Association for Asian Studies

ANNUAL CONFERENCE

https://www.conference.asianstudies.org/

Robyn Jones, Conference Manager
rjones@asian-studies.org
**SPONSORED ITEMS**

Select highly visible sponsorship opportunities to help drive more traffic to your booth or get the word out about your programs. Essential for university presses, Asian Studies programs and centers, museums, research institutes, foundations and more.

Come be a part of the best Asian Studies conference and make the connections you need to drive your business forward.

**All a la carte item sponsors will be recognized in the:**

- Program Book
- Signage at the conference
- AAS website
- Conference Mobile App

<table>
<thead>
<tr>
<th>A La Carte Items</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Student Reception</td>
<td>$8,000</td>
</tr>
<tr>
<td>Support the next generation in the field of Asian studies. The Graduate Student Reception takes place on Thursday evening and is open to all graduate students.</td>
<td></td>
</tr>
<tr>
<td>Dessert Reception (CO-SPONSORSHIP AVAILABLE)</td>
<td>$5,000</td>
</tr>
<tr>
<td>The dessert reception will take place on Thursday evening immediately following panel sessions in a high traffic open foyer space.</td>
<td></td>
</tr>
<tr>
<td>Lanyards (Badge Holder Cords) (EXCLUSIVE SPONSORSHIP OPPORTUNITY)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Distributed to all attendees, lanyards offer a way to display your logo while holding the attendee’s badge throughout the Convention. AAS will procure the lanyard with your provided logo.</td>
<td></td>
</tr>
<tr>
<td><strong>NEW! AAS Childcare (EXCLUSIVE SPONSORSHIP OPPORTUNITY)</strong></td>
<td>$5,000</td>
</tr>
<tr>
<td>Show your support of AAS attendees juggling career and family. Your support will offset the cost to our attendees with little ones in tow, and your organization will be recognized in the online program.</td>
<td></td>
</tr>
<tr>
<td>Farewell Coffee Break</td>
<td>$4,000</td>
</tr>
<tr>
<td>This break will take place on Sunday morning. Say goodbye to Boston2020 and hello to Seattle2021 and send attendees off to final sessions or to the airport with a fresh cup of coffee and pastries.</td>
<td></td>
</tr>
<tr>
<td>Pens Sponsor</td>
<td>$2,500</td>
</tr>
<tr>
<td>Your organization name and logo imprinted on a pen for every attendee</td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall Coffee/Tea Breaks (CO-SPONSORSHIP AVAILABLE)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Sponsor a coffee and tea break for attendees in the exhibit hall during session breaks. Prominent recognition and signage at the event.</td>
<td></td>
</tr>
<tr>
<td>Push Notification</td>
<td>$250</td>
</tr>
<tr>
<td>A push notification message will be sent through the mobile app. Pick the time and date (word limit applies).</td>
<td></td>
</tr>
</tbody>
</table>

**Support Attendees**

<table>
<thead>
<tr>
<th></th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Student Stipend Program</td>
<td>$200</td>
</tr>
<tr>
<td>Help us provide travel funding for graduate student participation. Each student presenting on a session receives a minimum of $200 graduate student stipend. Support the future generation!</td>
<td></td>
</tr>
<tr>
<td>International Exchange Travel Grants</td>
<td>$500</td>
</tr>
<tr>
<td>The AAS has a limited funds available to for scholars attending the conference and traveling from non-OECD nations. Your contribution will help us provide support scholars in need of travel funding.</td>
<td></td>
</tr>
</tbody>
</table>

SPONSORSHIP LEVELS

Participation at the AAS Annual Conference is a unique opportunity to take part in the largest gathering of Asian studies scholars from all across the globe. Raise your visibility to not only the AAS’ 6300+ diverse members but a global network of Asianists. Your contribution helps foster the professional contacts that are so vital in the field of Asian Studies!

<table>
<thead>
<tr>
<th>SUPPORTING SPONSOR</th>
<th>SILVER</th>
<th>GOLD</th>
<th>PLATINUM*</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>$1,500</td>
<td>$3,250</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

- Recognition in the Online Itinerary Planner and Mobile App
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- Recognition in the Print Program Book
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- NEW! Link to your website & social media channels in the online itinerary planner and mobile app
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- Half-page color advertisement in print program
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- Full-page color display ad in conference program (priority placement)
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- Advance selection of exhibit booth location (prior to exhibit hall opening)
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- NEW! Banner Logo on the 2020 AAS conference website homepage
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- Complimentary conference registrations
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- NEW! Complimentary Insert in conference tote bag (1 page - 8.5 x 11)
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

- Complimentary push notification in mobile app
  - Supporting Sponsor: 1
  - Silver: 1
  - Gold: 1
  - Platinum: 1

WHY BECOME A SPONSOR?

