

LASA2020

GUADALAJARA, MÉXICO / MAY 13 - 16, 2020

América Ladina:
vinculando mundos y
saberes, tejiendo esperanzas

EXHIBITOR,
ADVERTISING &
SPONSORSHIP
OPPORTUNITIES



WHO ATTENDS

Approximately 4,500 professors, graduate students, undergraduate students, representatives of NGOs, and other organizations worldwide. All attendees have the potential to purchase or recommend the purchase of your products and services.

Exhibitors can meet with:

- University faculty, department chairs, and program directors from the United States and throughout the world
- Graduate students seeking to establish their careers
- Government and NGO representatives



WHO CAN BENEFIT?

Organizations interested in reaching university educators, graduate students, undergraduate students, NGOs and representatives of organizations who focus on Latin America. LASA Congresses gather experts on Latin America from all disciplines and diverse occupational backgrounds across the globe. Exhibitors may include, among others:

- Academic and commercial presses
- Film producers
- Foundations
- Publishers of university-level texts, journals, periodicals and magazines
- Research institutes
- Producers of information technologies, e.g., hardware, software, or internet services
- Universities and university departments
- Multimedia producers



LASA CONGRESSES BY THE NUMBERS

AT THE PAST FIVE
CONGRESSES:

6,204

**AVERAGE NUMBER
OF ATTENDEES**

59

**COUNTRIES
REPRESENTED
(CUMULATIVE)**

53

**DISCIPLINES
REPRESENTED**

1,004

**UNIVERSITIES
REPRESENTED
(UNIQUE)**

PAST EXHIBITORS HAVE INCLUDED:

Alexander Street Press
 Alttexto Editoriales
 Universitarias y Académicas de México
 Americas Society/Council of the Americas
 Arts Department Cambria Press
 Asociación de Editores de Chile
 Association Book Exhibit
 Babbitt Instructional Resources
 Berghahn Books, Inc
 Bilingual Press/Editorial Bilingüe
 Bloomsbury Academic Border Songs
 Boston University/ Department of International Relations
 Brazilian Studies Association (BRASA)
 Brill
 California State University, Long Beach (Film & Electronic)
 Cámara Cubana del Libro/ Instituto Cubano del Libro
 Cambridge University Press
 Extramuros Edición
 Facultades Católicas

Center for a Free Cuba
 Center for LA Studies & Caribbean Studies
 Center for Latin American Studies, UC Berkeley
 Center for Latin American Studies, University of Miami
 Center for Puerto Rican Studies
 Centre for Social Conflict and Cohesion Studies (COES)
 Centro ABYA-YALA Centro de Investigación y
 Centro de Investigaciones y Estudios Superiores en Antropología Social (CIESAS)
 Centro Investigaciones Sociales- Instituto Estudios Caribe FCS UPR
 CIDE/ Centro de Investigación y Docencia Económicas AC
 Comisión Económica para América Latina y el Caribe (CEPAL)
 Consejo Latinoamericano de Ciencias Sociales (CLACSO)
 Cornell University Press
 Council for International Exchange of Scholars
 Council of American Overseas Research Centers/ Americas Research Network

Creighton University - The Werner Institute
 Cubanabooks Press Economic Commission for
 David Rockefeller Center for Latin American Studies, Harvard University
 Digitalia
 Docencia Económicas (CIDE)
 Documentary Educational Resources, Inc
 Duke University Press
 EcoAméricas
 Ediciones Akal, S.A. Editorial Cuarto Propio Ediciones Puerto
 Ediciones Universitarias de Valparaíso de la PUCV/ Editorial Cuarto Propio
 Editorial de la Universidad de Puerto Rico
 Editorial del Instituto de Cultura Puertorriqueña
 Editorial Isla Negra /Librería Norberto Gonzalez
 Editorial Plaza Mayor
 Editoriales Abya Yala/Flacso-Ecuador/Publicaciones PUCE
 Editoriales Académicas y Universitarias de Colombia
 El Colegio de la Frontera Norte/ Facultad Latinoamericana de Ciencias Sociales, Sede México
 El Colegio de México
 Explore505
 EPF Media
 ERIP Ethnicity, Race and Indigenous Peoples in Latin America and the Caribbean
 Eulac-Focus
 Extramuros Facsímiles Hackett Publishing Company

