54th Annual ASEEES Convention Prospectus

#ASEEES22

Oct. 13-14, Virtual
Nov. 10-13, Chicago

Association for Slavic, East European, and Eurasian Studies
203C Bellefield Hall
University of Pittsburgh
Pittsburgh, PA 15260-6424 USA

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The ASEEES Annual Convention is the world’s largest gathering of Russian, East European, and Eurasian scholars from around the world and regularly attracts 2500-2800 attendees.

In 2021, the Convention moved to a split format – both in-person and virtual conventions. This shift offered convention access to over 2500 registrants from 54 countries.

The 2022 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.

We are here to help you customize a package that best promotes your organization’s offerings.
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 2021 Convention Sponsors included:
Cambridge University Press
Swarthmore College
Columbia University, Harriman Institute
Indiana University, Robert F. Byrnes Russian and East European Institute
Baylor University
UC Berkeley, Institute of Slavic, East European, and Eurasian Studies
University of Kansas, Center for Russian, East European and Eurasian Studies (CREES)
University of Michigan, Center for Russian, East European and Eurasian Studies
University of Texas at Austin, Center for Russian, East European and Eurasian Studies
ASU Melikian Center: Russian, Eurasian and East European Studies
Georgia Tech, The School of History and Sociology
University of California Press: Communist and PostCommunist Studies
Silver Sponsor - $2000 (limit 4)
- Logo recognition on all Convention marketing materials – ASEEES website, mobile app, print program, virtual scheduling platform and NewsNet
- Two (2) convention registrations
- Half-page ad in Program

Bronze Sponsor - $1,000 (limit 6)
- Recognition on all Convention marketing materials – ASEEES website, mobile app, print program, virtual scheduling platform and NewsNet
- One (1) convention registration

Friends of ASEEES - $400 or higher
- Recognition on all Convention marketing materials

Opening Reception Sponsor – Exhibit Hall Event - $5,000 (limit 1)
- The exclusive sponsor will receive 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 - $4,500 (limit 1)
- This exclusive sponsor will be recognized prominently in the convention program, website and NewsNet.
- Includes one Mobile App Banner ad
- Two (2) complimentary registrations

Virtual Convention Sponsor – $2,000 (limit 1)
- Logo listing on all virtual convention waiting room screens

Film Screening Sponsorship - $1,000 (limit 1)
- Your name will be featured on all film screenings, along with recognition in the convention print program, website, NewsNet, and mobile app.
- One (1) complimentary registration

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
Past Exhibitors have included:

- Academic Studies Press
- American Councils for International Education
- Amherst College Press
- Antiquariat Dasa Pahor
- Aquila Polonica Publishing
- 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 & Eastern European Online Library
- Central European University Press
- Charles Schlacks, Publishers
- Columbia University Press
- Cornell University Press
- Crossroads Eurasia LLC
- Defense Language Institute Foreign Language Center
- Demokratizatsiya: The Journal of Post-Soviet Democratization
- East View Information Services
- Education center plus
- European University at St. Petersburg
- Globus Books
- Harriman Institute at Columbia University
- Harvard Ukrainian Research Institute
- Harvard University Press
- Harvard University Davis Center for Russian and Eurasian Studies
- Higher School of Economics, Publishing House
- Holy Trinity Publications
- Indiana University Press
- Indiana University/Russian and East European Institute
- Institute for European, Russian, and Eurasian Studies, GWU
- Integrum WorldWide/Mipp International
- Kennan Institute
- Learn Russian in the European Union /Daugavpils U
- Lexicon Maciej Wolinski
- Lexington Books
- McGill-Queen’s University Press
- Mehring Books
- Middlebury Institute of International Studies at Monterey
- Museum of Russian Culture, San Francisco
- Natasha Kozmenko Booksellers
- Nazarbayev University
- NKBOOKS LLC
- Northwestern University Press
- NovaMova
- Oxford University Press
- Productive Arts
- Routledge
- Rowman & Littlefield/Lexington Books
- Russia Online, Inc.
- Saint Petersburg University Press
- Slavica Publishers
- South East Europe Books/ Serbica Books
- SRAS
- The Russian Language Institute at Bryn Mawr College
- The Scholar’s Choice
- University of Pittsburgh Press
- University of Rochester Press/Boydell & Brewer
- University of Toronto Press
- U of Wisconsin Center for Russia, East Europe, & Central Asia
- University of Wisconsin Press
- Zephyr Press/Ugly Duckling Presse
- ZH Books

