

EUROPEAN ASSOCIATION FOR THE TEACHING OF ACADEMIC WRITING

# INVITATION TO SPONSORS & EXHIBITORS



# EATAW2019

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Gothenburg, Sweden 1-4 July, 2019

Academic writing at intersections:  
Interdisciplinarity, genre hybridization,  
multilingualism, digitalization and interculturality

# WELCOME

## AS A SPONSOR AND/OR EXHIBITOR

We welcome you to join us as a sponsor and/or exhibitor during EATAW2019, July 1-4, 2019, at Chalmers University of Technology in Gothenburg, Sweden. In order to prepare logistics and provide material, we invite sponsors only until May 10, 2019.

EATAW is a scholarly forum which seeks to bring together those involved or interested in the teaching, tutoring, research, administration and development of academic writing in higher education in Europe. EATAW's main aims include:

Connecting teachers and scholars of academic writing through conferences and other means

Raising awareness of the importance of teaching academic writing

Developing European scholarship in academic writing

Initiating projects to exchange experience and know-how about academic writing teaching

EATAW2019 invites contributions that explore and problematize the possibilities and challenges of academic writing as a place of intersections. Such intersections may include academic writing across and beyond disciplinary audiences as well as the hybridization of academic writing genres. For more information concerning the conference theme, visit our website: <https://2019.eataw.eu>

### **REASONS FOR BECOMING A SPONSOR OR EXHIBITOR**

EATAW2019 is expected to attract an internationally diverse (mainly European and North American) group of 250+ registered participants (well-renowned leading scholars, mid-career researchers, PhD-students, teachers and practitioners within the field of academic writing). As a sponsor or exhibitor, you will have ample opportunities to engage in various ways with conference participants – please refer to our three sponsor/exhibitor packages below.

During the conference, participants will share their knowledge with colleagues and others interested in recent advancements in the field during three days of interesting plenary activities, research paper presentations, symposia, workshops, round-table talks, teaching practices presentations and poster sessions – not to mention informal mingling during breaks!

## EATAW2019 PRELIMINARY CONFERENCE SCHEDULE

(exact times to be announced in the final program)

(A) = A-building; (B) = B-building

	Arrival day 1 July	Day 1 2 July, 2019	Day 2 3 July, 2019	Day 3 4 July, 2019
<b>AM</b>		Registration (A) Coffee/Tea (A) Conference opening (A) Plenary activity 1 (A)	Parallel sessions (all formats) (B)	Plenary activity 3 (A)
			Coffee/Tea (B)	
		Parallel sessions (all formats) (B)	Parallel sessions (all formats) (B) Poster session (B)	Parallel sessions (all formats) (B)
	LUNCH (A)			
<b>PM</b>	Pre-conference workshops (B)	Parallel sessions (all formats) (B)	Plenary activity 2 (A)	Parallel sessions (all formats) (B)
		Coffee/Tea (B)	Conference close (A) (approx. 3 PM)	
		Parallel sessions (all formats) (B)	Parallel sessions (all formats) (B)	
<b>EVENING</b>	Welcome reception (A)	Free evening	Conference dinner at The Museum of World Culture (down town)	

In addition to the academic program, participants – and sponsors and exhibitors – are invited to enjoy a social program that includes a welcome reception (1 July) at Chalmers University of Technology and a mingle-style conference dinner at The Museum of World Culture (<http://www.varldskulturmuseerna.se/en/varldskulturmuseet/>) (3 July).

### EXHIBITION AREA

The main conference activities will take place in two buildings (separated by 200 m), the A-building and the B-building. The plenary activities and all lunches will be held in the A-building. All parallel sessions, the poster session, and all coffee and tea breaks will be held in the B-building.

A dedicated exhibition area is located in the B-building. This area will be open to exhibitors and participants throughout the conference. The exhibition area is in the same area where complimentary tea and coffee breaks and lunches will be held. This is likely to maximize the amount of time spent in the exhibition area. The space dedicated for conference posters is also in close proximity to the exhibition area.

