

AMERICAN POLITICAL SCIENCE ASSOCIATION

# 2017 APSA ANNUAL MEETING

THE QUEST FOR LEGITIMACY:  
ACTORS, AUDIENCES, AND ASPIRATIONS

**EXHIBITOR + SPONSOR  
PROSPECTUS**

AUGUST 31 - SEPTEMBER 3  
SAN FRANCISCO, CA



# Maximize your exposure to more than 6,500 at the American Political Science Association's Annual Meeting in San Francisco



## Who Attends?

The conference features a diverse audience of more than 6,500 distinguished political scientists:

- Nearly 850 universities and colleges participate
- Nearly 20% of attendees are international
- 6 continents and more than 50 countries are represented
- 23 attendees for every 1 exhibitor representative, guaranteeing face-to-face time

## Sponsorship options include:

- 
- Wi-Fi
  - Opening Reception
  - iPosters
  - Graduate Student Happy Hour
  - Headshot Lounge
  - RBSI Students
  - Childcare
  - International Attendee Reception
  - Lanyards
  - Conference Bags
  - Exhibit Hall Reception Crawl
  - Booth Networking Reception
  - Coffee Klatsch
  - Travel Grants
  - Recharge Charging Station Lounge
  - Keycards
  - Pen/Highlighter Combo
  - Foldable Water Bottles
  - Mini-maps
  - Product Demo

APSA also offers co-sponsorship options for many of the opportunities.

Contact Ashley Vande Bunte at [avandebunte@apsanet.org](mailto:avandebunte@apsanet.org) for pricing and more information.

# PAST EXHIBITORS, SPONSORS & ADVERTISERS

Action-Ed Learning Resources

Air War College

America Abroad Media

American Interest, The

American Library Association

Arabian Gulf Institute

Aries System Corporation

Asan Institute for Policy Studies

Ashgate Publishing

Aspen Publishers

Association Book Exhibit

Association of Canadian Publishers

Barbara Budrich Publishers

Baylor University Press

Berkeley Electronic Press

Bernan

Bloomsbury Academic

BlueLabs

Boston Globe, the

Brave New Films

Brookings Institution Press

C-SPAN

California Newsreel

Cambria Press

Cambridge University Press

Carolina Academic Press

Cato Institute

Cengage

Central Intelligence Agency

Columbia University Press

Conflict Records Research Center

Consortium Book Sales & Distribution

Cornell University Press

Council for International Exchange of Scholars

Council on Foreign Relations

Demos: A Network for Ideas and Actions

DI-AL Enterprises

Duke University Press

Edward Elgar Publishing

Edwin Mellen Press, The

Elsevier

Emerald Group Publishing

Emond Montgomery Publications

European Consortium for Political Research

Fairvote-Center for Voting & Democracy

Fund for American Studies, The

George Mason University

Georgetown University Press

Hackett Publishing

HarperCollins

Harvard University Press

Fairvote-Center for Voting & Democracy

Foundation for a Constitutional Government

Fund for American Studies, The

George Mason University

George Washington University, The

Hackett Publishing

Harvard University Press

Heritage Foundation, The

ICPSR, University of Michigan

Indiana University Press

Inside Higher Ed

Intercollegiate Studies Institute (ISI)

