

PROSPECTUS

SPONSORS
EXHIBITORS
ADVERTISERS



Association for Asian Studies



VIRTUAL AAS2021 ANNUAL CONFERENCE MARCH 21-26



JOIN US @ AAS 2021 VIRTUAL

A Powerful Digital Experience for
Attendees, Exhibitors, & Supporters

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.*

GET READY TO NETWORK

virtually with an estimated

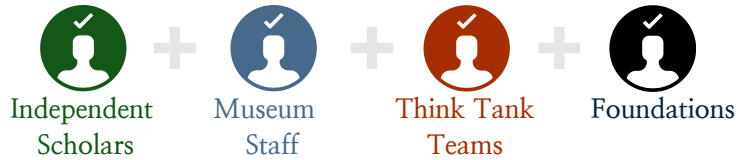
3000+ conference participants.

Connect with Asianists from around the globe and profile your **company's brand** to a larger, diverse audience.

WHO ARE OUR ATTENDEES?

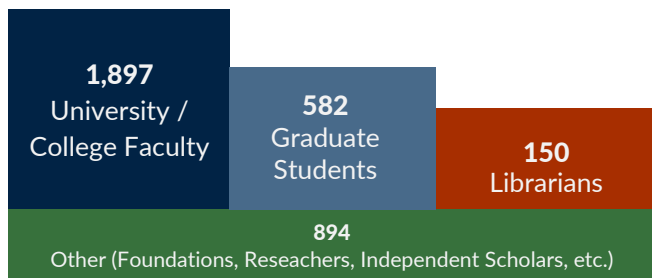


First Time Attendees: 30%

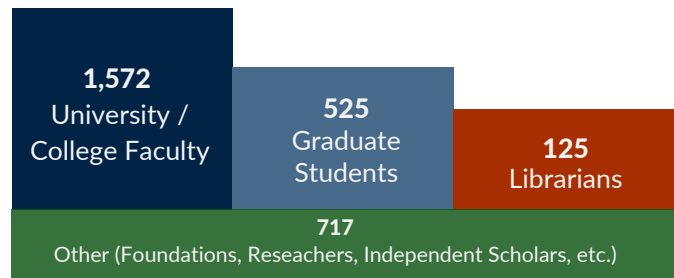


WE WELCOME ALL!
Anyone across the globe who is interested in the study of Asia is welcomed to attend AAS conferences and events.

