



STELLENBOSCH 2012

XVITH WORLD ECONOMIC HISTORY CONGRESS

9-13 JULY 2012 | STELLENBOSCH | SOUTH AFRICA

www.wehc2012.org

WEHC 2012

Sponsorship Prospectus

the roots of development

October 2010



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WEHC 2012 LOCAL ORGANISING COMMITTEE

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(Honorary President)

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(Treasurer)

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(Secretary General)

INVITATION

On behalf of the Economic History Society of Southern Africa, it is my pleasure to introduce WEHC 2012 – the XVIth World Economic History Congress – which will be held in Stellenbosch from 9 to 13 July 2012.

The World Economic History Congress is organised every three years by the International Economic History Association (IEHA). Established in 1960, the IEHA aims to maintain and develop personal contact between scholars interested in economic history and to encourage all forms of research and publications relevant to the development and diffusion of economic history. The IEHA currently has members in almost 40 countries in Africa, North and South America, Asia, Europe and Oceania. World congresses are the largest and most important international gatherings of economic historians (the previous congress, held in Utrecht in the Netherlands in August 2009, attracted more than 1300 participants from 43 countries, including the most renowned and influential scholars in the field).

Economic history has enjoyed a renaissance as an academic field of study during the past three to four decades, and its importance is also increasingly recognised by policymakers worldwide. To name but one example: policy debates and implementation during the recent global economic crisis benefitted markedly from lessons learnt during the Great Depression in the 1930s.

It is therefore an honour for the Economic History Society of Southern Africa to host the World Economic History Congress for the first time in Africa. By awarding the hosting of the Congress to our Society, the IEHA confirmed that Africa is an important area for research in economic history and took a bold step to promote involvement by the African academic community in the study of economic history.

Reflecting Africa's status as the cradle of humankind, the theme of the XVIth World Economic History Congress will be "The Roots of Development". Scholars from the developing and the developed world will present new hypotheses, data and analytical techniques, thus broadening our understanding of the historical evolution of societies and economies. In Africa, such understanding impacts increasingly on policymaking and on private initiative, and the 2012 congress will strengthen this trend. Most importantly, holding the 2012 World Economic History Congress in Africa will generate renewed interest in the study of economic history in Africa and will provide a fresh perspective on the relevance of economic history in the developing world.

I hope that you will join us in participating in this congress as a sponsor. Previous sponsors of the World Economic History Congress include Fortis Bank, Head Sponsor of the 2009 Utrecht congress, and Bank of Finland, Head Sponsor of the 2006 Helsinki congress. We are also open to your recommendations for sponsored items, or other suggestions you have to make this an even more successful congress.

If you have any questions or if we can be of any further assistance regarding sponsorship opportunities, please contact the WEHC 2012 Congress Secretariat. We sincerely hope you will join us in Stellenbosch in 2012.

Yours sincerely,

Dr SWF du Plessis
Department of Economics, Stellenbosch University
Chair, WEHC 2012 Local Organising Committee



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CONGRESS INFORMATION

When:

9-13 July 2012

Where:

Stellenbosch University,
Stellenbosch,
South Africa

Hosts:

The Economic
History Society of
Southern Africa

The Department
of Economics,
Stellenbosch University

Delegates expected:

1000

Delegate profile:

Academics and
researchers in the field
of economic history, and
economic policymakers
interested in economic
history

Expected delegate breakdown:

International: 75%

South African: 25%

WEHC 2012 CONGRESS OVERVIEW

The XVIth World Economic History Congress

The Economic History Society of Southern Africa and The Department of Economics, Stellenbosch University invite you to be part of the XVIth World Economic History Congress.

The congress format will follow a traditional plan with five days of plenary and parallel sessions, with a strong emphasis on research and networking. Much of the debate will take place in parallel sessions hosted by specialist session hosts and there will be ample opportunity for audience participation as well as time for networking – both vital to the success of the congress.

Social events include Opening and Closing Receptions and evening excursions for delegates and accompanying persons.

Delegates will be encouraged to bring their families, and an accompanying persons programme will be offered.

WEHC 2012 PROGRAMME OVERVIEW

The theme for the XVIth World Economic History Congress is “The Roots of Development”. The IEHA welcomes sessions on all topics in economic history, the history of economics, demographic history, social history, urban history, cultural history, gender studies, methodological aspects of historical research, and related fields. In line with the congress theme, sessions on the period before 1800 and on countries other than those in Western Europe and North America are particularly welcome.

The academic programme of the 2012 Congress will be organised on the same principles as the XVth World Economic History Congress in Utrecht in 2009. The 5-day congress will have approximately 100 sessions, with each day divided into four time blocks of 90 minutes each (two before and two after lunch).

A number of plenary sessions, in which Keynote Speakers will address all the delegates, are also scheduled and the congress will close with a lively debate between two experts in the field.

SCHEDULE AT A GLANCE

	SUNDAY 8 JULY	MONDAY 9 JULY	TUESDAY 10 JULY	WEDNESDAY 11 JULY	THURSDAY 12 JULY	FRIDAY 13 JULY
MORNING		REGISTRATION OPENING AND KEYNOTE ADDRESSES	PARALLEL SESSIONS	PARALLEL SESSIONS	PARALLEL SESSIONS	PARALLEL SESSIONS
AFTERNOON	REGISTRATION	PARALLEL SESSIONS	PARALLEL SESSIONS PLENARY SESSION	PARALLEL SESSIONS	PARALLEL SESSIONS IEHA GENERAL ASSEMBLY	DEBATE AND CLOSING SESSION
EVENING	REGISTRATION	OPENING RECEPTION		CONCERT/ EXCURSION		CLOSING RECEPTION



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ELITE SPONSORSHIP CATEGORIES

Sponsors will receive elevated exposure pre-congress on the website and marketing material, throughout the congress week and post-congress in thanks and reporting. Prices shown exclude VAT.