International Center for Nonviolent Conflict

International Political Science Association

International Relations and Security Network

International Specialized Book Services

IREX

John Hopkins University Press

Lanahan Publishers

Lexington Books

Liberty Fund

Lynne Rienner Publishers

M.E. Sharpe

Martinus Nijhoff

Massachusetts School of Law

McFarland Publishers

McGill-Queens University

McGraw-Hill Higher Education

Media Tenor International



# PAST EXHIBITORS, SPONSORS & ADVERTISERS (CONTINUED)

Miller-McCune  
 MIT Press  
 Nation, The  
 National Academy of Social Insurance  
 National Endowment for Democracy  
 National Issues Forum Institute  
 National Journals Group  
 National Research Council for the National Academies  
 New York Times, The  
 Northern Illinois University Press  
 NYU Press  
 Oxford University Press  
 Palgrave Macmillan  
 Paradigm Publishers  
 Pearson  
 Penguin Group (USA)  
 Penn State University Press  
 Pew Research Center  
 Pluto Press  
 PoliPointPress  
 Political Studies Association  
 Princeton University Press  
 Project Muse  
 ProQuest  
 Provalis Research  
 RAND Corporation  
 RFF Press  
 Roper Center for Public Opinion Research  
 Rowman & Littlefield  
 Routledge  
 Russell Sage Foundation  
 RWJF Center for Health Policy  
 SAGE/CQ Press  
 SnapStream Media  
 Social Science Research Council  
 Société Québécoise de Science Politique  
 Soomo Learning  
 Springer  
 St. Augustine's Press  
 Stanford University Press  
 StataCorp.  
 Strategic Studies Quarterly  
 SUNY Press  
 Temple University Press  
 Texas A&M University Press  
 Thomson Research Software  
 Transaction Publishers  
 U.S. Army War College  
 U.S. Institute of Peace  
 UBC Press  
 United Nations Publications  
 Universidade de Sao Paulo  
 University of Chicago Press  
 University of Georgia Press  
 University of Illinois Press  
 University of Michigan Press  
 University of Minnesota Press  
 University of Missouri Press  
 University of North Carolina Press  
 University of Notre Dame Press  
 University of Oklahoma Press  
 University of Pennsylvania Press  
 University of Toronto Press  
 University of Virginia Press  
 University of Wisconsin Press  
 University Press of America  
 University Press of Kansas  
 University Press of Kentucky  
 Vanderbilt University Press  
 Vision House  
 West Academic  
 Westview Press/Perseus  
 Wiley  
 William S. Hein  
 Wolters Kluwer  
 Woodrow Wilson Center  
 World Business Academy  
 Yale University Press  
 YouGov



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**2017 Application & Contract for Exhibit Space**

113th Annual Meeting and Exhibition | August 31—September 3, 2017

San Francisco, California | Hilton Union Square

American Political Science Association | 1527 New Hampshire, NW | Washington, DC

**Part I: Company & Contact Information**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Exhibit Contact\*: \_\_\_\_\_

*\*Individual handling booth logistics*

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Part II: Important Information for Online Listing**

APSA must receive all information by June 16, 2017, to be included in the online exhibit list.

**Alphabetical Listing should read as follows:**

Company Name: \_\_\_\_\_

Web Address: \_\_\_\_\_

**Part III: Exhibit Space Benefits & Booth Selection**

Benefits of Exhibit Space:

- 10'x10' booth space
- 3 exhibit hall booth passes/badges
- One complimentary full access conference registration
- Complimentary listing in the online program
- Complimentary listing in printed program
- Complimentary listing in conference app

Requested Booth Size: \_\_\_\_\_ x \_\_\_\_\_

Six Booth Selections, In Order of Preference\*:

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

5) \_\_\_\_\_ 6) \_\_\_\_\_

Please indicate the aisle or general location you prefer if none of your choices are available: \_\_\_\_\_

\* Please note that APSA does its best to assign the booth preferences

**Part IV: Application**

We hereby apply for exhibit space at the 113th Annual Meeting of the American Political Science Association. We further agree to abide by all regulations under Contract Regulations in the attached Exhibit Space contract.

Signature of Representative: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Part V: Additional Visibility**

Check box if interested:

Please contact me about APSA Member eNewsletter advertising.

Please contact me about Annual Meeting advertising opportunities.

Please contact me about sponsorship packages.

Please contact me about the 2017 Teaching & Learning Conference in Long Beach, California from February 10-12.

**Part VI: Payment**

Total Amount Due: \_\_\_\_\_

Each 10'x10' is \$2,500.

Upon receipt of contract, APSA will email an invoice to the listed contact person on this contract. Payment must then be submitted within 30 days of contract by paying online at [www.apsanet.org](http://www.apsanet.org) under their account or by submitting a check to:

American Political Science Association  
1527 New Hampshire, NW  
Washington, DC 20036

## Contract Regulations

### CONTRACT FOR SPACE

The Application and Contract must be completed in its entirety and accompanied by the total booth fee for the number of spaces requested before it will be processed or space assigned. The signed Application and Contract and subsequent notice of assignment constitute a contract between the American Political Science Association (hereinafter referred to as APSA) and the exhibitor. Any point not specifically covered in these regulations is subject to the decision of APSA, whose decision shall be final.

