ACCESS
Connect with an anticipated 3000+ attendees!
The AAS 2021 Annual Conference is expected
to garner additional interest and participation
because of its virtual format. Connect with
attendees who wouldn’t normally be able to
attend in person.

Attendees will have access to sessions for an
additional 30 days and to virtual booths for one
year.

CONTENT
The AAS 2021 Virtual Annual Conference will
deliver all of the same great education sessions,
special events, keynote speakers and everything
great that everyone loves about our
conferences.

The AAS 2021 Virtual Conference will provide
live and on-demand opportunities to present
educational content and products or service
content directly to attendees. Pre-recorded
exhibitor content will be present on the
meeting platform for 12 months after the
meeting.

ENGAGEMENT
The AAS 2021 Virtual Conference will provide
many opportunities to engage with attendees –
video chats, meeting rooms, Q&A, discussions
and analytics. Present your custom message to
attendees! Engage with attendees through the
presentation of content-specific education that
you develop.

ANALYTICS
The AAS 2021 Virtual Conference is complete
with comprehensive analytics for exhibitors
and session sponsors to gather those ever
important leads. Unlike the in-person
conferences, your virtual booth will be able to
provide you with detailed information from
attendees who visit your booth or view your
sponsored content. As an exhibitor, you will
have access to your own exhibitor portal
where you can pull booth analytics. Your
analytics will include the following:

i. Live Attendee Impression Tracking (name,
credentials, position, organization, biography,
email, phone number, social media, booth
views, content views, info requests).*

ii. “Request information” button so attendees
can submit a request or comment and
exhibitors can personally follow up.

iii. Easy exportable excel reports for
Attendee impression tracking and information
requests

*Available metrics depend on information shared by attendees.
WHO ARE OUR ATTENDEES?

First Time Attendees: 30%

Independent Scholars + Museum Staff + Think Tank Teams + Foundations

WE WELCOME ALL!
Anyone across the globe who is interested in the study or Asia is welcomed to attend AAS conferences and events.

2018 – Washington, D.C.
3,523 Attendees

1,897 University / College Faculty
582 Graduate Students
150 Librarians
894 Other (Foundations, Researchers, Independent Scholars, etc.)

2019 – Denver, Co
2,939 Attendees

1,572 University / College Faculty
525 Graduate Students
125 Librarians
717 Other (Foundations, Researchers, Independent Scholars, etc.)

2020 Boston – 3,128 pre-registered before the cancellation due to COVID-19

Area of Specialization 2018

China and Inner Asia: 40%
Northeast Asia: 30%
Southeast Asia: 13%
South Asia: 9.4%

Geographic Demographics 2018

Europe: 231
United States: 2,729
Asia: 632
Africa/Middle East: 9
South America/Mexico: 3

WE WELCOME ALL!
Anyone across the globe who is interested in the study or Asia is welcomed to attend AAS conferences and events.

ASIANSTUDIES.ORG/CONFERENCE/

#AAS2021
WHY YOU SHOULD PARTICIPATE
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 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 Ltd
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.
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
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 Hawaii 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 Simbun

This listing is a sampling of previous exhibitors, advertisers and sponsors.
AAS 2021 ANNUAL CONFERENCE