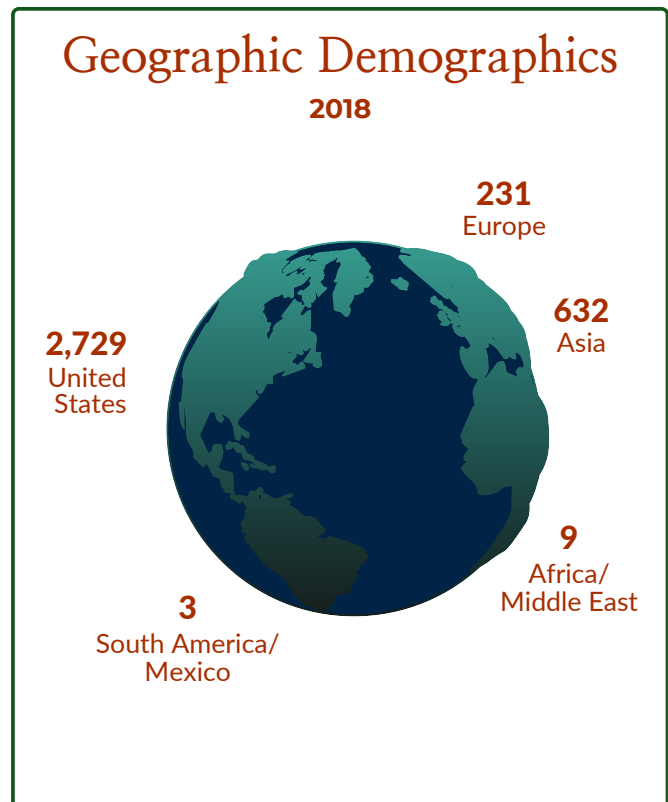
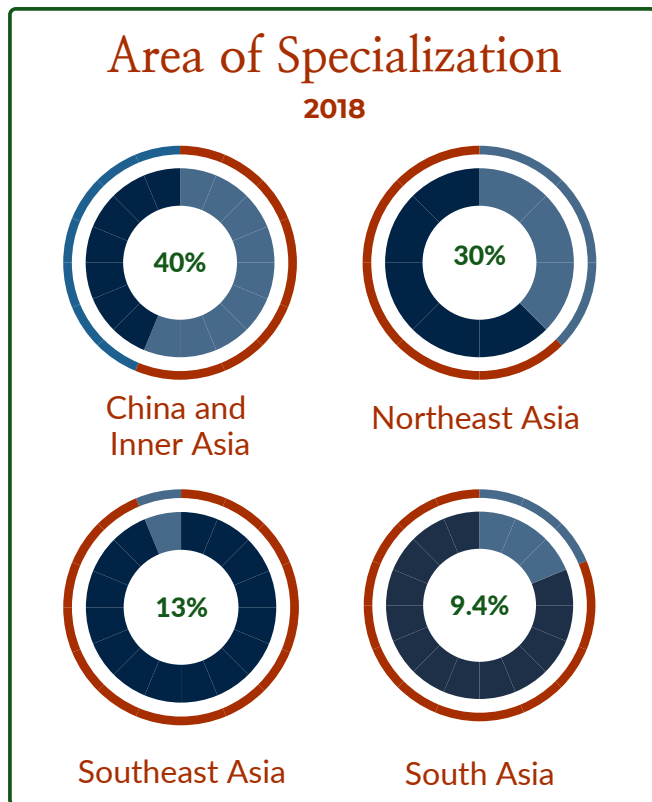
2018 – Washington, D.C.
3,523 Attendees



2019 – Denver, Co
2,939 Attendees



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



WHY YOU SHOULD PARTICIPATE

Because your competitors & colleagues attend as well!

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



AAS 2021 ANNUAL CONFERENCE

SPONSOR PACKAGES & OPPORTUNITIES



Association for Asian Studies

SPONSOR PACKAGES

All Sponsor Packages include
Virtual Booths and Full Page Advertising

PACKAGE HIGHLIGHTS	SILVER \$2,000	GOLD \$3,500	PLATINUM \$6,500
CONFERENCE RECOGNITION			Only 3 available
Logo in Banner Header of Virtual Platform Home Page	-	-	- PREMIUM +2K-
Logo on AAS Conference Website, Logo Wall, platform home page	✓	✓	✓
Virtual Booth Content available on meeting platform for 1 year	✓	✓	✓
VIRTUAL EXHIBIT BOOTH			
Company Description (<i>unlimited words</i>)	✓	✓	✓
Logo and banner image upload	✓	✓	✓
3-minute company introduction video	✓	✓	✓
Host live video chats with attendees through your booth. Set your own scheduled hours for video chat with ability to share screen	✓	✓	✓
Ability to upload pamphlets/brochures/documents to exhibit booth & website links	④	④	⑥
Ability to showcase products (books, journals, publications) with description and website hyperlinks - unlimited number	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
Giveaway Opportunity & Scavenger Hunt Access	✓	✓	✓
Access to attendee view analytics /statistics	✓	✓	✓
Priority booth selection for the 2022 AASConference	✓	✓	✓
ADVERTISING & PROMOTION			
Full-page advertisement in PDF program (<i>\$645 each value</i>)	①	②	③
Navigation Menu Advertisement on Virtual Platform (<i>\$950 value</i>)	10% discount	✓	✓
Banner Advertisement on AAS Conference Website (<i>\$650 value</i>)	10% discount	15% discount	✓
E-Flyer Advertisement (<i>\$1,200 value</i>) (<i>sent to attendees or attendees & all members</i>)	10% discount (<i>attendees</i>)	15% discount (<i>attendees</i>)	✓ attendees & members
Swag Box insert opportunity (<i>sponsors only</i>)	\$	\$	\$
ACCESS			
Virtual Attendee (Full) Registrations (\$210 each)	④	⑤	⑥
Exhibitor Portal Access with attendee view analytics /statistics	✓	✓	✓

BECOME A SPONSOR TODAY!

