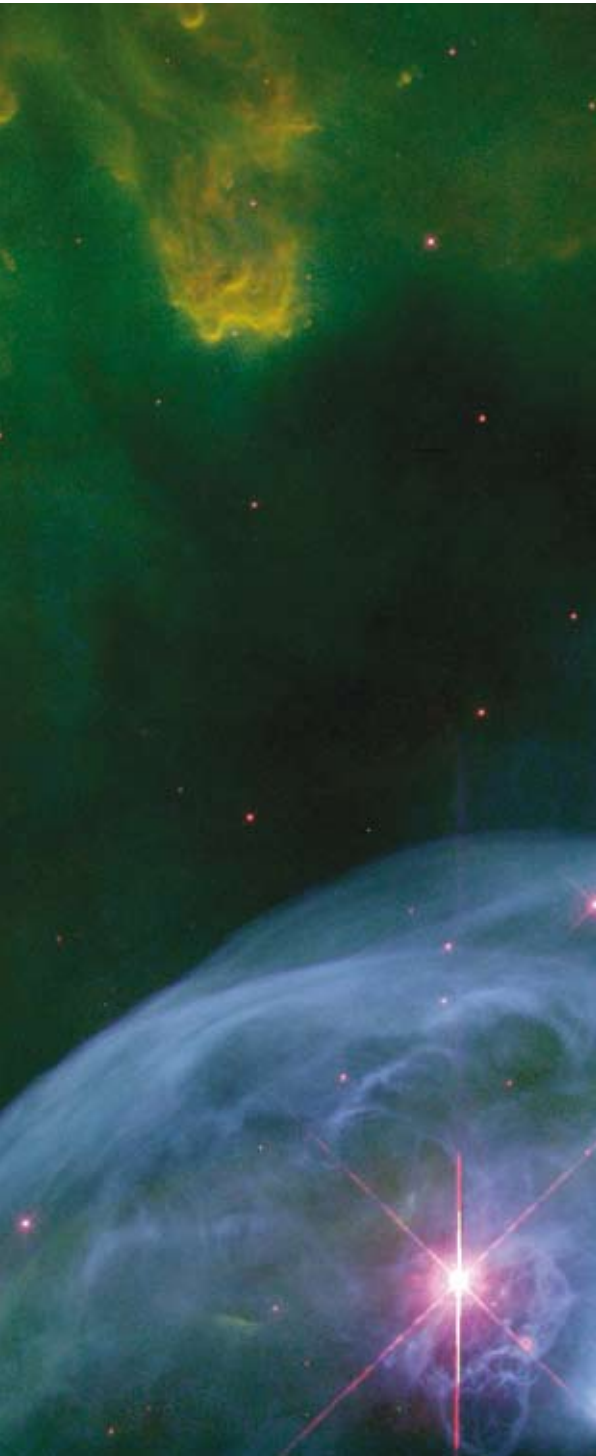
Organisation description of 100 words in the conference programme handbook.

Literature inserts into the conference delegate bag.

Website link through your organisation's logo on the conference sponsors' page.

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**3 opportunities available:**  
£150,000 + VAT



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## PLATINUM

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Acknowledgment by the Conference Chairman during the opening ceremony.

A list of delegates (PDF format) who have consented to having their details on the delegate list two weeks prior to the conference.

Full A4 colour advertisement in the conference programme handbook.

Organisation logo displayed on all generic PowerPoint slides sessions.

Organisation logo on all conference signage for all venues.

Free registration for eight delegates; includes all conference sessions.

Exhibition space in the refreshment areas – 3 × 2m.

Acknowledged as a Platinum Sponsor with coloured logo on the sponsors page in the conference programme handbook.

Organisation description of 100 words in the conference programme handbook.

One literature insert into the conference delegate bag.

Website link through your organisation's logo on the conference sponsors' page.

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**4 opportunities available:**  
£75,000 + VAT

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## GOLD

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Acknowledgment by the Conference Chairman during the opening ceremony.

A list of delegates (PDF format), who have consented to having their details on the delegate list, two weeks prior to the conference.

½ page colour advertisement in the conference programme handbook.

Organisation logo displayed on all generic PowerPoint slides sessions.