## PRELIMINARY EXHIBITION SCHEDULE

Installation	1 July	13.00–14.30
Exhibition open	1 July	15.00–17.00
Exhibition open	2 July	08.45–17.00
Exhibition open	3 July	08.45–17.00
Exhibition open	4 July	10.15–17.00

Please note that these times are indicative (exhibition opening hours are entirely at the exhibitors' discretion). As the planning for the conference continues, the above hours may need to be adjusted.

## KEY CONTACT INFORMATION

For questions or further information please contact:

Congress Secretariat

Sweden MEETX AB

Contact person: Ewa Bråthe

E-mail: [eataw@meetx.se](mailto:eataw@meetx.se)

Phone: +46 31 7088690

Address: Sweden Meetx Ref: EATAW2019, SE-412 94 Gothenburg

## LOCAL ORGANIZING COMMITTEE (Sponsorship & Exhibition)

Hans Malmström

E-mail: [mahans@chalmers.se](mailto:mahans@chalmers.se)

Phone: +46 709 966216

Address: Department of Communication and Learning in Science, Chalmers University of Technology, Hörsalsvägen 2, SE-412 96 Göteborg, Sweden

## GENERAL INFORMATION

### City of Gothenburg

Gothenburg is a vibrant city with a large selection of hotels and restaurants, and a wealth of entertainment and attractive shops. Gothenburg has everything that a large city needs, all within convenient walking distance. The pleasant atmosphere and top facilities make Gothenburg one of Europe's leading event cities.

The city has excellent connections via the second-largest airport in Sweden, and the city's main railway station and several motorways make Gothenburg easily accessible. The venue is located only 25 minutes by bus from the airport, or a 10-minute bus/tram ride from the train station. With a highly efficient local transportation network, transport in the city is quick and easy.

For more information about Gothenburg, please visit <https://www.goteborg.com/en/>

### Conference venue

The conference will take place at Chalmers University of Technology, which is located right in the city center of Gothenburg, easily accessible through the local transportation network.

The plenary activities will be held in "Runan", Chalmers Conference Center, Chalmersplatsen 1, 412 58 Gothenburg.

All other academic sessions will take place in the "SB-building", Sven Hultins gata 6, 412 58 Gothenburg.

# CAMPUS MAP



Photos of the two main exhibition areas in the 'SB-building' where coffee breaks also will be situated.



## SPONSOR/EXHIBITOR PACKAGES

We are pleased to offer you three different sponsor/exhibitor packages.

### GOLD SPONSOR/EXHIBITOR (EUR 2,000)

#### **Exhibition:**

Exhibit space (2x2m) in the exhibition area (including table, chair(s) electricity and Wi-Fi access). All gold sponsors/exhibitors will have a first choice of exhibition space (in case of multiple gold sponsors/exhibitors, space will be allotted on a "first-come, first served" basis).

#### **Promotion and advertising:**

##### **Lanyards:**

The name badge attached to a neck chord/lanyard is worn by every registered delegate. Chords/lanyards to be produced and provided by the sponsor. Production cost is not included.

##### **Water bottle:**

Company logotype on water bottle (co-branded with Chalmers University of Technology and any other gold sponsor). Company to provide logo; Chalmers University of Technology covers production cost for all bottles.

##### **Conference bag:**

Company logotype on conference tote bag (co-branded with Chalmers University of Technology and any other gold sponsor). Company to provide logo; Chalmers University of Technology covers production cost for all bags.

##### **Conference bag insert:**

Insert of sponsor's printed item (e.g. small leaflet/brochure) into the conference bags distributed to all registered participants. Insert to be provided by sponsor. Production cost is not included.

Writing pads and/or pens or other kinds of stationary (maximum of three individual items) will be included in the conference bag and distributed to each registered participant onsite. The sponsor will be recognized by the company logotype on the pads or pens. Pads or pens to be produced and provided by the sponsor. Production cost is not included.

#### **Advertising/recognition of sponsor:**

##### **EATAW2019 Website**

Company logotype recognized as gold sponsor and URL link to sponsor's website placed on the conference website start page

Inclusion in the List of Sponsors & Exhibitors on the conference website

##### **Advertisement in the final program**

Company logotype recognized as gold sponsor in the final program

1 full page 4-color advertisement in the final program. Advertisement to be provided by the sponsor.

