

Exhibit/Advertise/Sponsor Opportunities

Annual Conference of the
Association for Asian Studies

March 15–18, 2012

Sheraton Centre Toronto Hotel
Toronto, Ontario, Canada



Association for Asian Studies

Opportunities

[Exhibitor/Advertiser/Sponsorship Main Page]

What is the Association for Asian Studies?

The AAS, formed in 1941, is a scholarly, non-political, non-profit professional association open to all persons interested in Asia and the study of Asia. The AAS is the largest organization of its kind, with over 8,000 members worldwide representing all the regions and countries of Asia and all academic disciplines. Each year the Annual Conference of the AAS brings together the largest group of scholars to share and exchange of exciting research and findings.

The Association for Asian Studies (AAS) Annual Conference is scheduled to convene March 15-March 18, 2012 in Toronto, Canada.

Who Attends AAS Meetings?

Heads of Academic Departments

Academic Deans

Department Chairs

University and College Faculty

Librarians

Independent & International Scholars

Graduate Students (The Future of Asian Studies)

The AAS meeting brings scholars from across the country in all disciplines within the area of Asian Studies as well as many graduate students from universities and colleges all over the world.



www.asian-studies.org/conference

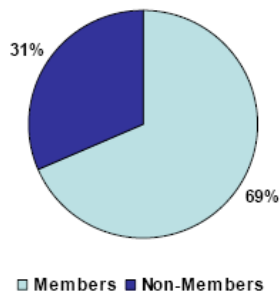
Opportunities

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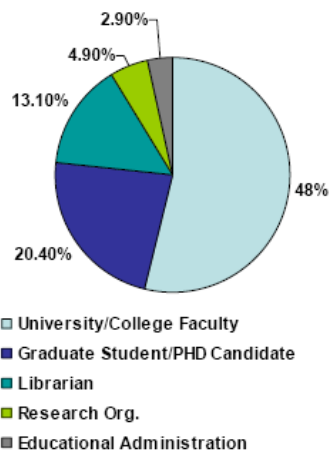
Why Exhibit/Advertise or Sponsor?

Meet Asianists who are actively engaged in the teaching, research, librarians and department heads in the field of Asian Studies.

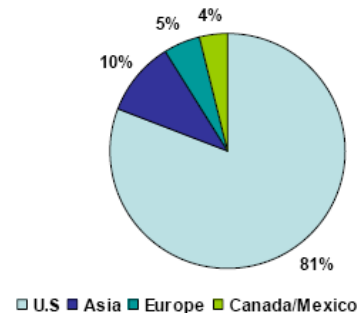
**Conference Attendance:
Member Status**



**Conference Attendance:
Employment Sector**



**Conference Attendance:
Country of Origin**



(Source: 2010 AAS Annual Meeting Demographics)

AAS offers your organization a great opportunity to maximize your return on investment at the 2012 Annual Conference:

- Exhibit Hall located near panel sessions, registration and keynote sessions.
- Listing in the Final Printed Program
- Listing on the Official Conference website
- Sponsor opportunities reserved for Exhibitors and Advertisers



www.asian-studies.org/conference

Exhibit

[Exhibitor/Advertiser/Sponsorship Main Page]

Exhibit at the 2012 AAS Annual Conference and reach thousands interested in the world of Asian studies.

Where will the Exhibits be held?

The exhibit hall will be located in the Sheraton and Osgoode Ballrooms in the Sheraton Centre Toronto Hotel in Toronto, Canada.

Traffic Generating Features:

The AAS has created a number of activities to increase traffic flow in this year's exhibit hall:

- AAS Networking Nook: A comfortable lounge located in the center of the exhibit hall where conference attendees can network with colleagues.
- Dedicated Exhibitor Hours: Attendees will be informed of specific hours dedicated to visiting the exhibit hall.
- Extension of Exhibit Hall hours to accommodate those scholars in panel sessions throughout the day.