Free registration for four delegates; includes all conference sessions.

Exhibition space in the refreshment areas – 3 × 2m.

Acknowledged as a Gold Sponsor with coloured logo on the sponsors' page in the conference handbook.

Organisation description of 100 words in the conference programme handbook.

One literature insert into the conference delegate bags.

Web site link through your organisation's logo on the conference sponsors' page.

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**5 opportunities available:**  
£50,000 + VAT

# Sponsorship Opportunities



As befits the home of the world's oldest professional association for science writers, journalists and communicators, London can lay claim to being the capital city of world science reporting. WCSJ2009 delegates coming to this great city will be able to benefit from the widest possible pool of professional talent, expertise and experience – as well as having the opportunity to visit many of the UK and Europe's leading centres of scientific and technical excellence.

— **Dr Ted Nield**

*Editor, Geoscientist*

*& Chair, Association of British Science Writers (ABSW)*



*Science journalists play a vital role in informing and educating their audiences about the latest advances in science, yet face unprecedented challenges in serving the public's need for accurate and insightful reporting. Audiences want stories round the clock, editors want stories faster and sexier. And many reporters are under pressure to convince their editors that their stories matter as much to their audiences as those that deal with politics, economics or crime.*



*Canary Wharf, London*

# Sponsorship Opportunities

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## SILVER

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Acknowledgment by the Conference Chairman during the opening ceremony.

A list of delegates (PDF format), who have consented to having their details on the delegate list, two weeks prior to the conference.

¼ page advertisement in the conference programme handbook.

Organisation logo displayed on all generic PowerPoint slides sessions.

Free registration for two delegates; includes all conference sessions.

Exhibition space in the refreshment areas – 3 x 2m.

Acknowledged as a Silver Sponsor with coloured logo on the sponsors' page in the conference programme handbook.

Organisation description of 100 words in the conference programme handbook.

Website link through your organisation's logo on the conference sponsors' page.

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**5 opportunities available:**

**£25,000 + VAT**

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## MEDIA WORKING ROOM

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### Including Internet Café & Wireless Connectivity

Home page of the internet computers linked to conference website, with acknowledgement that your organisation is supporting the Media Working Room.

Your organisation's branding throughout the Media Working Room (to be discussed with the conference organisers).

Your organisation's screen saver on each desktop.

Free standing signage (provided by your organisation) to be displayed at entrance to room.

Quarter (1/4) A4 colour advertisement in the conference programme handbook. Your logo and acknowledgement in the conference programme handbook.

Acknowledged as a sponsor with coloured logo on sponsors' page in the conference programme handbook.

Web site link through logo on the sponsors' page.

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£20,000 + VAT

If supported by a media company then some of this sponsorship will be accepted as Value in Kind.

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## WELCOME RECEPTION

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### The Welcome Reception will be the first official event for the conference.

An opportunity for your organisation to make a two-minute presentation to guests at the Welcome Reception.

Free standing signage (provided by your Organisation) to be displayed during reception.

The opportunity for your organisation's staff to greet guests upon arrival at entrance to the reception.

The opportunity to provide a gift to all delegates attending the reception (cost covered by your organisation).

Ten complimentary tickets to the Welcome Reception.

Your organisation's logo and acknowledgement as the Welcome Reception Sponsor in the conference programme handbook.

Your organisation's logo and acknowledgement on the conference website with a link to your website.

One piece of promotional literature to be included in the delegate bag.

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£9,500 + VAT

# *Sponsorship Opportunities*



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## EVENING RECEPTIONS

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The Evening Receptions will take place at the end of each conference day, in the main conference venue and at the Natural History Museum.

Free standing signage (provided by your Organisation) to be displayed during reception.

The opportunity for your organisation's staff to greet guests upon arrival at entrance to the reception.

Your organisation's logo and acknowledgement as an Evening Reception Sponsor in the conference programme handbook.

Your organisation's logo and acknowledgement on conference website with a link to your website.

One piece of promotional literature to be included in the delegate bag.

An opportunity for your organisation to make a two-minute presentation to guests at the Evening Reception.

Ten complimentary tickets to the Evening Reception.

Two sponsors per evening reception will be permitted.