Facultad Latinoamericana de Ciencias Sociales (FLACSO)
 Fondo de Cultura Económica
 Fondo de Cultura Económica USA
 Food First/ Institute for Food and Development Policy
 Fulbright Scholar Program/ Institute of International Education
 Great Books Foundation
 Green Trek Students
 Expeditions Latin America
 Haymarket Books
 Hebrew University of Jerusalem- Rothberg International School
 Hispanic American Periodicals Index (HAPI)
 Iberoamericana Editorial Vervuert
 Indiana University Press
 Institute of International Education
 Institute of Latin American Studies (ILAS), School of Advanced Study, University of London
 Institute of Latin American Studies at Columbia University
 Instituto de Estudios Peruanos
 Instituto Internacional de Literatura Iberoamericana (IILI)
 Instituto Mora
 Intellect Press
 Inter-American Foundation
 Karina Library Press
 International Authors Forum
 Institut des Amériques
 International Political Science Association
 James Weldon Johnson Institute, Emory University
 Librería Mágica



JSTOR
 Latin America and Caribbean/
 United Nations (CEPAL)
 Latin America Working Group
 Education Fund
 Latin American News Digest
 Latin American Perspectives
 Lexington Books
 Latin American Perspectives
 Leiden University Press
 Macmillan Publishers Maney
 Publishing Mona-Lynn
 Courteau Ocean Press
 Liberty Fund, Inc.
 Libros El Navegante/
 Ediciones Callejón
 Lynne Rienner Publishers
 Lyons Press (an imprint of
 Globe Pequot Press)
 MaestroMeetings
 Markus Wiener Publishers
 Middlebury Language Schools
 New London Librarium
 Northwestern University Press
 McGill-Queen's
 University Press
 Ocean Sur
 Organization of
 American States
 Oxford University Press
 Palgrave Macmillan
 Penguin Group
 Pathfinder Press
 Penn University Press
 Pew Research Center
 Peter Lang Publishing
 Political Science Department
 Tulane University
 Pontificia Universidad Católica
 del Perú
 Pragda LLC Project MUSE
 Random House
 Red Altexto/Los Muchos
 Libros

Revista de Estudios Urbano
 Regionales
 Routledge
 Rowman & Littlefield SAGE
 Publications
 Rutgers University Press
 Santa Clara Press, SOS LLC
 SAR Press, School for
 Advanced Research
 Siglo del Hombre y Editoriales
 Universitarias de Colombia
 SILOÉ, arte y bibliofilia
 Smithsonian Folkways
 Recordings
 Smithsonian National Museum
 of American History Intern &
 Fellows Program
 Springer Nature SUNY Press
 Stanford University Press
 Tertulia Viejo San Juan
 The Scholar's Choice
 The School for Field Studies
 University of Calgary Press
 The University of Alabama
 Press
 The University of
 Arizona Press
 The University of Texas Press
 Universidad de Belgrano,
 Programa de Estudios
 Universidad del Pacífico
 Universidad Nacional
 Autónoma de México (UNAM)
 University of California Press
 University of New
 Mexico Press

University of North
 Carolina Press
 University of Notre Dame
 Press/Kellogg Institute
 University of Pittsburgh Press
 University of the West Indies
 Press
 University Press of Florida
 Vanderbilt University Press
 Visual Aids for Latin
 American Studies
 Washington Office on
 Latin America
 Westview Press Wiley
 Yolanda Carlessi



The LASA2020 Convention Exhibit Hall is being managed by MaestroMeetings. Purchase your Exhibit Booth, Advertising and/or Sponsorship via the [exhibitor online reservation system](#).

Paper form is available upon request.

Contact exhibits@maestromeetings.org for more information.

EXHIBIT BOOTH PACKAGES

Different packages have been created to meet the different needs of our exhibitors. The Exhibition Hall has been divided into areas which represent the different packages. Please find below a description of each package:

Guadalajara Package

\$2,715

ISLAND BOOTH

If you want more space to showcase, purchase the Guadalajara Booth. Our most spacious and inviting booth layout.

This 10' x 20' booth comes with:

- One (1) table
- One (1) wastebasket
- Identification sign
- Two (2) chairs
- Three (3) exhibitors' badges (good for all Congress activities)*
- One printed program
- Access to Exhibitor-Sponsor Lounge
- Around the clock security

Zapopan Package

\$2,245

LARGER BOOTH

This larger booth with dividers for privacy is designed to enhance open conversation in a comfortable setting.

This 10' x 13' booth comes with:

- One (1) table
- One (1) wastebasket
- Identification sign
- Two (2) chairs
- Three (3) exhibitors' badges (good for all Congress activities)*
- One printed program
- Access to Exhibitor-Sponsor Lounge
- Around the clock security



Tlaquepaque Package

TRADITIONAL BOOTH

\$1,755

Our traditional exhibit booth provides all the elements for browsing as well as privacy.