PLATINUM Sponsorship

Includes all
Virtual Booth
Features



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

BECOME A SPONSOR TODAY!

GOLD Sponsorship

Includes all
Virtual Booth
Features



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

Includes all
Virtual Booth
Features



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!



This opportunity is open only to Silver, Gold or Platinum sponsors.

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:

EXAMPLE SWAG ITEMS	500 PIECES	1000 PIECES
Blue Light Blocking Glasses	\$2.25/piece	\$2.12/piece
Touch Tool	\$3.40/piece	\$3.25/piece
Security Webcam Cover	\$0.95/piece	\$0.85/piece
4" x 6" Scratch Pad	\$0.95/piece	\$0.85/piece
Ink Pens	\$1.12/piece	\$1.00/piece
12 Colored Pencils & Coloring Page	\$1.80/piece	\$1.70/piece



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

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)

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 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)

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



Association for Asian Studies

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

Best Value!

PACKAGE INCLUSIONS	NEW! *ASSOCIATION NON-PROFIT \$350	STANDARD \$650	PREMIUM Top Placement \$945
Logo posted in Virtual Booth	✓	✓	✓
Logo listed on Logo Wall	✓	✓ Medium Size	✓ Large Size
<u>Virtual Booth Banner (hyperlinked)</u>	✗	\$	✓
<u>Video Chat Feature</u>	✗	\$	✓
<u>Introduction Company Video</u>	✗	\$	✓
<u>Extended Company Description</u>	250 words	350 words	750 words
<u>Ability to Add Products to Product Showcase (publications, etc.)</u>	3	2 Upgrade for unlimited	10 Upgrade for unlimited
<u>Resources links or attachments</u>	Up to 3 links ea.	Up to 2 links Upgrade for unlimited	Up to 3 links
Virtual Attendee (Full) Registrations	1	2	3
Exhibitor Giveaway Button	✗	\$	✓
Booth Analytics: Receive stats and data of attendee who viewed your booth	✓	✓	✓
Opportunities to purchase add-on features listed above	✓	✓	✓
Priority Booth Selection for AAS 2022	✗	✗	✓

\$ Indicates the item is available as an add-on for an additional cost p.16

*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

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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!

CONNECT & ENGAGE OPPORTUNITIES

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)

ADDITIONAL ADD-ON FEATURES AVAILABLE FOR PURCHASE

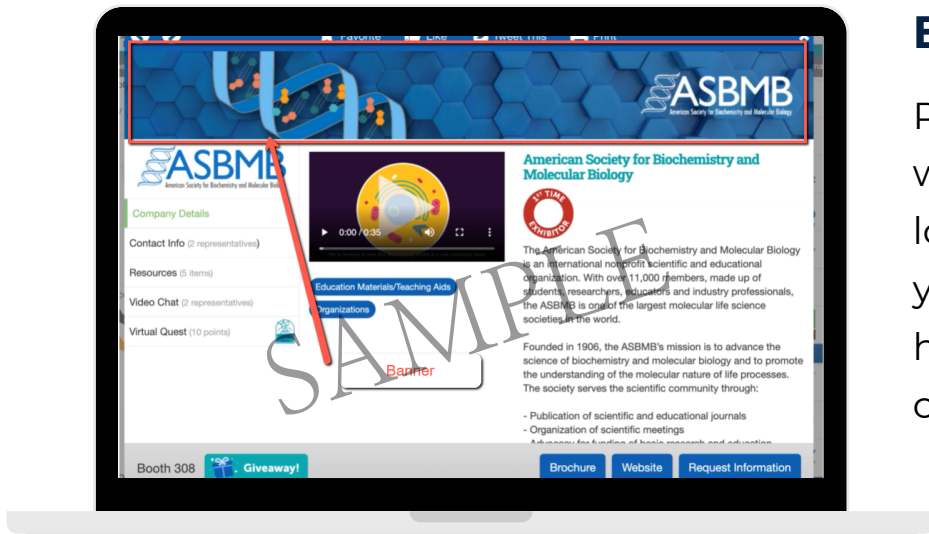
Open to Exhibitors and Sponsors

Video Chat Feature	\$125
Introduction Company Video	\$100
Hyperlinked Booth Banner	\$75
Product Showcase <i>(Display books and publications)</i>	
Standard booth upgrade to unlimited products	\$150
Premium booth upgrade to unlimited	\$75
Booth Giveaway Button	\$50
Extended Company Description	\$50



RESERVE YOUR BOOTH TODAY!