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£7,500 + VAT

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## SPEAKERS LOUNGE

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Your logo and acknowledgement as screen saver on all computers in the prep room.

Free standing signage at entrance to the Speakers' Lounge displaying your organisation's logo.

Your organisation's logo and acknowledgement in the conference programme handbook.

Your organisation's logo and acknowledgement on the conference website sponsors' page, with a link to your website.

Your organisation's logo and acknowledgement on all speakers' letters and speakers' briefing notes.

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£9,500 + VAT



# Sponsorship Opportunities

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## DELEGATE BAGS

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Your organisation's logo printed on delegate bags (artwork is subject to committee approval).

Your organisation's logo and acknowledgement in the conference programme handbook.

Acknowledged as a sponsor on the sponsors page in the conference programme handbook.

Website link through your organisation's logo on the sponsors' page.

One piece of promotional literature to be included in the delegate bag.

The sole opportunity to also sponsor the delegate stationary and data memory sticks.

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**£9,500 + VAT**

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## BREAKFASTS & LUNCHES

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The conference organizers are happy to discuss with supporters and sponsors the option of hosting breakfasts and lunches at the conference venue on 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> July 2009.

These can be negotiated either as stand-alone events or in combination with other sponsorship opportunities, including exhibition space in the refreshment areas – 3 x 2m.

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**£7,000 - £9,000 + VAT**



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## DELEGATE NAME BADGE AND LANYARD

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Your organisation's logo printed on delegate name badges and lanyards (in conjunction with conference logo - design subject to committee approval).

Website link through logo on the sponsors' page.

One piece of promotional literature to be included in the delegate bag.

Your logo and acknowledgement in the conference programme handbook.

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£5,000 + VAT

Acknowledged as a Sponsor with coloured logo on sponsors' page in the conference programme handbook.

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## CONFERENCE PROCEEDINGS DATA STICK

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Your organisation's logo printed on the data stick (in conjunction with conference logo – design subject to committee approval).

Website link through logo on sponsors' page.

One piece of promotional literature to be included in the delegate bag.

The use of the data stick post-WCSJ2009.

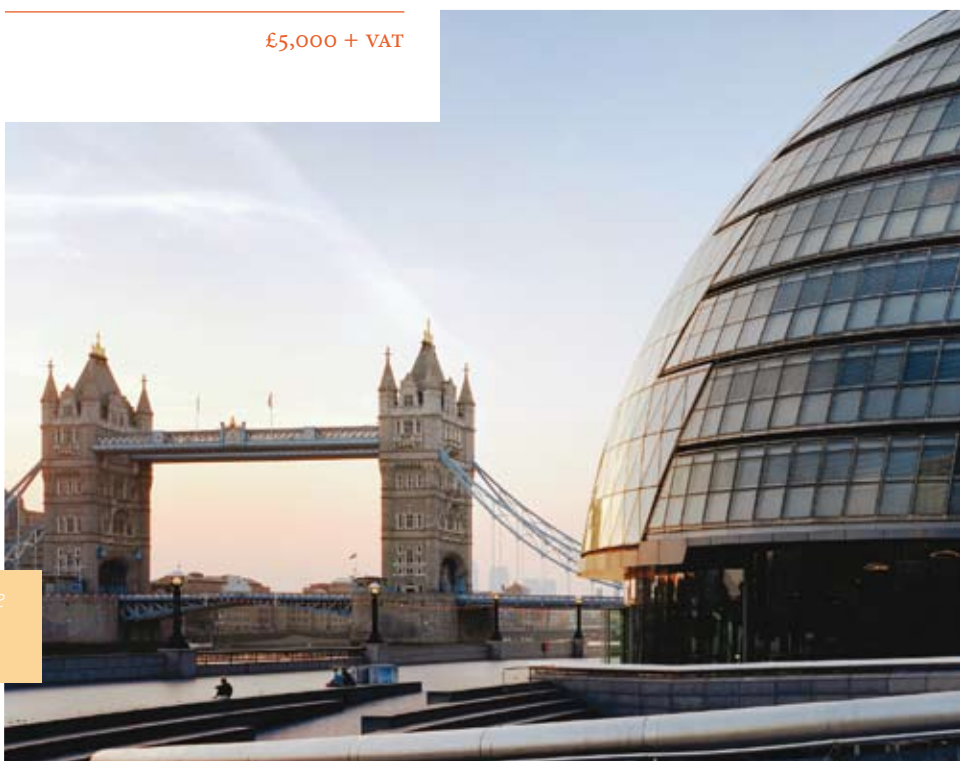
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£5,000 + VAT

Your logo and acknowledgement in the conference programme handbook.