- **Showcase your institution**, program, or organization to an international audience. Raise your visibility among 3,300+ conference attendees

- **Help build the sense of community** that is so important to scholars working in our field.

- **Do not be left out**, this will be the largest gathering of all attendees at the 2020 conference!
CONFERENCE PROGRAM (PRINT)

- Uploaded to the AAS website 2 months before the conference and available to 6300 members.
- Distributed to 3300+ attendees digitally and in print for use as a pre-conference planning resource.

Program Book Rates:

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>EXHIBITORS</th>
<th>NON-EXHIBITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>$1,050*</td>
<td>$1095*</td>
</tr>
<tr>
<td>Half Page Ads</td>
<td>$695*</td>
<td>$725*</td>
</tr>
<tr>
<td>Back Cover</td>
<td>SOLD</td>
<td>Not Available</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>SOLD</td>
<td>Not Available</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>SOLD</td>
<td>Not Available</td>
</tr>
</tbody>
</table>

*AAS Institutional Members qualify for 10% discount off full page and half page Program book ads.

AD DIMENSIONS

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DIMENSIONS</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Ads</td>
<td>9.1255in W x 10.8125in H</td>
<td>.25in on Top, Bottom &amp; Left &amp; .5in on Right</td>
</tr>
<tr>
<td>Full Page Ads</td>
<td>7.25in W x 10in H</td>
<td>None</td>
</tr>
<tr>
<td>Half Page Ads</td>
<td>7.25in W x 4.75in H</td>
<td>None</td>
</tr>
</tbody>
</table>

Ad Specifications:
- All Ads are full color
- CMYK files only. No RGB files
- High, quality/resolution PDF
- Exact Size only. No printer marks or bleeds. Bleeds are required for cover images only

EMAIL ADVERTISING (DIGITAL)

Conference E-Flyers  $1,150
The E-Flyer allows exhibitors and advertisers the opportunity to send an electronic ad directly to the email inbox of all registered conference attendees (approx. 3,300). This is a limited opportunity. See details below:

Terms:
- This E-Flyer available to exhibitor & sponsors only.
- Dates are assigned on first-come, first-served basis
- Only 6 dates available.
- AAS will send e-flyers on behalf of advertisers; email addresses are not shared.
- All messages are subject to approval by the AAS.
- Email content must be provided in HTML format.
- Campaign statistics will be provided upon request after the annual conference.

E-Flyer Schedule:

- Feb 27
- March 2
- March 5
- March 10
- March 12
- March 17

MOBILE APP ADVERTISING (DIGITAL)

NEW! Mobile App Sponsor  $4,250
Exclusive branding for the mobile app includes: Splash screen, up to 4 banner ads and 2 push notifications.

Mobile App Rotating Banner Ad  $650
Drive traffic to your exhibit booth and reserve a mobile app banner ad. Rotating Banner ad will appear in the navigation menu of the mobile app. This is a limited opportunity. Only 5 slots available.

Mobile App Push Notification  $250
Push notification are sent directly to the mobile app users phone. The message will appear directly on the screen of their mobile device. Push notifications can be scheduled for any date or time of your event or simply as a mid-day reminder to visit your exhibit booth.

For more information, visit  https://www.conference.asianstudies.org/

NOTE: Banner ad will appear in the left navigation menu on all pages of the itinerary planner/online program.
WHO SHOULD EXHIBIT?

- Publishers, distributors, and independent seller of books, journals, and scholarly materials for classroom adoption and library purchase.
- Publishers wishing to meet with current or potential authors
- Vendors of services and products geared toward institutions of higher learning
- Vendors display research and database products
- Universities wishing to recruit students, announce fellowships, and publicize job opportunities
- Foundations, museums and cultural institutions seeking to promote their programs, fellowships and grants
- Travel and study abroad program providers

WHO ATTENDS?

Exhibitors have access to over 3,300 Asian scholars at the largest gathering of Asian studies scholars worldwide.

