



## European Conference on African Studies 2011 African Engagements: On Whose Terms?

15–18 June 2011

The Nordic Africa Institute, Uppsala, Sweden  
[www.nai.uu.se/ecas-4/](http://www.nai.uu.se/ecas-4/)  
[ECAS4@nai.uu.se](mailto:ECAS4@nai.uu.se)

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## Academic Book Exhibition

The Organising Committee of the 4<sup>th</sup> European Conference on African Studies (ECAS 4) is pleased to invite publishers to take part in the academic book exhibition, to advertise in the conference programme book and to have adverts included in the delegate packs.

### 1. Academic Book Exhibition

The exhibition will be located centrally in the entrance area of the multidisciplinary centre Ekonomikum of Uppsala University. The majority of panels will be held in this building. The conference registration desk will be located in the same building and refreshments for the conference participants will also be served in this building.



## **Publishers may:**

- A.** reserve individual tables (approx. 65 x 130 cm) and attend with their own staff:  
one table at **SEK 4,500** per table, additional tables at **SEK 3,500** each.

**For African publishers** a discount is given on the above rate: one table at **SEK 3,000** and additional tables **SEK 2,000** each.

The tables will include free wireless internet and free tea/coffee and access for all publishers to all sessions and receptions at Ekonomikum. The fee includes complimentary registration for two representatives (any additional staff must pay the full conference registration fee of SEK 1,500).

- B.** reserve space in the combined display, with no attendance of own staff:
- display 1-5 books and material (catalogues, order forms): **SEK 1,000**
  - display 6-10 books and material (catalogues, order forms, 10 books max.): **SEK 2,000**.

## **2. Advertising in the Conference Programme Book**

The conference programme book will be the main source of information for the conference participants. It will be handed out to all the participants and guests (1,000 – 1,200 persons). The advertisements can be either full page or half page either in colour or in black and white at:

One full page:               **SEK 4,000**  
Half page:                   **SEK 2,000**

## **3. Delegate Pack Inserts**

Inserts in the Delegate Packs is another possibility of advertising.  
Each A4/A5 insertion will cost **SEK 3, 000**

*Other advertisement and sponsorship opportunities available upon request.*

## **4. Terms and conditions**

### **4. 1. Applications and Payments**

All applications for advertising and exhibiting for the ECAS 4 conference must be submitted on the attached form. Such submissions indicate the applicant's general agreement to abide by the terms and conditions set forth below. After signing the application you will receive an invoice. Full payment must be received two weeks after reception of invoice, at the latest by **15 April 2011**.

Payments must be made in Swedish crowns (SEK) by bank transfer or by credit card. No contract is binding until full payment is received and its acceptance is confirmed in writing by the conference organiser i e the Nordic Africa Institute. If a publisher cancels this contract before 15 April 2011, the conference organiser will retain 1,000 SEK of the total fee paid and refund the balance to the exhibitor. No refunds will be issued after 30 May 2011.

**For all questions concerning payment please contact:** SUSANNE LINDEROS, contact details below.



## 4. 2. Advertising Specifications

Rates include space only. No agency discounts. Only Adobe Acrobat PDF artwork will be accepted. The conference organiser will not make any changes to the ads. Artwork must conform to the following specifications: ad size: half page: 15 x 21 cm; full page 30 x 21 cm, at least 300 dpi.

**Email PDF files to: [Sonja.johansson@nai.uu.se](mailto:Sonja.johansson@nai.uu.se).** Send explicit layout instructions, especially for multiple-page ads or facing spreads. Materials must be received no later than **15 April 2011**. The conference organiser reserves the right to determine whether ads are consonant with the character of the meeting.

## 4. 3. Delegate Pack Insert Specifications

**Materials must arrive no later than 20 May 2011.**

All materials must be shipped to:

Nordiska Afrikainstitutet  
Box 1703  
SE-751 47 UPPSALA, Sweden

Clearly mark all boxes with [YOUR INSTITUTION], ECAS 4 CONFERENCE INSERTS.