### ELIGIBILITY TO EXHIBIT

The content of materials displayed in the APSA Exhibit Hall must contribute to teaching and research in the political science discipline, and the professional development of political scientists. APSA reserves the right to refuse any application for exhibit space or curtail or cancel any exhibit that in the sole judgment of the executive director are not consistent with the teaching, research, and professional ends of the discipline and Association. This policy also applies to the nature of displays, advertisements, sales of products (including novelties and souvenirs), and the decorum of exhibitors or their employees. Acceptance of exhibitor groups are subject to the approval of the APSA director or designee.

### ASSIGNMENT OF SPACE

Booth space will be assigned at the discretion of APSA. Priority of booth selection is given to companies that have exhibited and sponsored in previous years. APSA will attempt to assign requested spaces; however, if none of the requested spaces are available, a space comparable in location and size will be assigned. Exhibit management reserves the right to alter exhibitor's assigned location at any time if deemed in the best interests of the Exhibition. Exhibit Management will consult with exhibitor before exercising its discretion.

### SCHEDULING GUIDELINES FOR EXHIBITOR FUNCTIONS

(A) Exhibitor sponsored functions, both public and private, will be accepted by the convention coordinator on a first-come, first-served basis. (B) Exhibitor sponsored private functions, i.e., events not open to all meeting attendees, requiring space controlled by the Association according to its contract with the convention hotel will be placed in the convention hotel or elsewhere at the sole discretion of the convention coordinator. APSA official program events have priority over events sponsored by other groups, including exhibitors. Schedule changes and room reassignments are at the sole discretion of the APSA convention coordinator, though the coordinator will make every effort to limit changes to within 2 months of the meeting.

### BOOTH SHARING & REPRESENTATIVE AGENCIES

A company that shares a booth with another company is required to complete an Application and Contract and submit it along with 50% of the total booth fee, plus an additional booth sharing fee of \$60. The \$60 booth sharing fee is per company, not per booth. In the event that an exhibitor is sharing a booth and withdraws from the Exhibition, the other exhibitor with whom they were sharing a booth is fully responsible for the full balance of the booth fee. APSA will not match companies. No more than two companies may share one booth.

### WITHDRAWAL

Withdrawal from the Exhibition by any company will not be accepted unless APSA receives written notice of such withdrawal. Any company who withdraws prior to January 5, 2017, will be refunded 50% of the total booth fee. Full booth fee is forfeited by companies withdrawing on or after January 5, 2017.

### TERMINATION OF MEETING AND EXHIBIT

Should the premises in which the 113th Annual Meeting and Exhibition is to be held become, in the sole judgment of APSA, unfit for occupancy, or should the Meeting and Exhibition be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of APSA, the Application and Contract may be terminated. APSA will not incur any liability for damages sustained by the exhibitor as a result of such termination. In the event of such termination the exhibitor expressly waives such liability and releases APSA of and from all claims for damages and agrees that APSA shall have no obligations except to refund to the exhibitors a prorated share of the aggregate amount received by APSA (as rental for exhibit space for said Exhibit), after deducting all costs and expenses in conjunction with such Exhibit, including a reasonable reserve for claims, such as deductions being held hereby specifically agreed to by the exhibitor.

### BOOTH PERSONNEL/BADGES

The fee for booth space includes three exhibitor badges per 10'x10' booth, and one complimentary full access conference registration. Booth shares receive two full conference registrations and two exhibit hall only passes to share. Displays must be staffed during all APSA Exhibit Hall hours. Badges must be worn at all times for admission to the Exhibition. A list of booth personnel must be received on or before August 1, 2017. All booth personnel must be registered. Badges may be picked up at Exhibitor Registration beginning on Wednesday, August 30, 2017, at 8:00 a.m.

### DISPLAY RULES AND REGULATIONS

APSA provides the following: an 10'x10' standard booth; a 7" x 44" two-line identification sign listing the company name and booth number; an 8'-high backdrop and 3'-high draped sidewalls; aisle carpeting in all main aisles in the Exhibit Hall; and around-the-clock security concluding at 4:00 p.m. Saturday, September 2, 2017.

**Depth and Height:** All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is within 5' of the back line. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3".