Inclusion in the List of Sponsors & Exhibitors in the final program

##### **Recognition at conference opening**

All gold sponsors will be officially recognized at the opening of the conference

Complimentary registration: This package includes a complimentary registration fee, including a complimentary invitation to the welcome reception, conference dinner and all tea and coffee breaks for up to three sponsor representatives.

## SILVER SPONSOR/EXHIBITOR (EUR 1,000)

### Exhibition:

Exhibit space (2x2m) in the exhibition area (including table, chair(s) electricity and Wi-Fi access). Silver sponsors/exhibitors will be allowed free choice of exhibition space, following allocation of space to gold sponsors/exhibitors (in case of multiple silver sponsors/exhibitors, space will be allotted on a “first-come, first served” basis).

### Promotion and advertising:

#### Conference bag insert:

Insert of sponsor’s printed item (e.g. small leaflet/brochure) into the conference bags distributed to all registered participants. Insert to be provided by sponsor. Production cost is not included.

Writing pad and/or pen or other kind of stationary (maximum of one individual item) will be included in the conference bag and distributed to each registered participant onsite. The sponsor will be recognized by the company logotype on the item included. Pad, pen etc. to be produced and provided by the sponsor. Production cost is not included.

### Advertising/recognition of sponsor:

#### EATAW2019 Website

Inclusion in the List of Sponsors & Exhibitors on the conference website

#### Advertisement in the final program

Company logotype recognized as silver sponsor in the final program

Inclusion in the List of Sponsors & Exhibitors in the final program

Complimentary registration: This package includes a complimentary registration fee, including a complimentary invitation to the welcome reception, conference dinner and all tea and coffee breaks for one sponsor representative.

## EXHIBITOR (EUR 500)

### Exhibition:

Exhibit space (2x2m) in the exhibition area (including table, chair(s) electricity and Wi-Fi access). Exhibitors allotted exhibition space on a “first come, first served” basis upon arrival, following allocation of space to gold and silver sponsors/exhibitors.

### Promotion and advertising:

#### Conference bag insert:

Insert of sponsor’s printed item (e.g. small leaflet/brochure) into the conference bags distributed to all registered participants. Insert to be provided by sponsor. Production cost is not included.

### Advertising/recognition of sponsor:

#### EATAW2019 Website

Inclusion in the List of Sponsors & Exhibitors on the conference website (no logo)

#### Advertisement in the final program

Inclusion in the List of Sponsors & Exhibitors in the final program

Complimentary registration: This package includes a complimentary registration fee, including a complimentary invitation to the welcome reception, and all tea and coffee breaks for one sponsor representative. Conference dinner is not included in the package (access to this event is available for an extra fee).

## TERMS AND CONDITIONS

The deadline for sponsor contracts is May 10, 2019.

### SPONSORSHIP & EXHIBITION

#### Conditions of Payment

100% of the total fee will be invoiced once the signed Sponsorship & Exhibition Contract has been received and confirmed. All payments must be received in full within 30 days. If the payment is not received, the Exhibition space/Sponsorship/Sponsor Item may be sold to another company.

#### VAT

All prices listed are in EUR and exclude 25% VAT. For those companies outside Sweden but within the European Union that provide us with their VAT number, we will not apply VAT to your sponsoring or exhibition packages as this will be subject to reversed charge. For companies outside European Union, VAT is not applicable. Social events are subject to VAT for all countries.

### PRODUCTION COSTS

Production costs, where applicable, are the responsibility of the Sponsor or Exhibitor. EATAW 2019 will not accept responsibility for late deliveries, and cannot guarantee the inclusion or distribution of sponsored items at EATAW 2019. Late deliveries, if accepted, may also attract late fees.

### REFUND AND CANCELLATION POLICY

The Exhibition and Sponsorship fee is refundable minus a 10% charge when the cancellation is made before 2019-03-30. For cancellations received after this date there will be no refund granted. If the Exhibitor/Sponsorship has been sourced from external suppliers and a contract signed, the costs incurred plus the corresponding charge (based on the above date) will be charged to the Exhibitor/Sponsor.

