



**Nov. 18-21, 2021**  
**New Orleans, LA**



**Dec. 2-3, 2021**  
**Virtual Convention**

# **53rd Annual ASEEES Convention**

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# Who we are Contents

The Association for Slavic, East European, and Eurasian Studies (ASEEES) Convention is the world's largest gathering of Russian, East European, and Eurasian scholars from around the world and regularly attracts close to 3000 attendees.

In 2020, the Convention moved to an all virtual format. This shift offered convention access to 2879 registrants, more than our projections for the DC in-person convention. Among the registrants were 270 undergraduate students. 54 countries were represented.

The 2021 ASEEES Annual Convention will feature virtual and in-person panels, roundtables, film screenings, plenaries, and exhibitors. This split-format will allow for many who cannot attend in-person to still participate during the virtual components of the Convention.

# Sponsors

**ASEEES offers a range of sponsorships, each with their own unique benefits. Your support will demonstrate your organization's commitment to the discipline.**

## **Our Generous 2020 Convention Sponsors included:**

- Arizona State University, The Melikian Center: Russian, Eurasian and East European Studies
- Baylor University, Modern Languages and Cultures
- Cambridge University Press
- The Carnegie Corporation of New York
- Communist and Post-Communist Studies by University of California Press
- East View information Services
- Indiana University, Robert F. Byrnes Russian and East European Institute
- Open Water
- Swarthmore College





## 2021 Sponsorship Opportunities

### Platinum Sponsor - \$4,000 (limit 2)

- Logo recognition on all Convention marketing materials – ASEES website, mobile app, print program, virtual scheduling platform and NewsNet
- In-person exhibit booth with prime location & a virtual exhibitor booth
- Two (2) convention registrations
- One virtual or in-person session to be used for a meeting or presentation (pending approval)
- Customized email/social media blast
- One (1) full-page ad in Program
- Five (5) drink tickets at Awards Reception
- Four (4) invitations to the President's Reception

### Gold Sponsor - \$3,000 (limit 3)

- Logo recognition on all Convention marketing materials – ASEES website, mobile app, print program, virtual scheduling platform and NewsNet
- In-person exhibit booth & a virtual exhibitor booth
- Two (2) convention registrations
- Customized email/social media blast
- One (1) full-page ad in Program

### Silver Sponsor - \$2000 (limit 4)

- Logo recognition on all Convention marketing materials
- Two (2) convention registrations
- Half-page ad in Program

### Bronze Sponsor - \$1,000 (limit 6)

- Recognition on all Convention marketing materials
- One (1) convention registration

### Friends of ASEES - \$400 or higher

- Recognition on all Convention marketing materials – ASEES website, mobile app, print program, virtual scheduling platform and NewsNet

### Exhibit Hall Opening Reception Sponsor – \$3,500 (limit 1)

- You will be the exclusive sponsor of the Opening Reception with prominent recognition during the event as well as in the convention print program, website, mobile app and NewsNet.
- Two (2) complimentary registrations
- Ten (10) drink tickets for the opening reception

### Mobile App Sponsorship - \$3,500 w/one banner ad (limit 1)

- You will be the exclusive sponsor of the mobile app with prominent recognition in the convention print program, website and NewsNet.
- Two (2) complimentary registrations

### Film Screening Sponsorship - \$1,000 (limit 1)

- Your name will be featured on all film screenings, along with recognition in the print program, website, NewsNet, & mobile app.
- One (1) complimentary registration

# Exhibitors

**The Exhibit Hall will be a major attraction for attendees who want to learn about the latest publications, products, and services. Exhibitors will be able to meet 1:1 with attendees and to network in small groups.**

## Prior Exhibitors have included:

Academic International Press  
Academic Studies Press\*  
Alfa Fellowship Program  
American Council for International Education  
Antiquariat Dasa Pahor  
Aquila Polonica Publishing  
Amherst College Press \*  
Bard-Smolny Program - Bard College\*  
Bennett Penka Rare Books\*  
Bloomsbury Academic\*  
Botimpex Import Export and Library Services\*  
Botstiber Institute for Austrian-American Studies  
Cahiers du Monde russe  
Cambridge University Press\*  
Central and Eastern European Online Library GmbH\*  
Central European U Press\*  
Charles Schlacks, Publishers  
Columbia University Press  
Columbia U, Harriman Institute  
Cornell University Press  
Crossroads Eurasia LLC  
Demokratizatsiya: The Journal of Post-Soviet Democratization\*  
East View Information Services\*  
Education center plus  
European U at St. Petersburg\*  
Globus Books  
Harvard U, Davis Center\*  
Harvard University Press  
Harvard U, Ukrainian Research Institute  
Higher School of Economics, Publishing House  
Histrion Books\*

Indiana University, Robert F. Byrnes Russian and East European Institute\*  
Indiana University Press  
Integrum WorldWide/MIPP Int'l  
Kennan Institute\*  
Learn Russian in the European Union/Daugavpils University\*  
Lexicon Maciej Wolinski  
Lexington Books  
McGill-Queen's University Press\*  
Mehring Books  
Middlebury Institute of International Studies at Monterey (MILS)  
Museum of Russian Culture, San Francisco  
Natasha Kozmenko Booksellers, NKBOOKS LLC  
Nazarbayev University  
Northwestern University Press\*  
NovaMova  
Oxford University Press\*  
Productive Arts  
Routledge  
Russia Online, Inc.  
Saint Petersburg University Press  
The Scholar's Choice\*  
Slavica Publishers\*  
South East Europe Books/Serbica Books\*  
SRAS\*  
University of Pittsburgh Press  
University of Toronto Press\*  
U of Wisconsin CREECA\*  
University of Wisconsin Press  
Zephyr Press/Ugly Duckling Presse  
ZH Books\*

\* Participated virtually in 2020





# Exhibitor



# Opportunities

## In-Person Booth

The Exhibit Hall at the Hilton New Orleans Riverside is centrally located near the convention sessions in a high traffic area. Attendees will easily be able to visit the newly renovated Exhibit Hall. As an additional method to drive traffic to the exhibit hall, ASEES and our sponsors host an Opening Night Reception, open to all attendees.