**Side Walls:** Side walls cannot exceed 4' in height, except that area which is within 4' of the back wall. Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays.

**Furnishings:** Exhibitors must purchase carpet for the interior of individual booths, if the hall is not carpeted. Chairs, tables, and wastebaskets are not provided. Information regarding the purchase of carpet and furniture will be available in the Exhibitor Service Kit in May.

### ADDITIONAL RULES

Distributing advertising matter outside of the exhibitor's rented space is not permitted. All exhibitor's furnishings must be contained within the confines of their booth. Aisles must not be obstructed at any time. Exhibitors may offer food or beverage at individual booths, but must be arranged through APSA. APSA reserves the right to restrict any exhibit which might be considered undesirable or does not conform to the Contract Regulations, or to make any modifications to these displays, at exhibitors expense, so that the exhibit conforms to the Contract Regulations.

### LABOR/SAFETY/FIRE

Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety, and use of the premises. Booth decorations must be flame-proof and all hangings must clear the floor. Electrical wiring must conform with all federal, state, and municipal government requirements and with National Electrical Code Safety Rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel at exhibitor's expense all or such part of the exhibit as may be irregular.

### INDEMNIFICATION AND WAIVER

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire, and theft, to exhibitor's displays, equipment and other property brought upon the premises of the Hilton Union Square and shall indemnify and hold harmless the Hilton Union Square, Freeman Decorating Company, and APSA, and their agents, servants, employees, officers, directors, staff and members. Each participant by signing the application for participation expressly understands that they release APSA from, and agrees to indemnify it against any and all claims for such loss, injury or damage. If APSA shall be held liable for any event which might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse and hold harmless APSA against any liability resulting therefrom. Exhibitors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense; APSA, Freeman Decorating Company, and the Hilton Union Square are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions during the 113th Annual Meeting and Exhibition. APSA will provide security service during the official hours of installation, dismantle and exhibit hours. The furnishings of such service is in no case to be interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

### AMENDMENT TO CONTRACT REGULATIONS

Any and all points not covered specifically are subject to the decision of APSA. APSA may, in its sole discretion, make reasonable changes, amendments, or additions to Contract Regulations. Any such changes shall be binding on Exhibitor equally with the other regulations contained herein.

# Select the Best Sponsorship

Past attendees said they are looking for the following in our Exhibit Hall:

- Software
- University Presses
- Textbook Publishers
- Recruiters/Job Services
- Classroom Tools
- Technology
- NGOs
- Funding Foundations
- International Publishers
- Fellowships
- Publishers
- Government
- Think Tanks
- Media
- Research Tools

Booth spaces include:

- 10'x10' booth space
- 1 complimentary full conference badge that gives access to sessions
- 3 Exhibit Hall Booth Badges
- 1 priority point per exhibit space for 2018 space selection
- Listing in the on-site program book and mobile app
- Listing on the Annual Meeting website



# Partnership for Your Organization

If you're looking for brand exposure to the entire audience of political scientists, consider:

- Wi-Fi
- Child Care
- Charging Station Lounge
- Sponsored Lounge
- Opening Reception
- Headshot Lounge
- Sponsored Booth Reception
- Coffee Break

If you're looking for individual connections with a unique targeted audience, consider:

- eJobs Placement Services Lounge
- International Attendee Reception
- Graduate Student Happy Hour
- Product Demo
- Travel Grants

**Learn more about these opportunities on the following pages.**

## EVENT SPONSORSHIP OPPORTUNITIES

- |   |   |
|---|---|
| <input type="checkbox"/> Wi-Fi                            | <input type="checkbox"/> Lanyards                         |
| <input type="checkbox"/> iPosters                         | <input type="checkbox"/> Graduate Student Happy Hour      |
| <input type="checkbox"/> Opening Reception                | <input type="checkbox"/> Recharge Charging Station Lounge |
| <input type="checkbox"/> Child Care                       | <input type="checkbox"/> Product Demo                     |
| <input type="checkbox"/> Foldable Water Bottles           | <input type="checkbox"/> Headshot Lounge                  |
| <input type="checkbox"/> eJobs Placement Service Lounge   | <input type="checkbox"/> Sponsored Booth Reception        |
| <input type="checkbox"/> Conference Bags                  | <input type="checkbox"/> Sponsored Lounge                 |
| <input type="checkbox"/> Mini-Maps                        | <input type="checkbox"/> Coffee Break                     |
| <input type="checkbox"/> Pen/Highlighter Combo            | <input type="checkbox"/> Travel Grants                    |
| <input type="checkbox"/> International Attendee Reception |   |