PLATINUM: ZAR 250,000

- Recognition as sponsor and logo on congress website (with link) and marketing material
- Recognition as sponsor and logo in congress handbook
- Full-page advertisement in congress handbook in a priority position
- Insert in delegate bag
- Branding in all session rooms (excluding Exclusive Rights sessions)
- Branding and information table in registration and refreshment areas
- 10 delegate registrations

GOLD: ZAR 150,000

- Recognition as sponsor and logo on congress website (with link) and marketing material
- Recognition as sponsor and logo in congress handbook
- Half-page advertisement in congress handbook
- Insert in delegate bag
- Branding and information table in registration and refreshment areas
- 5 delegate registrations

SILVER: ZAR 75,000

- Recognition as sponsor and logo on congress website (with link) and marketing material
- Recognition as sponsor and logo in congress handbook
- Half-page advertisement in congress handbook
- Insert in delegate bag
- 2 delegate registrations

BRONZE: ZAR 25,000

- Recognition as sponsor and logo on congress website (with link) and marketing material
- Recognition as sponsor and logo in congress handbook
- Quarter-page advertisement in congress handbook
- Insert in delegate bag



EXCLUSIVE RIGHTS ITEMS

Sponsors will enjoy exclusive rights to branding the chosen event or item at the congress. Items are available on a “first come, first served” basis. Prices shown exclude VAT.

OPENING RECEPTION: ZAR 250,000

- Exclusive branding rights at the WEHC 2012 Opening Reception
- Acknowledgement of sponsor from the podium

The Opening Reception takes place on the first day of the congress. Delegates will be welcomed to the congress and will have the opportunity to reconnect with colleagues from around the world. Food, drink and entertainment will showcase the setting.

CLOSING RECEPTION: ZAR 250,000

- Exclusive branding rights at the WEHC 2012 Closing Reception
- Acknowledgement of sponsor from the podium

The Closing Reception takes place on the last day of the congress and rounds off the congress week in style. Dinner will be served, as well as South African wines highlighting the Stellenbosch terroir. As delegates say farewell they will be treated to a memorable evening in true African style.

DELEGATE BAGS: ZAR 150,000

- Exclusive branding rights on the delegate bag, accompanying the congress logo

The congress bag is given to each registered delegate and will be a very visible item at the congress. The bag will contain the congress handbook (includes the programme schedule) and stationery, as well as a selection of goodies.

DELEGATE STATIONERY: ZAR 125,000

- Exclusive branding rights on the delegate stationery (notepad and pen)

The sponsoring organisation will be entitled to exclusive branding on a quality writing pad and pen, to be included in the delegate bag.

DELEGATE LANYARDS: ZAR 50,000

- Exclusive branding rights on the nametag lanyard

Each congress participant is required to wear a congress nametag at all times. The sponsoring organisation's logo will be tastefully incorporated into the design of the lanyard to which the nametag is attached.

KEYNOTE SPEAKERS (2 OPPORTUNITIES): ZAR 50,000 EACH

- Exclusive branding rights during the session sponsored

The high-profile Keynote Speakers will address delegates in plenary sessions in the Kruis Kerk venue. The sponsoring organisation will be acknowledged by the session MC from the podium.

CLOSING DEBATE: ZAR 100,000

- Exclusive branding rights during the session sponsored

In time-honoured tradition, WEHC 2012 will close with a debate between two experts in the field. The debate will take place in the Kruis Kerk venue and the sponsoring organisation will be acknowledged by the session MC from the podium.

WEHC 2012 SPONSORSHIP RESERVATION FORM

STELLENBOSCH2012
XVITH WORLD ECONOMIC HISTORY CONGRESS

Company/Organisation Name:

Billing Address:

Postal Code:

VAT Number (if applicable):

Contact Name:

Telephone: Fax:

Email:

ELITE SPONSORSHIP CATEGORIES

ITEM	PRICE (excl VAT)
<input type="checkbox"/> Platinum Sponsorship Package	ZAR 250,000
<input type="checkbox"/> Gold Sponsorship Package	ZAR 150,000
<input type="checkbox"/> Silver Sponsorship Package	ZAR 75,000
<input type="checkbox"/> Bronze Sponsorship Package	ZAR 25,000

EXCLUSIVE RIGHTS ITEMS

ITEM	PRICE (excl VAT)
<input type="checkbox"/> Opening Reception	ZAR 250,000
<input type="checkbox"/> Closing Reception	ZAR 250,000
<input type="checkbox"/> Delegate Bags	ZAR 150,000
<input type="checkbox"/> Delegate Stationery	ZAR 125,000
<input type="checkbox"/> Delegate Lanyards	ZAR 50,000
<input type="checkbox"/> Keynote Speakers (2 opportunities)	ZAR 50,000 each
<input type="checkbox"/> Closing Debate	ZAR 100,000

NOTE: Terms of payment to be arranged between parties, but complete payment must be received before the congress starts.

SIGNATURE

By signing below, I acknowledge that I am duly authorised to sign and thereby to bind the Company/Organisation named above.

Name: Date:

Signature:

PLEASE COMPLETE THIS FORM AND RETURN IT TO THE WEHC 2012 CONGRESS SECRETARIAT

AFRICAN AGENDA

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