Acknowledged as a sponsor with coloured logo on sponsors' page in the conference programme handbook.

*London, City Hall & Tower Bridge*



# Sponsorship Opportunities

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## FRIENDS OF THE CONFERENCE

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### Each journalism scholar will receive:

Return airfare from their country of origin.

Accommodation in close proximity to conference venue for the duration of the event.

Full conference registration (including social functions).

Cash allowance for the duration of their stay to assist with expenses.

Assistance with visa applications and travel insurance.

### Benefits to being a Conference Friend:

Your logo and acknowledgement on conference website with a link to your website.

Your logo and acknowledgement in the conference program handbook.

Acknowledgement and logo on special Friends of the Conference PowerPoint slide to be displayed at the delegate registration area.

Acknowledgement and logo on special Friends of the Conference signage to be displayed in catering area.

An opportunity to meet with your sponsored journalist(s) at Conference Social Events.

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£5,000 + VAT

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## SKILLS-BUILDING WORKSHOPS

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The conference organizers are happy to discuss with relevant organisations the option of hosting skills-building workshops at the conference venue, on either 2<sup>nd</sup> or 3<sup>rd</sup> July 2009.

These can be negotiated either as stand-alone events or in combination with other sponsorship opportunities, including exhibition space in the refreshment areas – 3 × 2m.



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## DELEGATE STATIONERY

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Your organisation to provide pads and pens to be placed into the delegate bag.

Your stationery items to be used on the conference registration desk.

Your organisation's logo and acknowledgement in the conference programme handbook.

Your organisation's logo and acknowledgement on the conference website with a link to your website.

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£4,000 + VAT

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## ADVERTISING RATES FOR THE CONFERENCE PROGRAMME HANDBOOK:

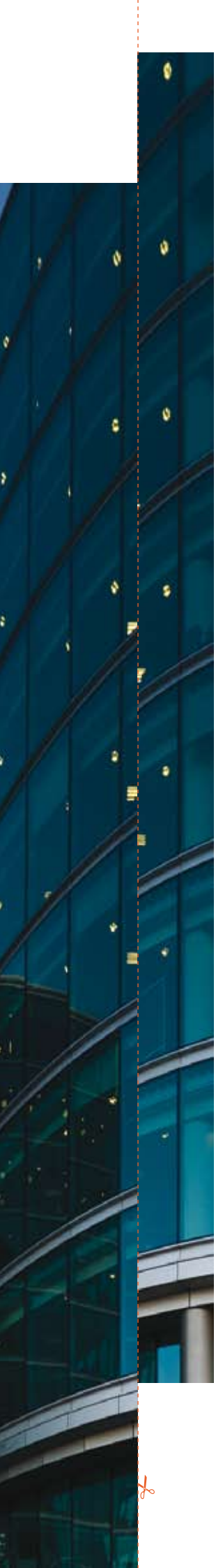
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Full colour A4 page: £1,500

Full colour half A4 page: £1,000

Black and white half page: £750





## APPLICATION TO SPONSOR / EXHIBIT

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Postal Address \_\_\_\_\_

County: \_\_\_\_\_ Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

I/we would like to take up the following package(s):

Package Name: \_\_\_\_\_ Cost: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Cost: \_\_\_\_\_

I/we understand that package(s) will be subject to Committee approval and their decision will be final.

I/we have read and understand the attached Conditions of Contract.

Signed: \_\_\_\_\_

(for and on behalf of the sponsor / organisation listed above)

Name: \_\_\_\_\_ Date: \_\_\_\_\_

To confirm your exhibition space/sponsorship, please send a completed application form together with a 50% deposit payment by return. Your application will only be processed and secured on receipt of your deposit cheque.