# SPONSORSHIP BENEFITS



## Silver, Gold, Platinum, and Premier Sponsors All Receive:

- Event signage recognition on welcome signs
- Organization's logo and listing on conference website with hyperlink to organization's website
- Organization's logo and listing in the program book and in the conference mobile app
- Complimentary sponsor participation button with link for company's website
- Acknowledgment during the APSA Presidential Address
- Recognition in three (3) editions of APSA's monthly eNewsletter, distributed to more than 12,000+ APSA members
- Logo inclusion in pre-conference marketing e-mails
- (1) Complimentary business meeting space and (1) complimentary reception space during business meeting/reception time slots





## Secure Your Sponsorship

To secure your sponsorship, please complete and submit the following information to [avandebunte@apsanet.org](mailto:avandebunte@apsanet.org). APSA will contact you, and a contract will be issued. Please note that the sponsorship will not be guaranteed without a signed contract and payment in full.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Sponsorship of Interest: \_\_\_\_\_

Amount: \_\_\_\_\_

Payment: Once the contract is issued, payment will be due within 30 days. Payment can be made by issuing a check to APSA or by paying the invoice with a credit card through the APSA website.

Would you like to customize a sponsorship that meets your needs?

Email [avandebunte@apsanet.org](mailto:avandebunte@apsanet.org).

# Additional Benefits



(1) complimentary full conference program registration, in addition to registrations included in exhibit agreement



(1) complimentary black and white half page ad in the Final program (\$900 value)  
 (1) complimentary full conference program registration, in addition to registrations included in exhibit agreement



(1) complimentary black and white half page ad in the Final program (\$1250 value)  
 (2) complimentary full conference program registrations, in addition to registrations included in exhibit agreement



Opportunity to provide materials for distribution at the Registration Desk and in the APSA Lounge  
 25% discount on one booth at next year's Annual Meeting  
 (3) complimentary full conference program registrations, in addition to registration included in exhibit agreement  
 (1) complimentary black and white full page ad in the Final Program (\$1250) value  
 VIP Table at the Awards Ceremony

## General Sponsor Level:

Supporters that do not reach our silver sponsor level of investment will receive a complimentary logo package, which includes a logo & description on the website, in the program book, & in the mobile app.

## Wi-Fi

Co-sponsorships available!  
Wi-Fi is an integral part of the meeting for attendees, with them using it to access the conference mobile app, view the conference website and online interactive live program, and email other attendees.

## iPosters

Co-sponsorships available!  
iPosters launched last year in the electronic poster room and were met with enthusiasm by both presenters and attendees. Because of their huge success, the iPosters will be highlighted in the Grand Ballroom, next to the conference exhibits. iPosters allow for an interactive display of new research in the field. An online gallery for the iPosters is available both before and after the conference – giving the sponsor(s) more exposure. Sponsorship of the iPosters will launch your company's visibility to the next level with unparalleled branding: logo recognition on the iPoster screens, on the iPoster website login page, in the program book, in the mobile app, and on signage. In addition, the iPoster Discussion Lounge will be branded with the sponsor(s) logos, and you'll have the ability to place out literature in the lounge.

## Opening Reception

Co-sponsorships available!  
Get your name in front of attendees at the premier reception – the Opening Reception, following the Presidential Address. The sponsor(s) name and logo will be featured on signage and visuals in the room. A display table can also be provided for the sponsor's literature and may be staffed by the sponsor if interested.



## Graduate Student Happy Hour

Co-sponsorships available!

The Graduate Student Happy Hour is the perfect opportunity to reach the next generation of faculty. Logo recognition will be given to sponsor(s) on signage, in the program book, and on the mobile app.

## Headshot Lounge

Multiple sponsorships available!

Networking and personal branding is becoming increasingly important in the academic arena. Sponsor a lounge where attendees can get a free professional headshot taken by a professional photographer to use on LinkedIn or on their website. Last year was the first year we had the headshot lounge, and it was very popular with attendees. Signage and a marketing material distribution table will be available to the sponsor(s).