Preliminary Conference Schedule (Subject to change)

Exhibitor Move-In:	Thursday, March 15	10am – 4pm
Exhibit Hall Open:	Friday, March 16	10am – 6:00pm
	Saturday, March 17	10am – 7:00pm
	Sunday, March 18	9am – 12:00pm
Exhibitor Move-Out:	Sunday March 18	Noon – 3pm

Booth Package:

- 8' x 10' pipe and drape booth (8' high backwall and 3' high side drape)
- One 7' x 44" one-line ID sign
- One 6 foot table
- Two side chairs
- Three (3) full conference registration for three booth attendants (a \$600 value).

Booth personnel names must be received by February 25, 2012. (No on-site badges will be printed)

Exhibit

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Booth Rates

Rates do not include additional furniture, fixtures, lighting, signs, draperies, customs brokerage, and carpeting. Exhibitors wishing adjacent assignments must reserve at the same time.

Inline Booth	\$950 SOLD OUT
Additional Inline Booth	\$900 SOLD OUT
Inline Booth with a Full-page Ad (Ad is additional)	\$900 SOLD OUT
1st Corner Booth	\$1,150 SOLD OUT
Additional Corner Booth	\$1,100 SOLD OUT

**Prepayment is required for booth assignments.*

Booth Reservations/Booth Sharing

Any organization may reserve up to three contiguous booths under a single name, giving up to 8 x 30 feet of exhibit space to arrange internally as you wish.

Any two separate organizations may share a booth, but only one of the organizations may submit an application and payment on behalf of both. We will deal directly with the one organization listed first on the application. We do not provide extra tables, chairs, or registrations for shared booths.

Booth Assignments

Booth reservations are accepted on a first-come first served basis. A booth is assigned based on the date booth application contract is received. To receive a prime location we recommend exhibit contract is returned with payment as soon as possible. Full payment must accompany the Exhibit booth application; booth assignments are confirmed only after full payment has been processed. We do not hold booth assignments without payment. Be sure to include your booth location preference on the contract. Booth confirmations will be sent to exhibitors within one (1) week of receipt of application.

Cancellation Policy

Exhibit booth cancellations received in writing before December 1, 2011 will be assessed a \$150 cancellation fee. Requests dated between December 2, 2011 and February 1, 2012; will be refunded 50% of the total booth fee. No refunds are available after February 1, 2012.

Questions? Contact Robyn Jones, AAS Conference Manager, at rjones@asian-studies.org

Exhibit Hall Map
Order Form

Advertise

[Exhibitor/Advertiser/Sponsorship Main Page]

The 2012 Conference Program

The Program is a key publication for a broad group of scholars and students who are interested in the history and contemporary issues of East Asia, South Asia, and Southeast Asia.

The Conference Program is distributed to all convention registrants and contains the program schedule, outline of panel sessions, a list of social activities and other essential information to conference attendees.

The comprehensive Program to the Conference also provides an extensive advertising section on books, films, and other services available to everyone interested in Asian Studies.

We plan a circulation of at least 4,500 for the 2012 press run. Advertising in the Program provides an opportunity to reach over 4,000 Asianists, including department heads and chairs, university faculty, librarians, independent scholars, international scholars and graduate students in Asian Studies.

AD SIZES AND RATES

Deadline: December 1, 2011

Ad Rates

*All ads in full color.

Full page	\$975
Additional full pages	\$925
Half page	\$625
2nd & 3rd Covers (<i>inside front/back</i>)	\$1,125
Back Cover	\$1,400

(Sorry, no ad agency discounts)

SOLD OUT

Ad Sizes

*Size changes from 2011.

Full page: 7.25 x 9.75 inches

Half-page: 7.25 x 4.625 inches (horizontal only)

2nd and 3rd Cover pages: 7.25 x 10 inches

Back Cover: 8.5 x 11 inches (with a .25 bleed on all sides)

Cancellations

All Ad cancellations will incur a \$150 Cancellation fee. Cancellations received after December 1, 2011 are non-refundable.