Meet our attendees:
- Professors
- PhD students and post-graduates
- University/college department chairs
- Librarians
- Historians
- Museum executives
- Think Tank Staff
- Secondary School educations
- Nonprofit executives/program directors
- Art Historians
- Language Teachers

BOOTH PRICING & DETAILS

Price per 8 x 10 booth:

<table>
<thead>
<tr>
<th>BOOTH TYPE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline Booth</td>
<td>$1,095</td>
</tr>
<tr>
<td>Corner Booth</td>
<td>$1,160</td>
</tr>
<tr>
<td>Premium Booth</td>
<td>$1,220</td>
</tr>
<tr>
<td>Premium Corner</td>
<td>$1,285</td>
</tr>
</tbody>
</table>

Booths may be combined to form 8’x20’, 8’x30’ etc

Booth Descriptions:
- All booths are standard 8’x 10’in size
- An inline booth sits between corner booths
- A corner booth is located at the end of an aisle and open on 2 sides
- Premium booths are located in the high traffic areas with the highest visibility

BOOTH RENTAL INCLUDES:

- 3 complimentary exhibit booth staff registrations per each 8’x 10’ booth reserved
- 1 six foot skirted table, 2 chairs, 1 wastebasket
- Access to all sessions and events.
- Exclusive exhibit hall hours: No educational sessions will be held during these exclusive hours
- Free 50-word company description listed on website, online program and mobile app
- Booth Carpeting
- 24-hour exhibit hall security beginning with set-up and ending at conclusion of move-out
- Opportunity to purchase Exhibitor only advertising and sponsorship options

BOOTH RENTAL DOES NOT INCLUDE:

- Additional furniture.
- Utilities (electricity, internet and phone)
- Freight and material handling fees
- Storage and crates emptied
- Cleaning service within your booth space
- Labor and other service needed for your exhibit space

Contact Freeman Exposition Services, A/V company or the Convention Center for additional needs.
EXHIBIT HALL

Hynes Convention Center
900 Boylston Street
Boston, MA 02199

The Exhibit Hall is located in the Hall D, 2nd Level.

MEETING AND EXHIBITION SCHEDULE

EXHIBIT SHOW DATES: Friday, March 20 - Sunday, March 22, 2020

MEETING DATES: Thursday, March 19 - Sunday, March 22, 2020

EXHIBIT HALL SCHEDULE

<table>
<thead>
<tr>
<th>Day</th>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, March 19</td>
<td>EXHIBITOR MOVE-IN</td>
<td>9:00am – 6:00pm</td>
</tr>
<tr>
<td>Friday, March 20</td>
<td>EXHIBITOR MOVE-IN*</td>
<td>7:30am – 8:30am</td>
</tr>
<tr>
<td></td>
<td>EXHIBIT HALL HOURS</td>
<td>8:30am – 6:00pm</td>
</tr>
<tr>
<td>Saturday, March 21</td>
<td>EXHIBIT HALL HOURS</td>
<td>8:30am – 6:00pm</td>
</tr>
<tr>
<td>Sunday, March 22</td>
<td>EXHIBIT HALL HOURS</td>
<td>8:30am – 12:00pm</td>
</tr>
<tr>
<td></td>
<td>EXHIBITOR MOVE-OUT**</td>
<td>Starting at 12:00pm</td>
</tr>
</tbody>
</table>

Exhibit hours are subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing.

*By request only, you MUST complete set up by 8:30am.

**Exhibitors should NOT breakdown booth prior to Sunday, March 22, 2020 AT 12:00PM. Exhibitors closing booth prior to this time, will be penalize in booth selection location for future years.

If you are unable to exhibit for the full 2 ½ days, we request that you please do not reserve an exhibit booth.

OFFICIAL DECORATOR

Freeman Exposition Services

Freeman Exposition Services will have a service counter inside the exhibit hall.

GENERAL SERVICE CONTRACTOR

Freeman is the official general service contractor for AAS 2020 and will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the exhibitor services manual that will be posted on the Freeman website (www.freemanco.com). An exhibitors’ service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Exhibitors are responsible for all information provided in the exhibitor services manual.

For more information, visit https://www.conference.asianstudies.org/
Why should you Exhibit? Because your competitors & colleagues attend as well!