## RBSI Scholars Sponsorship

Co-sponsorships available! Support the attendance of Ralph Bunche Summer Institute at the APSA Annual Meeting as part of their scholarship. The Institute is designed to introduce undergraduate students from under-represented racial and ethnic groups to the world of doctoral political science and for those interested in broadening participation political science and pursuing scholarship on issues affecting under-represented groups. RBSI honors Dr. Ralph Bunche, a scholar of international relations, and race and ethnicity; a UN diplomat; a Nobel Prize winner; and a civil rights leader.

## Child Care

Multiple sponsorships available! Demonstrate you care about an issue important to our members: sponsor child care for working parents at the event. With your sponsorship, we can provide complimentary child care for parents during program session hours. The sponsor's logo will be included on the child care registration form and on signage



## International Attendee Reception

Co-sponsorships available! Help welcome our international audience with a sponsorship of the International Attendee Reception. Nearly 20% of APSA's attendees are international participants, representing six continents and around 60 countries. This event features hors d'oeuvres and cocktails. Sponsor name(s) will appear on all signage.

## Lanyards

Lanyards are given to each registrant and affixed to their badge, so attendees will be wearing your company brand throughout the conference. These are a high demand, important item for our audience!



## Conference Bags

Place your company's name and logo featured on all conference bags logo and distributed to all conference attendees at Registration. This is a great tangible sponsorship, as attendees use their bags throughout the event and especially to purchase books in the exhibit hall.



## Recharge Charging Station Lounge

Place your company's name and logo featured on all conference bags logo and distributed to all conference attendees at Registration. This is a great tangible sponsorship, as attendees use their bags throughout the event and especially to purchase books in the exhibit hall.



Potential Locations for Lounges include:

- Registration Area
- Interview Services Lounge
- Hilton Continental Foyer
- Nikko 3rd Floor Foyer
- West St. Francis Mezzanine
- Parc 55 Cyril Magnin Foyer

**Options:**

- Wine & Cheese
- Wine & Dim Sum
- Local Beer & Snacks
- Local Beer & Pizza
- Dessert & Champagne



## Exhibit Hall Reception Crawl

Multiple sponsorships available!

Sponsor a reception on Thursday or Friday to be part of an Exhibit Hall Reception Crawl between 4:30 and 5:30 p.m. Hall receptions attract significant exhibit hall traffic that allows you to network, while showcasing your products and services. You will receive a sign that advertises your in-booth reception to attendees, along with Silver Sponsor benefits.

**Options:**

- Breakfast Break
- Booth Coffee Break
- Snacks and soda break
- Taste of the Season Snacks
- Popcorn Break
- Ice Cream Break
- Cookies & Milk Break
- Coffee & Sweets Break



## Booth Networking Reception

Multiple sponsorships available!

Have a break in your booth! It's a great opportunity to network, have a "Meet the Publishers" event, and feature your products and services. You will receive a sign that advertises your in-booth reception to attendees, as well.

## Travel Grants

Multiple sponsorships available!  
 Ensure that an eager and qualified members of the political science community can attend the Annual Meeting. Your travel grant will help deserving political scientists join their colleagues at this important event.

## Coffee Break

Multiple sponsorships available!  
 Host a networking coffee break for attendees during a program break. A coffee break in the job placement lounge is also a great opportunity. For more information on this, please contact us.

## Pen & Highlighter Combo Writer

Sponsor a pen/highlighter writer for all of the conference attendees so that they are able to take event notes and highlight important events. This sponsorship serves as a reminder of your commitment to furthering the exchange of scholarly debate during the conference – and also after the attendees go home.

## Mini-Maps

Help attendees navigate between the hotel properties with a mini-map. The sponsor will receive their company's artwork on the back of the Mini-Map, along with a fold-out ad. These will be distributed to all attendees at Registration.

## Keycards

Multiple sponsorships available  
 Keycards are a great opportunity to put your logo in the hands of attendees. Upon check-in at the hotel, they will be handed a room keycard with your company's artwork on the full front cover.

