52nd ANNUAL ASEEES CONVENTION

VIRTUAL EVENT • Nov. 5-8, 2020
(Additional dates may be added)

Prospectus
Connect your organization name with an established meeting of SEEES professionals! The ASEEES Annual Convention is the world’s largest gathering of Russian, East European, and Eurasian scholars from around the world and regularly attracts almost 3,000 attendees.

80% of scheduled participants plan to take part in this year’s virtual convention, which includes a full slate of panels, roundtables, films, plenaries, and virtual exhibits. We also hope to solicit new paper/panel submissions so we will have a full complement of excellent programming. Finally, we know that many attendees will be able to join us because we are hosting a virtual event.

Top Reasons to Exhibit, Sponsor, and Advertise
- Access to thousands of attendees seeking resources relevant to their work
- Ability to showcase your organization
- Opportunity to network with attendees and generate new leads

Attendee Profile
- 2,700+ attendees
- 79% of attendees are from outside the US (representing 45 countries)

Attendees want to meet with:
- Affiliate Groups
- Funding Foundations
- Government Agencies
- Media Outlets
- Non-Governmental Organizations
- Publishers
- Recruiters/Job Services
- Software and Technology Vendors
- Think Tanks
- University Presses
ASEEES offers a range of sponsorships, each with their own unique benefits. Your support will demonstrate your organization’s commitment to the discipline. This year, we are offering many innovative ways to raise your visibility.

Our Generous 2019 Convention Sponsors included:

- American Councils for International Education
- Arizona State University, The Melikian Center
- Cambridge University Press
- Fund for European University at St. Petersburg
- Indiana University Russian and East European Institute
- Natasha Kozmenko Booksellers
- The Ohio State University, CSEES
- Stanford University Center for Russian, East European and Eurasian Studies
- UC Berkeley Institute of Slavic, East European and Eurasian Studies
- University of Michigan Center for Russian, East European, and Eurasian Studies
- University of Texas at Austin Center for Russian, East European and Eurasian Studies
- Williams College
Sponsorship Opportunities

These packages ensure that your organization’s name and/or logo will be displayed in highly visible publications, on our website, and during sessions.

**PLATINUM $4,000 (Limit 4)**
- Recognition on website, virtual scheduling platform, and NewsNet
- Virtual Room naming rights
- Featured Virtual Exhibit Booth
- Five convention registrations
- Customized email/social media blast
- One virtual session to be used for a meeting or presentation
- Customized item in our virtual Swag Bag (eg coupon code or link to a free ebook) distributed to all ASEEES members

**GOLD $3,000 (Limit 4)**
- Recognition on website, virtual scheduling platform, and NewsNet
- Virtual Exhibit Booth
- Panel sponsorship
- Three convention registrations
- Customized email/social media blast
- One virtual session to be used for a meeting or presentation
- Customized item in our virtual Swag Bag

**SILVER $2,000 (Limit 4)**
- Recognition on website, virtual scheduling platform, and NewsNet
- Two convention registrations
- Customized email/social media blast
- Customized item in our virtual Swag Bag

**BRONZE $1,000 (Limit 4)**
- Recognition on website, virtual scheduling platform, NewsNet & email blast
- One convention registration

**FRIENDS of ASEEES $400+**
- Recognition in website, Program, NewsNet, & email to registrants

**WAITING ROOM SPONSOR $5,000**
Attendees gather and network in a virtual waiting room until the session begins. Your logo will be placed in that space for all sessions (some exclusions apply).

**OPENING RECEPTION SPONSOR $3,500**
Our virtual Opening Reception will be open to all attendees. As exclusive sponsor of the event, you will be given an opportunity to make 10 minutes of remarks during the ceremony. Additionally, your “live” logo will be available throughout the event so attendees can click through to your website. We will highlight your organization in the daily email blast.

**VIRTUAL ROOM NAME / SPONSORS $2,500 (LIMIT 10)**
Your organization’s name (or in honor/in memory of a noted person) will appear as one of the virtual convention room names throughout the convention. Participants will see your name as they scroll through the schedule.

**FILM SCREENING SPONSOR $1,000**
Your name will be featured on all film screenings, along with recognition in the program, website, NewsNet and daily email blast.