Submissions

Advertising

Please email artwork to Gudrun Patton, at:

gpatton@asian-studies.org

**Advertising
Order Form**

www.asian-studies.org/conference

Sponsor

[Exhibitor/Advertiser/Sponsorship Main Page]

SOLD OUT Platinum – \$6,000	SOLD OUT Gold – \$3,000	SOLD OUT Silver – \$1,500
<p>Complimentary 8 x 10 Exhibit Space (Inline booth)</p> <p>Three (3) Complimentary Conference Registrations</p> <p>Full Page Color Ad in Conference Program</p> <p>Complimentary Insert in the Conference Bag</p> <p>Name and/or Logo prominently displayed on Official Sponsor Board</p> <p>Recognition in Conference Program</p> <p>Recognition on Conference Website</p>	<p>Two (2) Complimentary Registrations</p> <p>Half-page Color Ad in Conference Program</p> <p>Complimentary Insert in Conference Program</p> <p>Name and/or Logo displayed on Official Sponsor Board</p> <p>Recognition in Conference Program</p> <p>Recognition on Conference Website</p>	<p>Name and/or Logo displayed on Official Sponsor Board</p> <p>Recognition in Conference Program</p> <p>Recognition on Conference Webpage</p>

Sponsorship A la carte options

~~Member Reception – \$20,000 SOLD OUT~~

Raise your visibility to all AAS members by hosting the very popular member reception at the Hotel. Sponsorship opportunity includes signage at the event, recognition in Conference Program and sponsor board.

~~Graduate Student Reception – \$10,000~~

Come celebrate and support graduate students studying all areas of Asian Studies. Sponsorship opportunity includes signage at the event, recognition in Conference Program and sponsor board

~~Film/Video Screenings – \$3,500 SOLD OUT~~

The AAS offers a variety of video screenings to attendees for added cultural experience, to assist educators in selecting appropriate videos for classes, or for those participants just needing a break between Panels.

~~Cyber Café – \$10,000~~

Stay in touch during the conference through the use of the Cyber Café. Conveniently located in a high traffic area of the Exhibition hall, sponsors of the Cyber Café will enjoy signage at the Cyber Café station as well as your company logo as the screen savers on all computers.

Continued on next page.

Sponsor

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Hotel Key Card – Opportunity cost \$2,000

Display your organization information and logo on each Hotel Key Card provided to AAS conference participants. Hotel staff will distribute keys at hotel check in. The Key Card design must meet Sheraton hotel & AAS requirements. Hotel rooms keys must state “Association for Asian Studies 2012 Conference.” Sponsor will work with key production company contact provided by the Hotel. In addition to the opportunity cost, sponsor is responsible for key design production price paid (directly to production company).

~~Lanyards – \$8,500 NO LONGER AVAILABLE~~

Every attendee wears a name badge and lanyard. This is a great way for your organization’s name to be noticed by all conference attendees daily as they display their must-wear badges throughout the day.

~~Conference Tote Bags – \$7,500 NO LONGER AVAILABLE~~

Have your company logo prominently displayed on the Conference Tote Bag carried by all conference attendees.

~~Bag Inserts – \$500 SOLD OUT~~

Bag Insert Deadline: February 1, 2012

An additional opportunity is being offered to exhibitors and advertisers who would like to broaden their organization’s exposure to the 2012 Conference Attendees. Bag Insert sponsors may place a promotional item in the conference tote bags, which will be distributed at registration to all attendees. Space is limited; and the AAS will only accept 10 bag inserts on a first-come first served basis. Bag inserts may be a flyer/advertisement or a promotional item (pens, key rings, etc.) A sample of the piece or item must be submitted to AAS for review and acceptance. Guidelines governing bag insert access and arrangements are:

- Must be an Exhibitor, Sponsor and/or purchase at least one full page in the 2012 Program.
- Acceptance of the proposed insert/item is at the AAS discretion.
- Bag insert applications are reviewed on a first-come, first served basis.
- Sponsor will supply 3,000 copies of the accepted insert/item.

For more information about our sponsorship opportunities, or to customize a package for your organization, please contact:

Robyn Jones, Conference Manager

Phone: (734) 665-2490

Email: rjones@asian-studies.org