SPONSOR PACKAGES & OPPORTUNITIES
## Sponsor Packages

### Package Highlights

<table>
<thead>
<tr>
<th>Feature</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Conference Recognition</strong></td>
<td></td>
<td></td>
<td>Only 3 available</td>
</tr>
<tr>
<td>Logo in Banner Header of Virtual Platform Home Page</td>
<td>-</td>
<td>-</td>
<td>- PREMIUM +2K-</td>
</tr>
<tr>
<td>Logo on AAS Conference Website, Logo Wall, platform home page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Virtual Booth Content available on meeting platform for 1 year</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Virtual Exhibit Booth</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Description <em>(unlimited words)</em></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo and banner image upload</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>3-minute company introduction video</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Host live video chats with attendees through your booth. Set your own scheduled hours for video chat with ability to share screen</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ability to upload pamphlets/brochures/documents to exhibit booth &amp; website links</td>
<td>4</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Ability to showcase products (books, journals, publications) with description and website hyperlinks - unlimited number</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Giveaway Opportunity &amp; Scavenger Hunt Access</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Access to attendee view analytics /statistics</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Priority booth selection for the 2022 AAS Conference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Advertising &amp; Promotion</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-page advertisement in PDF program <em>($645 each value)</em></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Navigation Menu Advertisement on Virtual Platform <em>(950 value)</em></td>
<td>10% discount</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Banner Advertisement on AAS Conference Website <em>(650 value)</em></td>
<td>10% discount</td>
<td>15% discount</td>
<td>✔️</td>
</tr>
<tr>
<td>E-Flyer Advertisement <em>(1,200 value)</em> <em>(sent to attendees or attendees &amp; all members)</em></td>
<td>10% discount (attendees)</td>
<td>15% discount (attendees)</td>
<td>✔️ attendees &amp; members</td>
</tr>
<tr>
<td>Swag Box insert opportunity <em>(sponsors only)</em></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual Attendee (Full) Registrations <em>(+$210 each)</em></td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Exhibitor Portal Access with attendee view analytics /statistics</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

---

**BECOME A SPONSOR TODAY!**
PLATINUM Sponsorship

HERE’S WHAT YOU GET:

Visibility

⭐ Logo on top virtual Platform banner indicating major sponsor of the virtual conference (Reserved for Premium Platinum only additional $2000 to be displayed as Conference Sponsor)
⭐ Logo on conference announcements
⭐ Logo on introduction slides during virtual lobby before main events
- Logo (hyperlinked) featured on AAS Conference website home page and side banners on interior pages
- Logo on sponsor vertical banner on virtual platform home page (conference schedule/itinerary planner) – Top position
- Logo listed on Logo Wall (w/url link) - large size
- Priority booth selection for the AAS 2022 Conference

Networking

- Premium booth space at Virtual Exhibit Hall (top listing)
- Video Chat Feature: This feature allows attendees to view booth personnel, their availability, and offers the ability to immediately begin chatting.
- Six (6) virtual conference registrations (access to virtual conference sessions, events, and activities)
- Four (4) booth representative registrations (access to booth admin)
⭐ Opportunity for Q &A chat after sponsored session

Marketing & Engagement

⭐ Sponsored Session Opportunity (Forty-five minute session/product demo/discussion)
⭐ Three (3) full-page advertisements in the PDF program book
⭐ Navigation Menu Banner Advertisement on Virtual Platform
⭐ Banner Advertisement on AAS Conference Website
⭐ E-Flyer Advertisement email
- Unlimited word-count for company description, products and/ or services
- Upload images and descriptions on the online product showcase
- Resources Tab: Include introduction video, PDF’s and up to 6 external links
- Opportunity for “Giveaway” Button: Create your own giveaway and link out to your website giveaway offer to engage with attendees.
- Email notification reminders to attendees to visit booth
- Participate in Scavenger Hunt
- Opportunity to sponsor a product in attendee swag boxes*
- Booth Analytics: See details info on who visited your booth, a Request Information button so attendees can contact you, and a “like” button so you can see which attendees liked your booth.

* Indicate Special Opportunities unique to Platinum Sponsors.

BECOME A SPONSOR TODAY!

* View the sponsored items list for swag box options.
GOLD Sponsorship

HERE’S WHAT YOU GET:

Visibility

- Logo and link featured on AAS Conference website home page and side banners on interior pages
- Logo on sponsor vertical banner on virtual platform home page (conference schedule/itinerary planner) – 2nd position
- Logo listed on Logo Wall (w/url link) – medium size
- Logo all conference announcements
- Logo on introduction slides during virtual lobby before main events
- Priority booth selection for the AAS 2022 Conference

Networking

- Premium booth space at Virtual Exhibit Hall
- Video Chat Sessions! This feature allows attendees to view booth personnel, their availability, and offers the ability to immediately begin chatting.
- Five (5) virtual conference registrations (access to virtual conference sessions, events, and activities).
- Four (4) booth representative registrations (access to booth admin and chat)