In-person Exhibit Booth - \$695

In-person additional Booth - \$595

In-person booth purchase includes:

- 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 in Exhibit Hall
- A virtual exhibit booth on the ASEES Convention Website
- Recognition in the print program
- Organization profile listed on the Annual Convention mobile app
- Email to all registrants with listing of exhibitors
- Recognition on ASEES' social media outlets

## Exhibitor Schedule

November 17 – Set-up

November 18, 19, 20, 21 – Exhibit Hall Open (specific hours will be sent with exhibitor confirmation)

Booth assignments are made on first come, first served basis. Early purchases and convention sponsors are given preferred booth locations. Booth assignments are confirmed only after full payment has been processed. [View Floor Plan \(insert link\)](#)

## Virtual Booth

Virtual Exhibitor Booth ONLY - \$500

Virtual Exhibitor benefits -

- Create your own page including links to your organizations' website and social media accounts
- Share your most popular book titles or program information
- List contact information, organizational profile, and insert a live link to interact with attendees during your "visiting hours"
- Schedule appointments with attendees during virtual convention
- Your site will remain available on the ASEES website for one year
- Includes two (2) complimentary registrations for the virtual convention

**Deadline for Exhibit Booth purchases is September 30th, 2021.**

# Advertisers

The convention program is distributed to all in-person convention registrants. It contains the schedule, description of panel sessions, list of social activities, index of participants, and other essential information. The program contains an extensive advertising section on journals, books, films and other services.

It provides an opportunity to reach thousands of specialists, including department heads, faculty, librarians, scholars, graduate students, and experts from NGO's and government.

## Here are a list of some of our recent advertisers:

Academic Studies Press  
Adam Matthew Digital  
American Councils for International Education  
Assoc. for Women in Slavic Studies  
Bard Abroad  
Berghahn Books  
Bookvica  
Botimpex Agency Tirana-Albania  
Brookfield Indexing Services  
Cambridge University Press  
CEEEOOL - Central and Eastern European Online Library /GmbH  
Cornell University Press  
Cultural Vistas  
Davis Center for Russian and Eurasian Studies at Harvard University  
East View Information Services  
Edinburgh University Press  
European University at Saint Petersburg  
Georgetown University CEREES  
Harriman Institute  
Harvard Ukrainian Research Institute  
Harvard University Press  
Indiana University Press  
Indiana U Summer Language Workshop

Learn Russian in the European Union/Daugavpils University  
Natasha Kozmenko Booksellers/Slavic Literature LLP  
New Literary Observer Publishing House  
Northwestern University Press  
Purdue University Press  
Indiana University REEI  
Stanford University CREEES  
Stanford University Press  
Summer School in Russian & Eurasian Studies at Nazarbayev University  
The New Review Inc.  
Ukrainian Jewish Encounter  
Ukrainian Museum and Library of Stamford, CT  
University of Maryland  
University of Pittsburgh Press  
University of Pittsburgh Summer Language Institute  
University of Pittsburgh, CREEES  
University of Toronto Press  
University of Wisconsin Press  
University of Wisconsin CREECA  
W.W. Norton  
Williams College





# Advertiser



# Opportunities

## Program Book and Virtual Convention Site Advertising

- OUTSIDE Back Program Cover\* – full page, full color - \$975
- INSIDE Back Program Cover\* – full page, full color - \$795
- INSIDE Front Program Cover\* – full page, full color - \$795
- Full Page (full color) ad - \$595 (quantity is limited)
- Additional page (full color) - \$455
- Full Page (b/w) - \$485
- Additional page (b/w) - \$380
- Half page (b/w) - \$350
- Mobile App Banner ads - \$400 (2 available)

\*Cover ads will appear on the Convention Site as full page ads.  
(10% discount for exhibitors)

### Advertising Requirements:

- 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 a link to their webpage for our “List of Advertisers” section of [www.aseees.org](http://www.aseees.org)
- Deadline to submit: August 17, 2021
- Email artwork to Margaret Manges, Convention Manager, [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.

### Ad Specs

Full pages (color, b/w, or covers) – 4 3/8 x 7.5

Half page – 4/ 3/8 x 3.5





**Nov. 18-21, 2021  
New Orleans, LA**



**Dec. 2-3, 2021  
Virtual Convention**

**2,502**

2019 Convention Attendees

**3,491**

Current Members

**63**

Exhibitor booths in 2019

**23**

Virtual exhibitors

**9,500+**

Likes on Facebook

**3,440+**

Members of LinkedIn

**6,000+**

Twitter followers

**We are here to help you customize  
a package that best promotes your  
organization's offerings.**

**Please contact Convention Manager:**

**Margaret Manges,**

**412-648-4049**

**[aseeescn@pitt.edu](mailto:aseeescn@pitt.edu)**

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and Eurasian Studies

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