VIRTUAL BOOTH FEATURES REFERENCE SAMPLES



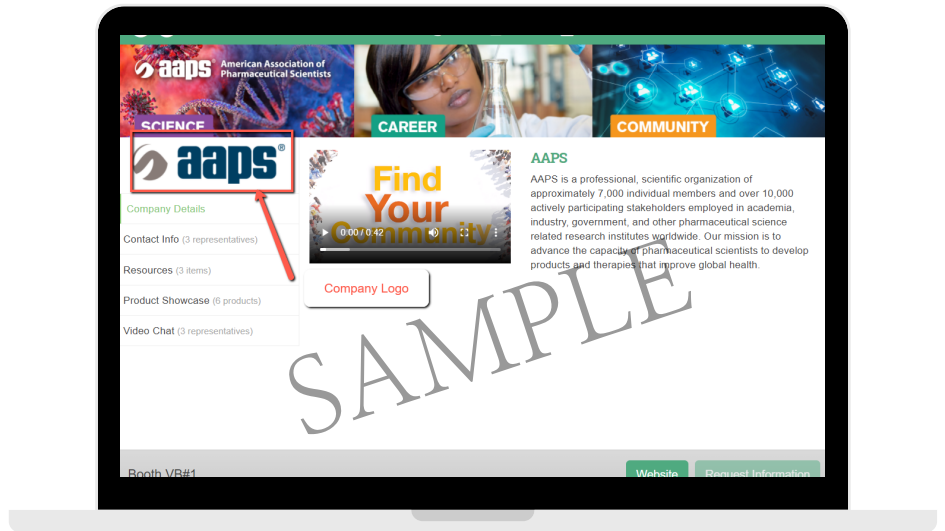
BOOTH BANNER

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](#)

COMPANY LOGO

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

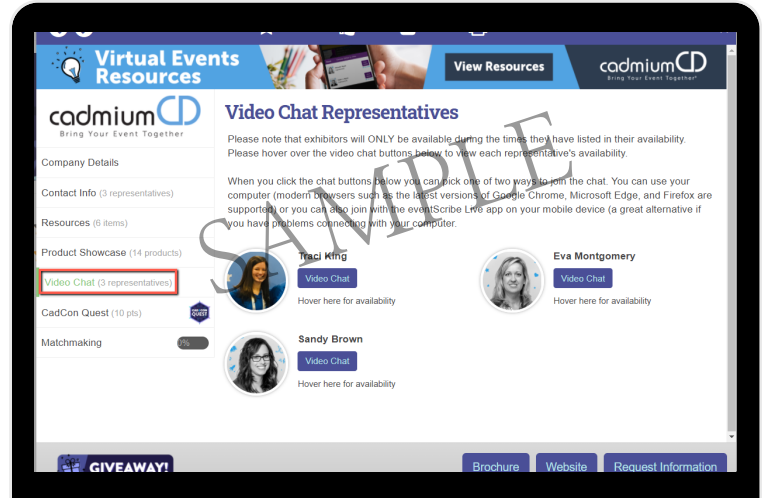
Extended company descriptions of 250, 750 or unlimited words to help convey your message.

[Click to view larger image](#)

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.