Marketing & Engagement

- Two (2) full-page advertisements in the PDF program book
- One (1) Navigation Menu Banner Advertisement on Virtual Platform
- 15% discounted price for banner ads and E-Flyers
- Unlimited word-count for company description, products and/or services
- Upload images and descriptions on the online product showcase
- Resources Tab: Include introduction video, PDF’s and up to 3 external links
- Opportunity for “Giveaway” Button: Create your own giveaway and link out to your website giveaway offer to engage with attendees.
- Email notification reminders to attendees to visit booth
- Participate in Scavenger Hunt
- Opportunity to sponsor a product in attendee swag boxes*
- Booth Analytics: See details info on who visited your booth, a Request Information button so attendees can contact you, and a “like” button so you can see which attendees liked your booth.

*View the sponsored items list for swag box options

BECOME A SPONSOR TODAY!
SILVER Sponsorship

HERE'S WHAT YOU GET:

Visibility
- Logo and link featured on AAS Conference website home page and side banners on interior pages
- Logo on sponsor vertical banner on virtual platform home page (conference schedule/itinerary planner) – 3rd position
- Logo listed on Logo Wall (w/url link)
- Logo all conference announcements
- Logo on introduction slides during virtual lobby before main events
- Priority booth selection for the AAS 2022 Conference

Networking
- Premium booth space at Virtual Exhibit Hall
- Video Chat Sessions! This feature allows attendees to view booth personnel, their availability, and offers the ability to immediately begin chatting.
- Four (5) virtual conference registrations (access to virtual conference sessions, events, and activities).
- Four (4) booth representative registrations (access to booth admin and chat)

Marketing & Engagement
- One (1) full-page advertisement in the PDF program book
- Discounted price for banner ads and E-Flyers
- Unlimited word-count for company description, products and/or services
- Upload images and descriptions on the online product showcase
- Resources Tab: Include introduction video, PDF’s and up to 4 external links
- Opportunity for "Giveaway" Button: Create your own giveaway and link out to your website giveaway offer to engage with attendees.
- Email notification reminders to attendees to visit booth
- Participate in Scavenger Hunt
- Opportunity to sponsor a product in attendee swag boxes*
- Booth Analytics: See details info on who visited your booth, a Request Information button so attendees can contact you, and a “like” button so you can see which attendees liked your booth.

*View the sponsored items list for swag box options

BECOME A SPONSOR TODAY!
**SWAG BAG SPONSOR**

Silver, Gold or Platinum sponsors have the opportunity to customize a unique item that will be included in the swag promotional packages sent to conference attendees.

First 500 or 1000 registered will receive the items. Pricing includes production of the promotional item and one location, one color imprint.

Below are some examples of items that are available to sponsor and include in the swag bags:

<table>
<thead>
<tr>
<th>EXAMPLE SWAG ITEMS</th>
<th>500 PIECES</th>
<th>1000 PIECES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Light Blocking Glasses</td>
<td>$2.25/piece</td>
<td>$2.12/piece</td>
</tr>
<tr>
<td>Touch Tool</td>
<td>$3.40/piece</td>
<td>$3.25/piece</td>
</tr>
<tr>
<td>Security Webcam Cover</td>
<td>$0.95/piece</td>
<td>$0.85/piece</td>
</tr>
<tr>
<td>4&quot; x 6&quot; Scratch Pad</td>
<td>$0.95/piece</td>
<td>$0.85/piece</td>
</tr>
<tr>
<td>Ink Pens</td>
<td>$1.12/piece</td>
<td>$1.00/piece</td>
</tr>
<tr>
<td>12 Colored Pencils &amp; Coloring Page</td>
<td>$1.80/piece</td>
<td>$1.70/piece</td>
</tr>
</tbody>
</table>

More sponsorship opportunities listed on page 15

---

**BRANDED SWAG**

**SPONSORS ONLY**

**OPTION 1: ELECTRONIC GIFT CARD**

Sponsor provides custom e-blast text, logo, and a link to the electronic gift card. AAS will then send an e-blast to all registered participants.

*Example Promotion Idea: Random Drawing where 100 people would be selected to receive a gift card*

*Costs: $500 plus cost of gift cards*

**OPTION 2: ADVERTISING SWAG**

Provide a promotional items in AAS2021 swag (check with the AAS of final number of items being sent).

