53rd Annual ASEEES Convention

Nov. 18-21, 2021
New Orleans, LA

Dec. 2-3, 2021
Virtual Convention

Prospectus
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.

IN-PERSON+Virtual Exhibit Booths
• All exhibitors who participate In-Person will also receive a complimentary virtual booth (IN-PERSON+). IN-PERSON+Exhibitors will be featured on the ASEEES Website and Virtual Convention site before, during, and after the events. And the Virtual Convention site allows exhibitors to upload book lists and videos and to interact with attendees and much more. See Page 8 for more.

Mobile App and Virtual Convention Site Advertising
• This year, purchased banner ads will appear (in rotation) on both the mobile app and the schedule pages of the virtual convention site. Both the app and the site will be available to registrants in advance of the convention and well after the convention, to maximize your reach. See page 14 for more.

PPE Equipment Sponsor
• We are offering sponsors the opportunity to provide all attendees with branded cloth face masks or branded hand sanitizer bottles. See page 4 for more.

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
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
Platinum Sponsor - $4,000 (limit 2)
• Logo recognition on all Convention marketing materials – ASEEES 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 – ASEEES 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 ASEEES - $400 or higher
• Recognition on all Convention marketing materials – ASEEES 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 (limit 1)
• You will be the exclusive sponsor of the mobile app with prominent recognition in the convention print program, website and NewsNet
• One (1) landing page and one (1) full page color ad on the convention site
• 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

PPE Equipment Sponsor
• Exclusive Cloth Face Masks Sponsor – $1,000 (Does not include the cost of the masks, provided by the sponsor.)
• Exclusive Individual Hand Sanitizers Sponsor- $500 (Does not include the cost of the product, provided by the sponsor.)

TO ORDER
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 one on one 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
Histria 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 (MIIS)
Museum of Russian Culture, San Francisco
Natascha 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*
Slovica Publishers*
South East Europe Books/Serbica Books*
SRAS*
University of Pittsburgh Press
University of Toronto Press*
U of Wisconsin CREEECA*
University of Wisconsin Press
Zephyr Press/Ugly Duckling Presse
ZH Books*

* Participated virtually in 2020
IN-PERSON+ and Virtual Booths

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, ASEEES and our sponsors host an Opening Night Reception, open to all attendees. Those exhibitors who participate In-Person will also receive a complimentary virtual booth (IN-PERSON+). IN-PERSON+Virtual Exhibitors will be featured on the ASEEES Website and Virtual Convention site before, during, and after the events. Upload your logo, link to your URL, post books and videos. The site allows for interactions with attendees via your Zoom link and much more.

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
- Recognition in the print program and on ASEEES’ social media outlets
- Organization profile listed on the Annual Convention mobile app
- Email to all registrants with listing of exhibitors
- Access to the Exhibit Hall for set-up starting Nov. 17 and access to attendees during Exhibit Hall hours Nov. 18-21

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.

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 ASEEES website for one year
- Includes two (2) complimentary registrations for the virtual convention

Deadline for Exhibit Booth purchases is September 3, 2021.

TO PURCHASE
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
- CEEEO - 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 CREEES
- 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
IN PERSON+ Virtual 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

*All purchased ads will also appear in the advertising section of the virtual convention site and will be posted to the site well in advance of the convention. Cover ads will appear as full page ads. We also offer a 10% discount for exhibitors.

Advertising Requirements:

- High quality/high resolution of 300 dpi or higher
- PDF is the preferred format. Ads must be embedded with a link to advertisers’ webpages
- Ads must be emails 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 and for the virtual convention site
- Deadline to submit: August 17, 2021
- Email artwork to Margaret Manges, Convention Manager, aseeescn@pitt.edu

Ad Specs for Print Program

- Full pages (color, b/w, or covers) – 4 3/8 x 7.5
- Half page – 4/ 3/8 x 3.5
Mobile App and Virtual Convention Site Advertising
This year, we are pleased to offer banner ads, which will appear (in rotation) on both the mobile app and the schedule pages of the virtual convention site. Both the app and the site will be available to registrants well in advance of the convention and well after the convention, to maximize your reach.

- Mobile App and Virtual Convention Site Banner ads - $895 (3 available)

Advertising Requirements:
- Advertisers should send a link to their webpage for our “List of Advertisers” section of www.aseees.org and for the virtual convention site
- Deadline to submit: August 17, 2021
- Email artwork to Margaret Manges, Convention Manager, aseeescn@pitt.edu

Ad Specs
- Virtual Convention Platform banner ad: 600 pixels (W) x 70 pixels (H). Preferred format: .png
- App banner ad: 640 pixels (W) x110 pixels (H). Preferred format: .jpg or .png
- Ads must be at least 300 dpi

TO ORDER

ASEEES reserves the right to refuse sponsorships, exhibitors, or ads that are deemed inappropriate or not in line with the Association’s mission.
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
aseescn@pitt.edu

2,900
2020 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

Nov. 18-21, 2021
New Orleans, LA

Dec. 2-3, 2021
Virtual Convention

Association for Slavic, East European, and Eurasian Studies
412-648-9911 | aseees@pitt.edu
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