Convention Exhibitors are members of

- Affiliate Groups
- Funding Foundations
- Government Agencies
- Media Outlets
- Non-Governmental Organizations
- Publishers
- Recruiters/Job Services
- Think Tanks
- University Presses
Virtual Exhibitors
Virtual Exhibitors will be featured on the ASEEES Website throughout the Virtual and In-Person Convention. Upload your logo, link to your URL, post books and videos. The site allows for interaction with attendees via your Zoom link and much more.

The Virtual Exhibit Hall will be live September-December 2022.

Virtual Exhibit Booth ONLY - $500
Featured Exhibitor Upgrade - additional $225 (Limit 8)
Featured exhibitor booths will appear “above the fold” on the Virtual Convention platform listing.

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 on the convention platform indefinitely
- Includes two (2) complimentary registrations to the virtual convention

In-Person Exhibitors • Nov. 10-13
The Palmer House Hilton exhibit hall is a cheerful, well-lit space, centrally located near the convention sessions. As an additional method to drive traffic to the exhibit hall, ASEEES and our sponsors host an Opening Night Reception (Nov. 10), open to all attendees. For specific questions related to setup and usage of the exhibitor space, please refer to our Exhibitor Instructions.

In-person Exhibit Booth - $695   Additional In-person Booth - $595
Add on a Virtual Booth - $100
+$225 to upgrade Virtual Booth to Featured Virtual Booth

In-person booth purchase includes:
- Two exhibitor badges for attendance at the in-person & virtual conventions
- Additional badges are available for purchase of $55
- 8’ x 10’ pipe & drape booth, one 7” x 44” one-line ID sign, 6’ skirted table, chairs
- Free wi-fi access in Exhibit Hall
- Recognition in the print program and on ASEEES’s social media outlets
- Organization profile listed on the Annual Convention mobile app
- Email to all registrants with listing of exhibitors

Booth assignments are made on first come, first served basis. Early purchases and convention sponsors are given preferred booth locations. Booth assignments are confirmed after full payment has been processed. View Floor Plan

Deadline for Exhibit Booth purchases is August 25, 2022.

TO PURCHASE
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.

Prior Advertisers have included:

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
CEEOL - Central and Eastern European Online Library /GmbH
Cornell University Press
Cultural Vistas
Davis Center for Russian & Eurasian Studies at Harvard
East View Information Services
Edinburgh University Press
European University at Saint Petersburg
Georgetown University CEREEES
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 CEREEES
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, CEREEES
University of Toronto Press
University of Wisconsin Press
University of Wisconsin CREECA
W.W. Norton
Williams College
Advertising Requirements:
- High quality/high resolution 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
- Deadline to submit: August 25, 2022
- Email artwork to Margaret Manges, Convention Manager, 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” PDF, JPEG, TIFF, or GIF
- Half page – 4 3/8 x 3.5” PDF, JPEG, TIFF, or GIF
- Virtual Convention banner ads – 600W x 70H pixels JPEG, TIFF, or GIF
- Mobile app banner ads – 640W x 110H pixels JPEG, TIFF, or GIF

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) - $495
- Additional page (b/w) - $395
- Half page (b/w) - $355
- Banner ads on Convention Site - $895 – will be featured in rotation on scheduling pages of Convention Platform
- Banner ads on Mobile App - $995 – limited to two

(Exhibitors receive 10% discount on all ad purchases)
*Cover ads will appear on the Convention Site as full page ads.

TO PURCHASE