*Costs: $1000 opportunity cost* plus production cost of item

---

BECOME A SPONSOR TODAY!
CONNECT & ENGAGE OPPORTUNITIES

With face-to-face meetings on temporary hold, AAS2021 virtual conference is offering sponsors and exhibitors a variety of new opportunities to reach the Asian studies community and showcase your publications, programs and information.

BRANDED CHAT ROOM/ VIRTUAL LOUNGE

Engage with your target audiences through a **LIVE** virtual lounge/chat room.
- Sponsor Logo/Banner posted in chat room.
- Sponsor can lead discussion with AAS approval within the chat room
- Can be VIP by invite only (20 max recommended for optimal viewing)
- Brand awareness sponsor logo showcased in email communications and online.
- 2 full registrations to AAS2021 Virtual Conference

**Fees: $1000 each**

---

MENTOR PROGRAM

The mentor program is designed to connect early- and mid-career Asian studies scholars pursuing careers in a variety of sectors and organizations with mentors. Mentees will have the option to join small mentor sessions of 10 people to discuss specific topics. Mentor sessions will share and advance career knowledge, navigate career pathways, share experiences, and more. There will be multiple session topics are available for sponsoring.

**Sponsor Benefits:**
- Brand awareness - sponsor logo showcased on portal website
- 2 full registrations to AAS2021 Annual Conference

**Fees $1,000 (each day)**

---

BRANDED VIRTUAL WELLNESS SESSION

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles. Align your company with an AAS2021 virtual wellness session, connect with participants in a fun and innovative way.
- Sponsor logo on banner during wellness session.
- Brand awareness sponsor logo showcased in email communications and online.
- Sponsor can suggest the wellness session type (Yoga, Chair Aerobics, and Meditation...)
- 1 full registration to AAS 2021 Conference

**Fees: $1,000 (exclusive)**

---

MEET THE AUTHOR EVENTS

Hold a **Live** Meet-the-Author event using the virtual platform chat feature. Events may run a maximum of 30 minutes and can be scheduled during breaks. Number of attendees at any one time may be set by exhibitor; recommendation is maximum of 20. Scheduled Meet and Greets will be added to formal schedule.

**Sponsor Benefits:**
- Promote your authors and create an engaging experience for attendees during this meet and greet.

**Fees: $100 each per hour**

(one hour may be split into 15 minute increments

---

RESERVE YOUR BOOTH TODAY!
AAS 2021 ANNUAL CONFERENCE

VIRTUAL EXHIBIT
BOOTH PACKAGES & FEATURES
BENEFITS OF VIRTUAL EXHIBITING
& why your company should participate

We know nothing can take the place of an in-person face to face meeting. We look forward to a time when we can shake hands and break bread together. However, there is a real value in exhibiting virtually, all while remaining healthy and safe.

✔ Extend your Reach!

The AAS2021 Virtual Exhibit hall will be open to all 6,000+ AAS members and the general public. Registration is not required for AAS members and the Asian Studies community to access your booth information.

✔ Increased Attendance!

The virtual conference will be available online and accessible across the globe. Be a part of a larger international audience than ever before. No more distance and travel restrictions/costs concerns.

✔ Extend your Exposure!

The in-person exhibit hall is normally open 2.5 days. The virtual conference will be extended to six (6) days and available 24 hours a day. Additionally, the conference sessions will be available an additional 30 days beyond the end date; virtual booths will be available for one year.

✔ Analytic Reports!

The Virtual Booths allow for tracking of all attendees. See real time metrics via downloadable reports on booth attendees with the ability to reach out directly to attendees who have visited your booth*. 

*Full metrics will depend on how much data the attendees have chosen to share

✔ Save on Airfare, Hotel, & Shipping!

There is tremendous value in in-person exhibiting but it comes at a significant expense. These include air travel and hotel accommodations for all booth personnel, material shipping and handling, booth purchase and additional furniture, electrical, wi-fi expenses to name a few.

EXHIBIT VIRTUALLY with extended reach, exposure, and access to attendees at a fraction of the cost of an in-person exhibit.