## 4. 4. Exhibit specifications

Exhibit table measurements are approximately 65 x 130 cm. Publishers must provide their own display equipment and accessories (table drapery, risers, bookends, easels etc.). The fee includes complimentary registration for two representatives (any additional staff must pay the full registration fee). Display space is limited and tables are available on a first-come, first-served basis. The conference organiser reserves the right to restrict the number of tables available to any single publisher if necessary to accommodate all publishers wishing to exhibit at the conference. Publishers renting exhibit tables must provide at least one staff member to handle their displays. Only publishers who have rented exhibit tables and who have a representative present may sell at the conference site. Publisher representatives are responsible for all aspects of the operation of their respective exhibits, including cash payments, handling credit card transactions etc. The conference organiser recommends that publishers offer their books to conference participants at a discount. Facilities will be available at the end of the conference for shipping unsold books and other materials; this will be at the expense of the publisher. The conference organiser will provide assistance to publishers wishing to dispose of any unsold books from their displays through donation to local libraries or academic institutions. The conference organiser reserves the right to determine whether exhibits are consonant with the character of the conference.

## 5. Exhibiting hours

WEDNESDAY 15 June 9 a.m. – 6 p.m.

THURSDAY 16 June 9 a.m. – 6 p.m.

FRIDAY 17 June 9 a.m. – 6 p.m.

SATURDAY 18 June 9 a.m. – 1 p.m.

THE SET UP OF THE BOOK EXHIBIT is on Tuesday 14 June from 3 until 6 p.m.



THE DISMANTLING OF THE BOOK EXHIBIT is on Saturday 18 June from 1 p.m. until 3 p.m.

## 6. Shipping instructions

**Materials must arrive between 6 and 10 June 2011.**

All materials must be shipped to:

**Ekonomikum**

**Uppsala University**

**Kyrkogårdsgatan 10**

**SE-753 13 UPPSALA, Sweden.**

**Clearly mark all boxes with [YOUR INSTITUTION] ECAS 4 CONFERENCE, Books**

Send notice to **Susanne.Linderos@nai.uu.se** of the date of your shipment, the shipping method used, and the total number of boxes in your shipment.

Exhibitors who prefer to do so may bring their materials with them as they travel to the conference. Please notify **Susanne.Linderos@nai.uu.se** if you plan to do so.

## 7. Important dates

1. The advertising and exhibiting application received by **1 April 2011**
2. Payments for advertising and exhibition received by **15 April 2011**
3. Materials for advertising must be received by **15 April 2011**
4. Delegate pack inserts must be received by **20 May 2011**
5. Materials for the exhibition must arrive **between 6 and 10 June 2011**

## 8. Contact and queries

### **SUSANNE LINDEROS**

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The Nordic Africa Institute  
ECAS 4  
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SWEDEN

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Email: [Susanne.Linderos@nai.uu.se](mailto:Susanne.Linderos@nai.uu.se)



## 9. ECAS 4: Advertising and Exhibiting Application (deadline 1 March 2011)

Company:

Contact person:

Mailing address:

City:

State/Province:

Postal Code:

Country:

Telephone:

Fax:

Email:

Name of representative 1:

Name of representative 2:

Further representatives:

Signature \_\_\_\_\_

### Advertising in the Programme Book

Coloured or black/white:

- One full page                      SEK    4,000  
 Half Page                                SEK    2,000

Total number of pages

Amount

### Exhibit Table

- One table                                SEK    4,500  
 Additional tables                      SEK    3,500

Total number of tables

Amount

### African publishers

- One table                                SEK 3,000  
 Additional tables                      SEK 2,000

### Combined Display

- 1-5 books                                SEK    1,000  
 6-10 books                                SEK    2,000

### Delegate Pack Insertion

- One insertion A4/A5                    SEK    3,000

Total number of insertions

Amount

### Total amount to be paid