## Foldable, Reusable Water Bottle

APSA members care about the environment!  
 Help keep attendees hydrated by supplying them with foldable water bottles to transport around the hotel. The bottles will be branded with your company name and logo, and are sure to be used long after the conference ends. This sponsorship serves as a reminder of your commitment to furthering the exchange of scholarly debate during the conference.

↓ Stairs to Golden Gate 1-8  
→ Imperial Ballroom A & B • Yosemite A, B & C • Franciscan A, B, C & D



## Product Demo

Product demo sponsors will receive a time slot to do a product demo during a program break. APSA will provide seating and signage and will promote the event online and in the program book.

**Don't see what you're looking for?**

**Contact Ashley Vande Bunte at  
[avandebunte@apsanet.org](mailto:avandebunte@apsanet.org)  
to create a custom sponsorship!**

# ADVERTISING



## Ad Type 1 Conference Program Book Ad

Size	Price
Half Page	\$900
Full Page	\$1250
Cover II (Inside Front Cover – 1 Available)	\$1800
Cover III (Inside Back Cover – 1 Available)	\$2000
Cover IV (Back Cover in color) – 1 Available	\$2200

### Print Ad Requirements:

Full Page – 7 3/16" x 9 3/4"

Half Page (horz) – 7 3/16" x 4 3/4"

Half Page (vert) – 3 5/8" x 9 3/4"

Raise your visibility in the conference program! In an effort to incorporate our theme and integrate technology into our event, we offering attendees a conference mobile app, in addition to the print program. All attendees will have the option when registering to receive a hard copy or an electronic PDF copy of the program. The electronic copy will be available to all attendees, even those who opted for the hard copy program book on-site, and will be included on the website in advance of the conference, putting your ad in front of the attendees earlier. The pricing below will get your ad in both the hard copy program book and the electronic copy – giving your ad more exposure and visibility than before.

Pages are printed in grayscale. Please email the ad in a high-resolution PDF with all fonts and images embedded. All images contained within should be high –resolution and adjusted to 85% shadow dot. **Camera ready copy is due to [avandebunte@apsanet.org](mailto:avandebunte@apsanet.org) by June 3, 2017.**

**Ad Type 2  
Rotating Online  
Banner Ad  
(Limited quantity  
and early  
deadline)**

Size	Price
125 pixels width by 1000 pixels height	\$1,500

**Online Ad Requirements:**  
Images need to be web-optimized, a reasonable file size, and meet the pixel dimensions for your purchased banner size. Images should be non-animated GIF or JPEG file formats. A website address for the ad hyperlink will be needed.

Annual Meeting participants visit our website to access the online program, register, and make travel arrangements. Rotating ads will be available on the site from June through September. All ads must be received by May 27 in order to be included in the rotating banner ads.





**Ad Type 3  
Logo Package**

Increase the visibility of your online listing, your program listing, and your mobile app listing by adding a logo package. This will include your logo and a brief description in each of these three places for \$250.

**Ad Type 4  
eNewsletter**

The eNewsletter is distributed to more than 12,000 members. There is a special discounted rate for conference exhibitors and sponsors. Contact Karima Scott at [kscott@apsanet.org](mailto:kscott@apsanet.org) for more information on this opportunity.

# Advertisement Reservation Form

Please send this completed form to [avandebunte@apsanet.org](mailto:avandebunte@apsanet.org)

## Company Information:

Advertising Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Order Summary:

Check the ad(s) you are interested in purchasing and enter the quantity in the blank next to it:

\_\_\_\_\_ Half Page Program Book Ad (\$900) Horizontal or Vertical \_\_\_\_\_

\_\_\_\_\_ Full Page Program Book Ad (\$1250)

\_\_\_\_\_ Cover II (Inside Front Cover) (\$1800)

\_\_\_\_\_ Cover III (Inside Back Cover) (\$2000)

\_\_\_\_\_ Cover IV (Back Cover in Color) (\$2200) - **SOLD!**

\_\_\_\_\_ Online Ad (\$1500)

\_\_\_\_\_ Logo Package (\$250)

Total Investment: \_\_\_\_\_

## Payment:

Upon receipt of the reservation form, an invoice will be generated and emailed to you. Payment will be due within 30 days of receipt of the invoice, and it can be made online with a credit card by logging into [www.apsanet.org](http://www.apsanet.org) or by sending a check to:

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