RESERVE YOUR BOOTH TODAY!
## VIRTUAL EXHIBIT BOOTH PACKAGES

<table>
<thead>
<tr>
<th>PACKAGE INCLUSIONS</th>
<th>NEW! *ASSOCIATION NON-PROFIT</th>
<th>STANDARD</th>
<th>PREMIUM Top Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo posted in Virtual Booth</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Logo listed on Logo Wall</td>
<td>✅</td>
<td>✅ (Medium Size)</td>
<td>✅ (Large Size)</td>
</tr>
<tr>
<td>Virtual Booth Banner (hyperlinked)</td>
<td>✗</td>
<td>$</td>
<td>✕</td>
</tr>
<tr>
<td>Video Chat Feature</td>
<td>✗</td>
<td>$</td>
<td>✕</td>
</tr>
<tr>
<td>Introduction Company Video</td>
<td>✗</td>
<td>$</td>
<td>✕</td>
</tr>
<tr>
<td>Extended Company Description</td>
<td>250 words</td>
<td>350 words</td>
<td>750 words</td>
</tr>
<tr>
<td>Ability to Add Products to Product Showcase (publications, etc.)</td>
<td>3 Upgrade for unlimited</td>
<td>2 Upgrade for unlimited</td>
<td>10 Upgrade for unlimited</td>
</tr>
<tr>
<td>Resources links or attachments</td>
<td>Up to 3 links ea.</td>
<td>Up to 2 links Upgrade for unlimited</td>
<td>Up to 3 links</td>
</tr>
<tr>
<td>Virtual Attendee (Full) Registrations</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Exhibitor Giveaway Button</td>
<td>✗</td>
<td>$</td>
<td>✕</td>
</tr>
<tr>
<td>Booth Analytics: Receive stats and data of attendee who viewed your booth</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Opportunities to purchase add-on features listed above</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Priority Booth Selection for AAS 2022</td>
<td>✗</td>
<td>✗</td>
<td>✕</td>
</tr>
</tbody>
</table>

$ Indicates the item is available as an add-on for an additional cost p16

*The Association Non-Profit booth option is available for small, membership-based non-profit organizations (must have 501(c)3 status).

Great affordable option for ACLS associations, societies or museums.

RESERVE YOUR BOOTH TODAY!
VIRTUAL EXHIBIT BOOTH PACKAGES

STANDARD VIRTUAL BOOTH PACKAGE  $650

The exhibit booth package includes:

- Logo posted in virtual booth
- Logo listed on Logo Wall (medium)
- Company description (350 words)
- Two (2) products listed in Product Showcase (available for upgrade to unlimited)
- Exhibitor Portal access with analytics/statistics
- Two (2) full conference staff registrations
- Opportunities to purchase additional add-ons*

PREMIUM VIRTUAL BOOTH PACKAGE  $945

The exhibit booth package includes:

- All Standard Booth features listed above

PLUS+

- Logo wall listing (large)
- Introduction Company Video (up to 3 min)
- Company description (750 words)
- Three (3) full conference staff registrations
- Eight (8) products listed in Product Showcase (available for upgrade to unlimited)
- Exhibitor Giveaway Button

ASSOCIATION NON-PROFIT VIRTUAL BOOTH  $350

- Logo posted in virtual booth
- Logo listed on Logo Wall (small)
- One (1) full meeting virtual attendee registrations
- Real time analytics of attendees who visited your booth

*THE ASSOCIATION NON-PROFIT BOOTH OPTION IS AVAILABLE FOR SMALL, MEMBERSHIP- BASED NON-PROFIT ORGANIZATIONS (MUST HAVE 501(C)3 STATUS). GREAT AFFORDABLE OPTION FOR ACLS ASSOCIATIONS, SOCIETIES OR MUSEUMS.

RESERVE YOUR BOOTH TODAY!
CONNECT & ENGAGE OPPORTUNITIES

With face-to-face meetings on temporary hold, AAS2021 virtual conference is offering sponsors and exhibitors a variety of new opportunities to reach the Asian studies community and showcase your publications, programs and information.