### ASSIGNMENT OF EXHIBITION SPACE/ELIGIBILITY FOR EXHIBITION

Organizations wishing to apply for exhibition space must follow the standard criteria that only products and services in connection to the topic of the congress are allowed to be presented. The distribution of promotional materials is limited to the Exhibitor's rented area. Signs and banners at booths have to be directly linked to the name of the Exhibitor. It is strictly prohibited to distribute or place products and/or printed matters of a company that is not a Sponsor or Exhibitor. The Congress Organizer can interrupt any kind of promotion, which in their opinion could damage the Congress.

Exhibition space may be used only for exhibiting and advertising the Exhibitor's own products, not for the sale of any products. Any orders for products which are taken must be in accordance with regulations covering such orders. Advertising materials may be distributed only within the stand area. Companies that are not Sponsors or Exhibitors may not advertise in any form in the exhibition hall, in the entrances to the exhibition hall, or anywhere else in the Congress venue.

Sponsors and Exhibitors are required to check and ensure their own compliance with the relevant codes and regulations about advertising in Sweden and any other applicable rules and regulations from their home country. The Congress and its organizers will not accept any responsibility for non-compliance. All house rules at the venue will apply and be enforced. Exhibitors are fully liable for damages caused to third parties and property. All Exhibitors are recommended to have comprehensive third party liability insurance for their stands.

### AMENDMENTS TO THE GENERAL TERMS AND CONDITIONS

All matters not covered in these regulations, in general, in the Terms and Conditions, or in other EATAW 2019 publications are subject to the decision and control of the Congress Organizers. The Congress Organizers reserve the right to take such action and to make such changes, including changes to the "Terms and Conditions" as are considered necessary or desirable for the efficient and proper conduct of the exhibition. Any matters not specifically covered by the preceding terms and conditions shall be subject solely to the decision of the organizer. These terms and conditions may be amended at any time by the organizer, and all amendments so made shall be binding on Exhibitors/Sponsors equally with the foregoing terms and conditions.

### EXHIBITOR INSURANCE

As an exhibitor/sponsor attending EATAW2019 you are responsible to have an exhibitor insurance valid during your transport to the conference, during the conference, and for the transport from the venue during your stay.

### FINAL STIPULATIONS

In the event that the Congress cannot be held or will have to be changed due to events beyond the control of the Congress Organizers (force majeure) or due to events which are not attributable to wrongful intent or gross negligence of the Congress Organizers, the Congress Organizers cannot be held liable for any damages, costs, or losses incurred, such as transportation costs, accommodation costs, financial losses, etc.



**SPONSORSHIP & EXHIBITION CONTRACT EATAW2019**

ACADEMIC WRITING AT INTERSECTIONS: INTERDISCIPLINARITY, GENRE HYBRIDIZATION, MULTILINGUALISM, DIGITALIZATION, AND INTERCULTURALITY.

Company Name  
(as presented on website and in printed material)

Invoice Address

PO. Number (if required)

Postal Code

City

Country

Name Authorized Signatory

Name Contact Person

Telephone

Mobile

E-mail

VAT Number

Please choose from the Categories of Sponsorship, Exhibition and Sponsor Items below. All prices are excl. VAT

CATEGORIES OF SPONSORSHIP:

- GOLD SPONSOR SEK 21 000 (EUR 2000)
- SILVER SPONSOR SEK 10 500 (EUR 1000)
- EXHIBITOR SEK 5 300 (EUR 500)

Having signed below, we hereby agree to be a Sponsor or Exhibitor at the EATAW 2019 congress in accordance with the choices made above and the descriptions, terms and conditions stipulated in the Invitation to Sponsorship & Exhibition.

Date

Signature (by Authorized Signatory)

**Return this form to:**

Email: [eataw@meetx.se](mailto:eataw@meetx.se)  
or

Sweden MEETX AB  
Ref: EATAW 2019  
SE- 412 94 Gothenburg  
SWEDEN