

# WHO WE ARE

## **The Association for Slavic, East European, and Eurasian Studies (ASEEES)**

ASEEES, a nonprofit, scholarly society established in 1948, is the leading international organization dedicated to the advancement of knowledge about Central Asia, the Caucasus, Russia, and Eastern Europe in regional and global context.

One of the core activities of the Association is the annual convention; this international forum makes possible a broad exchange of information and ideas, stimulating further work and sustaining the intellectual vitality of the field.

Attendees  
**2,685**

Members  
**3,200**

App unique users  
**1,169**

Exhibitor booths in 2016  
**68**

Social media reach  
**6,328+**  
Likes on Facebook

**3,440+**  
Members of LinkedIn

**2,863+**  
Twitter followers



## 49th ANNUAL CONVENTION

9-12 November 2017 • Chicago Marriott  
Downtown Magnificent Mile

Connecting with the Association for Slavic, East European and Eurasian Studies is a significant way to:

- Educate scholars and other specialists about products and programs through exhibit booths and advertisements in the convention program
- Visit one-on-one with attendees during breaks and events in the Exhibit Hall
- Launch new books and publications in a high-profile venue
- Network and cultivate contacts
- Increase your reach through recognition on our public website
- **Show attendees that you are committed to serving the Russian, Eurasian and East European studies community.**

# EXHIBITS

**This is a large and well attended exhibition, reaching key specialists in SEEES studies. Exhibitors receive many benefits, which are described in detail on this page.**

This year's exhibit hall is located across from the registration area, which is a high traffic area. As an additional method to drive traffic to the exhibit hall, ASEEES and our sponsors hosts an Opening Reception, open to all attendees.

## BOOTH PACKAGE

- Single booths can be reserved for \$675
- Additional booths are \$575

**Early bird offer:** Booths reserved and paid for by August 3rd will be discounted; Single booths can be reserved for \$660 and additional booths are \$560.

## BOOTHS INCLUDE:

- Two exhibitor badges (Additional badges are available for purchase).
- 8' x 10' pipe and drape booth, One 7" x 44" one-line ID sign, One 6' skirted table, two chairs
- Free wi-fi access
- Listing with live link on Convention webpage
- Description in the print program
- Organization profile listed on the Annual Convention mobile app
- Email to all registrants with listing of exhibitors
- Recognition on ASEEES' social media outlets

## EXHIBITOR SCHEDULE

November 8	Set-up: 4:00pm-6:00pm
November 9	Set-up: 8:00 am-3:00pm
	Hall Hours: 4:00pm-8:00pm (Opening Reception 6:30 -8:00pm)
November 10-11	Hall Hours: 9:00 am-6:00pm
November 12	Hall Hours: 9:00am-1:00pm

## BOOTH ASSIGNMENTS

Booth reservations are accepted on a first-come, first-served basis. A booth is assigned based on the time and date the contract is received. To receive a prime location, please return contracts, with payment, as soon as possible. Booth assignments are confirmed only after full payment has been processed. To view floor plan

## HOTEL RESERVATIONS

Exhibitors should make their reservations directly [with the hotel](#).

Ready to purchase?

# ASEEES ADVERTISERS

## CONVENTION PROGRAM

- Is distributed to all conference registrants. It contains the schedule, description of panel sessions, list of social activities, index of participants, and other essential information.
  - Contains an extensive advertising section on journals, books, films, and other services
  - Provides the opportunity to reach over 2,600 specialists, including department heads, faculty, librarians, scholars, graduate students, and experts from NGOs and government
- Exhibitors receive a 10% discount on the prices listed below

## ADVERTISER REQUIREMENTS

- Ads must be in black and white; however, the inside covers may be in full color
- High quality/high resolution PDF of 300dpi or higher
- Ads must be emailed as attachments
- Customers who purchase multiple ads must send each ad as a separate email attachment
- Advertisers should send link to their webpage for inclusion in our “List of Advertisers” section of [www.aseees.org](http://www.aseees.org)
- Deadline to submit: August 3, 2017
- Please email artwork to Margaret Manges, [aseeescn@pitt.edu](mailto:aseeescn@pitt.edu)

*ASEEES reserves the right to refuse sponsorships, exhibitors, or ads that are deemed inappropriate or not in line with the Association's mission*

Sizes	Rates	Specifications
Full page	\$475	4 <sup>3</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>
Add'l pages	\$370	4 <sup>3</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>
Half page	\$340	4 <sup>3</sup> / <sub>8</sub> x 3 <sup>1</sup> / <sub>2</sub>
Front cover	\$800	4 <sup>3</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>
Back cover	\$685	4 <sup>3</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>

Ready to purchase?

# ASEEES SPONSORSHIPS

2017 Prospectus 5

These packages ensure that your organization's name will be displayed in highly visible conference publications, on our website and at on-site locations at the convention.

BENEFIT	PLATINUM \$4000 Limit 2	GOLD \$3000 Limit 3	SILVER \$1500 Limit 4	BRONZE \$1000 Limit 6
Recognition via website & email to registrants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition in Program & October NewsNet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opening Reception listing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One registration (Valued at \$138)				<input type="checkbox"/>
Two registrations (Valued at \$276)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1/2 page ad in Program (Valued at \$340)			<input type="checkbox"/>	
Full-page ad in Program (Valued at \$475)	<input type="checkbox"/>	<input type="checkbox"/>		
8x10' exhibitor booth (Valued at \$675)	<input type="checkbox"/>	<input type="checkbox"/>		
Customized email/social media blast	<input type="checkbox"/>	<input type="checkbox"/>		
Six Opening Reception tickets (Valued at \$60)	<input type="checkbox"/>			
Six tickets to Awards Reception (\$60)	<input type="checkbox"/>			
Four President's Reception invitations (\$180)	<input type="checkbox"/>			

## ASSOCIATE SPONSORSHIP (\$250-999)

Raise your visibility by supporting convention operations, such as audio/visual component rental. (Associate sponsorship funds are not applied to catered events). This opportunity includes event signage and recognition in the convention program and on the website.

## COFFEE BREAKS (Contact us for pricing)

Coffee breaks play a key part in attendees' networking experiences. Sponsorship includes signage at coffee service tables; recognition on website; and acknowledgement in convention program. Food menu available for additional fee.

## WI-FI SPONSORSHIP (Contact us for pricing)

ASEEES' 2,000+ attendees greatly appreciate the opportunity to check email and connect with colleagues via this sponsored opportunity. Sponsorship includes recognition in the program and website, October NewsNet and e-mail to all attendees; and your logo prominently displayed on signage.

## CONVENTION MOBILE APP (Contact us for pricing)

Attendees will have the ability to access the convention program and exhibit hall floor plan using their mobile devices. A dedicated email blast promoting the mobile application will be sent to all registrants, helping promote the app (and your organization) to all convention attendees!

Ready to purchase?

We can also help you customize a sponsorship package.

Please contact Convention Manager: Margaret Manges, 412-648-4049, [aseeescn@pitt.edu](mailto:aseeescn@pitt.edu)

## 6 ASEES 49th Annual Convention



The 2016 Annual Convention was one of the largest conventions in recent memory. We had 2685 participants from a total of 45 countries.

We had 68 exhibit booths set up by 63 companies/organizations in the Exhibit Hall and 11 sponsors at various levels. In particular, Cambridge University Press served as our platinum sponsor and the American Councils for International Education sponsored our mobile app.

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