EXHIBITOR DEMONSTRATIONS/EDUCATION SESSION
Open to Exhibitor and Sponsors
Exhibitor/sponsor can provide a **30 minutes promotional session** linked to their company name and the participants can access the video in the exhibitor booth details. **All sessions will be pre-recorded and uploaded to the virtual platform.**

**Sponsor Benefits:**
- Sponsor creates video demo in provided platform – with logo/banner. Visible for up to one-year post event on the virtual platform.
- Brand awareness by showcasing logo in email communications and online.

**Fees:** $350 each

BRANDED CHAT ROOM/VIRTUAL LOUNGE
Open to Exhibitor and Sponsors
Engage with your target audiences through a **LIVE virtual lounge/chat room.**
- Sponsor Logo/Banner posted in chat room.
- Sponsor can lead discussion with AAS approval within the chat room.
- Can be VIP by invite only (20 max recommended for optimal viewing)
- Brand awareness sponsor logo showcased in email communications and online.
- 2 full registrations to AAS2021 Virtual Conference

**Fees:** $500 each

MEET THE AUTHOR EVENTS
Open to Exhibitor and Sponsors
Hold a **Live** Meet-the-Author event using the virtual platform chat feature. Events may run a maximum of 30 minutes and can be scheduled during breaks. Number of attendees at any one time may be set by exhibitor; recommendation is maximum of 20. Scheduled Meet and Greets will be added to formal schedule.

**Sponsor Benefits:**
- Promote your authors and create an engaging experience for attendees during this meet and greet.

**Fees:** $100 each per hour

MENTOR PROGRAM
Open to Exhibitor and Sponsors
The mentor program is designed to connect early- and mid-career Asian studies scholars pursuing careers in a variety of sectors and organizations with mentors. Mentees will have the option to join small mentor sessions of 10 people to discuss specific topics. Mentor sessions will share and advance career knowledge, navigate career pathways, share experiences, and more. There will be multiple session topics are available for sponsoring.

**Sponsor Benefits:**
- Brand awareness - sponsor logo showcased on portal website
- 2 full registrations to AAS2021 Annual Conference

**Fees:** $1,000 (each day)

RESERVE YOUR BOOTH TODAY!
SCAVENGER HUNT  (DRIVE MORE TRAFFIC TO YOUR BOOTH)

Open to Exhibitors and Sponsors

Participants love this company trivia game played on throughout the event for exciting prizes! Specific details to be confirmed, but for example: each participating sponsor will have a QR code sign in their virtual booth. Participants click the code—which then asks them to answer a question about the sponsor/exhibitor's company. All questions are provided by the participating companies! This game will last all 6 days of the AAS2021 with 3 grand prizes. The drawing will take place at the end of the event, and all scavenger hunt participants are eligible for the prize drawing. The winners will be announced on the last day and will be emailed the prize.

Benefits:
- Brand awareness sponsor logo showcased in email communications and online.
- Sponsor provides customized question to encourage participant engagement with sponsor
- Increased sponsor visibility during the AAS 2021 Virtual Conference, the participants will click the sponsor booth to access the scavenger hunt question.

Fees: $100 each (limited availability)

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### ADDITIONAL ADD-ON FEATURES AVAILABLE FOR PURCHASE

Open to Exhibitors and Sponsors

<table>
<thead>
<tr>
<th>Feature</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Chat Feature</td>
<td>$125</td>
</tr>
<tr>
<td>Introduction Company Video</td>
<td>$100</td>
</tr>
<tr>
<td>Hyperlinked Booth Banner</td>
<td>$75</td>
</tr>
<tr>
<td>Product Showcase  <em>(Display books and publications)</em></td>
<td></td>
</tr>
<tr>
<td>Standard booth upgrade to unlimited products</td>
<td>$150</td>
</tr>
<tr>
<td>Premium booth upgrade to unlimited</td>
<td>$75</td>
</tr>
<tr>
<td>Booth Giveaway Button</td>
<td>$50</td>
</tr>
<tr>
<td>Extended Company Description</td>
<td>$50</td>
</tr>
</tbody>
</table>

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RESERVE YOUR BOOTH TODAY!
Recreate your booth with both a banner and logo to perfectly brand your space. Both may be hyperlinked to your chosen URL.