Please return this form with payment to:

Benchmark Communications  
14 Blandford Square  
Newcastle Upon Tyne - NE1 4HZ  
United Kingdom

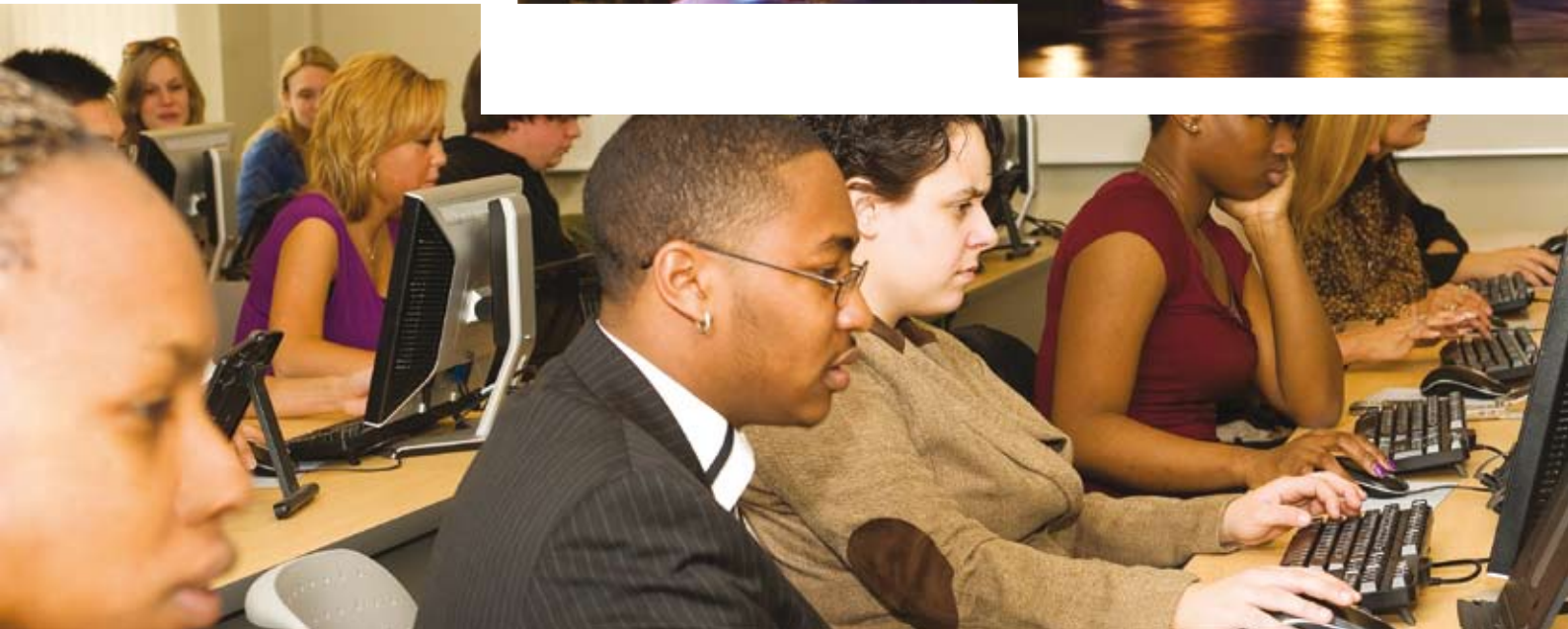
TEL: +44 (0)191 241 4523  
FAX: +44 (0)191 245 3802

*Balance of payment will be due  
on 30 September 2008.*

*Read condition of contract on back*







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## CONTACT DETAILS

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For further information about the 6<sup>th</sup> World Conference of Science Journalists in 2009 (wcsj2009) please use one of the following contacts.

### wcsj2009 Director

Julie Clayton, Director wcsj2009

E: [julie.clayton@wcsj2009.org](mailto:julie.clayton@wcsj2009.org)

T: +44 (0)117 946 6284

or +44 (0)7802 406729

### Conference Organisers' Office

Sarah Willan

Benchmark Communications

14 Blandford Square

Newcastle Upon Tyne

United Kingdom - NE1 4HZ

T: +44 (0)191 241 4523

F: +44 (0)191 245 3802

E: [sarah.willan@wcsj2009.org](mailto:sarah.willan@wcsj2009.org)