**WELLNESS BREAK SPONSORS $500**
Organizations might wish to host a mini concert, cooking class, yoga break, or book reading. These key social and networking opportunities will include logo placement during the event, recognition on the website, and in virtual schedule. We will also highlight the Wellness Break sponsors in a daily email blast sent to all attendees.

**READY TO PURCHASE?**
The Virtual 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. This year, we offer booths at multiple price points so there is sure to be something available in your budget.

Exhibitors at the 2019 ASEEES Convention included:

- Academic International Press
- Academic Studies Press
- Alfa Fellowship Program
- American Council for International Education
- Antiquariat Dasa Pahor
- Aquila Polonica Publishing
- Bernett 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 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
- Indiana University, REEI
- Indiana University Press
- Integrum World Wide/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 (MIIS)
- 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
- Slavica Publishers
- South East Europe Books/Serbica Books
- SRAS
- The Amherst College Press
- University of Pittsburgh Press
- University of Toronto Press
- U of Wisconsin CREEECA
- University of Wisconsin Press
- Zephyr Press/Ugly Duckling Presse
- ZH Books
Exhibitor Details

Featured exhibitor benefits include:
- Top billing on the Exhibitor Page
- A promotional item included in our virtual swag bag
- Logo placement in a daily email blast sent to all convention attendees
- Unique Exhibitor Page including: Link to your organization’s website, photo or video gallery that showcases book/journal catalog or academic/study abroad offerings, contact information, organizational information
- Early access for convention registrants to your Virtual Exhibitor Page
- A link for attendees to leave their “business card” or schedule an appointment
- Links to your social media accounts

Virtual Exhibitors can:
- Create their own page including: links to their organizations’ website and social media accounts
- Share their most popular book titles or program information
- List contact information, organizational profile, and live link from Convention website to their sites
- Host a link for visitors to leave their “business card” or schedule 1:1 appointments with attendees

All exhibitors will be listed on our website and acknowledged across our social media channels;

Featured booths can be reserved for $580; all other booths are $480. Deadline to reserve/pay for booths is September 30th.

WHAT WILL A VIRTUAL EXHIBIT BOOTH LOOK LIKE?

READY TO PURCHASE?
With opportunities for every budget, advertising is an affordable, high value proposition. Even if you are unable to participate in the convention, your organization can still have a presence with an ad. Place an ad in our Virtual Gallery and on our website and reach thousands of attendees. 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
- CEEEOl - 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 CER EES
- Harriman Institute
- Harvard Ukrainian Research Institute
- Harvard University Press
- Indiana 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
- 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
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- University of Pittsburgh, CREEES
- University of Toronto Press
- University of Wisconsin Press
- University of Wisconsin CREECA
- W.W. Norton
- Williams College
Advertiser Information

We are able to offer a limited number of Featured Ads, which will be placed directly into the schedule page. Additionally a larger version of the Featured Ads will appear in the Virtual Gallery.

We also have an option for those who need to be mindful of their budget while still getting an excellent return on investment: we will have a dedicated page on the virtual convention platform.

WHAT WILL THIS LOOK LIKE?

Featured ad on schedule page
Ad in Virtual Gallery

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

Sizes
- Featured ad
- Full Page (full color)
- Add'l full color page
- Full color half page

Rates*
- $495 (quantities are limited)
- $385
- $280
- $250

*Exhibitors receive a 10% discount on these prices

High quality/high resolution PDF, PNG or JPEG of 300dpi or higher and may be embedded with a link to the advertisers’ webpage
- Ads must be emailed as attachments
- Customers who purchase multiple ads must send each ad as a separate email attachment
- Featured ads are 600x200 (for ad that appears on scheduling page) plus full page ad (to appear in Virtual Gallery)
- Full page ads are 1680x1024 pixels
- Half page ads are 800x600 pixels
- Advertisers should send link to their webpage for inclusion in our “List of Advertisers” section of www.aseees.org
- Deadline to submit: September 30th

Ads can be attached to the purchase order or emailed to Mary Arnstein, newsnet@pitt.edu

READY TO PURCHASE?
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