AAS Publications
Academy of Korean Studies Press
Adam Matthew Digital
Airiti Inc.
Amsterdam University Press
Beijing Zhenben Technology Co., Ltd.
Berkshire Publishing Group
Brill
Bunsei Shoin Booksellers Co., Ltd.
Cambria Press
Cambridge University Press
Center for Chinese Studies/National Central Library Taiwan
China Classics, Inc.
China Data Center-University of Michigan
China Educational Publications Import & Export Corporation Ltd.
China International Book Trading Corporation
China National Publications Import & Export Corp. Ltd.
CNPIEC - Shanghai Branch
China Social Sciences Press
CNKI, TongFang Knowledge Network Technology Co., Ltd. (Beijing)
Columbia University Press
Cornell East Asia Series
Cornell University Press
Council of American Overseas Research Centers
Critical Asian Studies
Cross-Currents: East Asian History and Culture Review
Duke University Press-Books
Earnshaw Books Ltd
East View Information Services
Ecole Francaise d'Extreme-Orient
Floating World Editions
Founder Apabi Technology Limited
Guangxi Normal University Press
Hackett Publishing
Harvard University Press/Harvard University Asia Center
Hong Kong University Press
Hituzi Syobo
Ingram Academic Services
Institute of East Asian Studies, University of California, Berkeley
International Institute for Asian Studies (IIAS)
ISD
Japan Center for Asian Historical Records
Japan Publications Trading Co., Ltd.
JPIC (Japan Publishing Industry Foundation for Culture)
Kinokuniya Bookstores of America
Kong & Park
Korean Studies Information Ltd. Co.
Koreanology Bookcentre Co.
Literature Translation Institute of Korea
Maruzen International Co. Ltd.
MerwinAsia
Nichimy Corporation
Nippon Shoseki Hanbai
Nordic Institute of Asian Studies Press
Oriprobe Information Services/People's Daily Press
Oxford University Press
Pacific Affairs
Palgrave Macmillan
Pathfinder Press
Penguin Random House
Peter Lang Publishing
Project MUSE
Research Center for Digital Humanities of National Taiwan University
Rice University Chao Center for Asian Studies Transitional Asia
Routledge/Taylor and Francis Group
Rowman & Littlefield Publishing Group
Seoul Selection
Shanghai Book Traders
Sinomedia International Group
SIT Study Abroad
Social Sciences Academic Press
Stanford University Press
Stone Bridge Press/Bridge21 Publications
Suirensha/Kingendai Shiryo Kanko Kai
SUNY Press
The Chinese University Press
The Database of Religious History
The Japan Foundation, New York
The League of National Taiwan University Press
The Scholar's Choice
Transmission Books & Microinfo Co., Ltd.
University of California Press
University of Chicago Press
University of Hawai'i Press
University of Michigan Press
University of Washington Press
Wanfang Data
Weatherhead East Asian Institute
Woodrow Wilson International Center for Scholars
Yagi Bookstore Ltd.
Yomiuri Shimbun
### September 2019
- Advertising/Sponsor opportunities open for reservations. (Sales will remain open until items/opportunities are sold out)

### September 25, 2019
- Exhibit Hall open for Booth Reservations. (Sales will remain open until items/opportunities are sold out)

### November 25, 2019
- Deadline to reserve program ad space.

### December 9, 2019
- First booth cancellation/refund deadline. Booth Cancellation must be received in writing on or before this day. Cancellations received by this day will have 10% of total booth cost deducted from refund.
- Deadline to submit print program advertisements. Advertisements not received by due date will not be printed in the 2020 Conference Program.

### January 15, 2020
- 2nd and last chance to cancel/receive partial refund of exhibit booth. Cancellation fee of 50% of total booth cost will be deducted from the refund.

### February 15, 2020
- Last day to reserve an Exhibit Booth. (Exceptions made only to local exhibitors if space is still available)

### March 1, 2020
- Deadline to submit booth personnel names and hold harmless agreement.
- Exhibitor shipments may arrive to the Freeman warehouse between these dates. **NO WAREHOUSE SHIPMENTS WILL BE ACCEPTED BEFORE OR AFTER THESE DATES**

### March 13, 2020
- Freeman Warehouse Cut-off Date

### March 19, 2020
- Exhibit Hall Move-In: 9:00am-6:00pm. Exhibit Booth set-up should be completed by this time frame.

### March 20, 2020
- Early Access to the Exhibit Hall for Exhibitors. 7:30am – 8:30am.

### March 20-22, 2020
- Exhibit Hall Open:
  - Friday, 3/20, 8:30am-6:00pm;
  - Saturday, 3/21, 8:30am – 6:00pm;
  - Sunday, 3/22, 8:30am – 12:00pm.

### March 22, 2020
- Exhibit Hall Move-Out: 12:00pm – 3:00pm. **EXHIBITORS MAY NOT BEGIN BREAKING DOWN BOOTHS UNTIL 12:00pm.**

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