Click to view larger image

Recreate your booth with both a banner and logo to perfectly brand your space.

Click to view larger image

NOTE: The sample imagery above is for your reference only. Refer to our website for more information.

RESERVE YOUR BOOTH TODAY!
VIRTUAL BOOTH FEATURES
REFERENCE SAMPLES

COMPANY DESCRIPTION
Extended company descriptions of 250, 750 or unlimited words to help convey your message.

VIDEO CHAT FEATURE
Recreate the one-on-one discussions with booth attendees. Easy access and immediate connection with attendees through the click of a button.

Unlimited chat hours and up to 4 personnel may staff your virtual chat room.

NOTE: The sample imagery above is for your reference only. Refer to our website for more information.

RESERVE YOUR BOOTH TODAY!
VIRTUAL BOOTH FEATURES

PDF RESOURCES

Upgrade to add additional resources such as PDF documents and web links for extra information. Mimic the display of pamphlets and brochures in your in-person booth.

NOTE: The sample imagery above is for your reference only. Refer to our website for more information.

PRODUCT SHOWCASE

List your publications, and products within your booth listing. Upload the images, titles and links to your website for direct purchases.

RESERVE YOUR BOOTH TODAY!
Attendees love interactive activities like a scavenger hunt. Participating exhibitors will receive a QR code, and an opportunity to add a unique question to further engage attendees. The scavenger hunt includes a leaderboard and top prize for top leader supplied by the AAS.

**GIVEAWAY BUTTON**

Immediately grab the attention of attendees with your own hyperlinked giveaway button, questionnaire, etc. where you can obtain booth visitors information in connection with your own unique giveaway.

**SCAVERGER HUNT**

NOTE: The sample imagery above is for your reference only. Refer to our website for more information.

RESERVE YOUR BOOTH TODAY!
ADVERTISING

CONFERENCE PROGRAM (PDF)

The Virtual Conference Program will be distributed to all AAS members and available for public viewing via posting on our website and the virtual platform. AAS Conference history dictates all attendees eagerly await the posting of the PDF program for early program navigation.

Ads will be placed throughout the program

<table>
<thead>
<tr>
<th></th>
<th>EXHIBITORS &amp; SPONSORS</th>
<th>NON-EXHIBITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$895</td>
<td>NA</td>
</tr>
<tr>
<td>(MAXIMUM PLACEMENT VISIBILITY)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page Advertisement</td>
<td>$645</td>
<td>$675</td>
</tr>
<tr>
<td>Half Page Advertisement</td>
<td>$395</td>
<td>$425</td>
</tr>
</tbody>
</table>

NOTE: Prices have been discounted from in-person conference program book pricing

CONFERENCE E-FLYERS

$1,200

Promote your organization, publications, and programs in a dedicated email, designed by you and sent to all conference registrants. Your personalized message will arrive in each attendees email in-box on your preferred distribution date. Drive traffic to your booth and website. Analytics available upon request.

RESERVE YOUR AD TODAY!
BANNER ADVERTISING

AAS CONFERENCE WEBSITE BANNER AD

$650

Post your digital banner ad on the most visited webpages on the AAS Website. Ads will display on all conference interior pages for highest visibility. These pages include: General information, Registration, Program, Exhibit Hall, Special Events.

Price reflect 30 day rotation.

VIRTUAL PLATFORM BANNER ADS

$800-$950

The 'venue' for the AAS Virtual Conference is the Eventscribe Virtual Platform. Redesigned for maximum and easy navigation, we are offering two sizes and locations for banner ads.

Location: Home page, **right side banner** $800
Size: 320w x1200h
Placement: Home page, rotating

**NEW!** Location: All pages, **left side navigation** $950
Size: 280w x 280h
Placement: All pages including home, rotating

Ads will rotate on the virtual platform for one year

RESERVE YOUR AD TODAY!
READY TO JOIN US AT THE FIRST AAS VIRTUAL CONFERENCE?

We look forward to your joining us during what is shaping up to be a dynamic and engaging experience among the Asian Studies Community.

Questions? Contact Our Team

Exhibits and Sponsorships
Robyn Jones, Conference Manager
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Advertising
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