[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



[Click to view larger image](#)

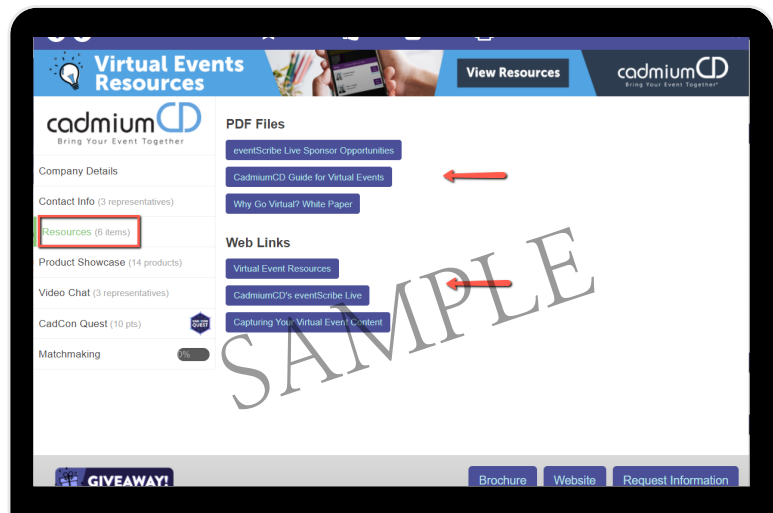
PRODUCT SHOWCASE

List your publications, and products within your booth listing.

Upload the images, titles and links to your website for direct purchases.

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.



[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



[Click to view larger image](#)

HIGH BOOTH VISIBILITY AND ENGAGEMENT

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.

SCAVENGER HUNT

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.



[Click to view larger image](#)

HIGH BOOTH VISIBILITY AND ENGAGEMENT

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

RESERVE YOUR BOOTH TODAY!



AAS 2021 ANNUAL CONFERENCE

ADVERTISING



Association for Asian Studies

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

	EXHIBITORS & SPONSORS	NON-EXHIBITORS
Inside Front Cover (MAXIMUM PLACEMENT VISIBILITY)	\$895	NA
Full Page Advertisement	\$645	\$675
Half Page Advertisement	\$395	\$425

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

Attend REGISTER & HOTEL INFO | Program REGISTER & HOTEL INFO | Exhibition REGISTER & HOTEL INFO | About Boston REGISTER NOW

Pre-Registration Rates	Late Registration Rates	On-Site Registration Rates
Start: 24 - 2019 - Feb. 18, 2020	Start: 19 - March 12	Start: 19-22
\$165	\$190	\$195
\$135	\$160	\$165
\$85	\$105	\$110
\$75	\$95	\$100
\$125	\$155	\$160
\$125	\$145	\$150
\$290	\$305	\$310
\$280	\$295	\$300

Green Conference Rate.
 Green Registration rate WILL NOT receive a Print Program, conference using the Mobile App, Online Itinerary Planner or PDF Group of students to the AAS! Click here for more information

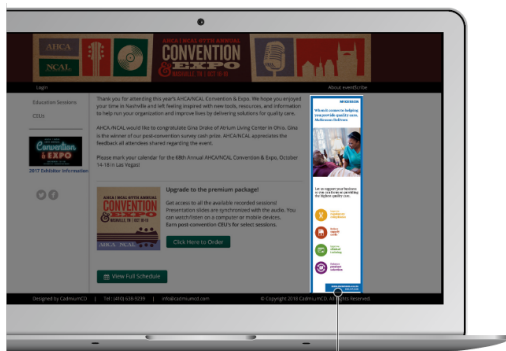
Important Dates
 NOVEMBER
 November 12
 Session Participant Pre-Registration Deadline

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.

Required Dimensions

320w x 1200h

Right Side Banner

This banner is very flexible! Animate through multiple images or sponsor logos, and link to external websites. Animated GIFs are supported.

*Example of Sponsor Ad Banner

Location: Home page, **right side banner** **\$800**

Size: 320w x1200h

Placement: Home page, rotating



Left Navigation Ad

Appears in the main navigation and can link to an external website. This is prime real estate because the ad shows on all pages of the event website.

Required Dimensions

400w x 400h

NEW! Location: All pages, **left side navigation** **\$950**

Size: 400w x 400h

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



RESERVE YOUR
SPACE TODAY

Questions? Contact Our Team

Exhibits and Sponsorships

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Advertising

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