This 10' x 10' booth comes with:

- One (1) table
- One (10) wastebasket
- Identification sign
- Two (2) chairs
- Three (3) exhibitors' badges (good for all Congress activities)*
- One printed program
- Access to Exhibitor-Sponsor Lounge
- Around the clock security

Puerto Vallarta Package

TABLE

\$995

An open market of books, goods and conversations.

This 6.5' x 6.5' booth comes with:

- One (1) table
- One (1) wastebasket
- Identification sign
- Two (2) chairs
- Three (3) exhibitors' badges (good for all Congress activities)*
- One printed program
- Access to Exhibitor-Sponsor Lounge
- Around the clock security

*Discounts are offered on our exhibiting packages to our Level 3 institutional members.

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SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIPS

Welcome Reception

\$10,000

The XXXVIII International Congress officially kicks off with this event on Wednesday, May 13. All registered attendees are invited to enjoy hors d'oeuvres and cocktails. Reception sponsor will receive the corresponding level of sponsorship benefits, a formal acknowledgement from the LASA President during the reception, an invitation to the reception (listing your company as the sponsor) distributed to every meeting registrant, and prominent signage at the reception. Co-sponsor opportunities are also available.

Gran Baile

\$10,000

The International Congress holds this gala event the night before the LASA2020 Congress ends. It's the place to relax, enjoy the music, and be with new and old friends. In this event you will find delicious snacks, fun music and a local Latin American band. The name of your institution will be displayed in the dance area and the DJ will announce you as a sponsor during the event. Gran Baile sponsor will receive the corresponding level of sponsorship benefits. Co-sponsor opportunities are also available.

Thank You Reception

\$10,000

The Thank You Reception honors scholars, sponsors and staff who contributed to the success of the congress. The event will host up to 100 invited guests. The name of your institution will appear in every invitation distributed and throughout the reception. Reception sponsor will receive the corresponding level of sponsor benefits.

Kalman Silvert Award Luncheon

\$5,000

The Kalman Silvert Award Luncheons honor scholars for their distinguished contributions to the discipline and the profession. The event will host up to 100 invited guests. The Awards Luncheon sponsor will receive two (2) tickets to the luncheon for a representative. The name of your institution will appear in every invitation distributed. Luncheon sponsor will receive the corresponding level of sponsorship benefits.

Exhibit Hall Reception

\$3,000

Your organization will have the opportunity to display products and speak directly to current and potential customers in the Exhibit Hall Lounge. The reception will offer a host bar and light refreshments. In addition to Contributors-level sponsor benefits, a reception/cocktail hour sponsor will receive a display table and unique signage featuring organization name, logo and booth number.

Journal Editors on "Getting Published"

\$3,000

The "Getting Published" Reception offers an outstanding opportunity to connect with both graduate and undergraduate students. This event will attract up to 200 attendees and will feature an informal conversation with editors answering questions from the audience. Substantial hors d'oeuvres and cocktails will be served. Reception sponsor will receive the corresponding level of sponsorship benefits. Co-sponsor opportunities are also available.



CONVENTION SERVICES

Wi-Fi Lounge

Located near the registration area or at the exhibit hall, the Wi-Fi Lounge is a popular meeting spot as well as a convenient place to get online. Attendees will appreciate not having to carry a laptop around with them all day. Your organization's name, logo, and booth number will be prominently displayed on the signage and screensaver. The homepage for each computer will be set to your website's URL. The Wi-Fi Lounge sponsor has contributor level benefits. The fee is \$3,000 per day.

**\$3,000
per day**

Coffee Breaks in the Exhibit Hall

Enjoy some refreshments while connecting with future customers or colleagues. Coffee carts can be located in the morning or afternoon near your exhibit booth on the day of your choice. The station hours are either from 9:30 am to 11:00 am or 2:30 pm to 4:00 pm. Coffee stations include coffee, tea, condiments, cookies and coffee cake. Friends sponsor benefits are extended to cart sponsors.

**\$1,000
per break**

The Latin American Studies Association is happy to partner with institutions and organizations to sponsor the largest Latin American Studies congress in the world. Institutions participating as sponsors of the XXXVIII International Congress of the Latin American Studies LASA2020 in Guadalajara, Mexico, are guaranteed visibility beyond what traditional advertising can provide. There are several sponsorship opportunities, as well as, different levels of sponsorship available depending on your interest and desired benefits. With over 5,000 attendants per year, LASA offers exciting opportunities to advertise your organization.

The LASA2020 Convention Exhibit Hall is being managed by MaestroMeetings. Purchase your Exhibit Booth, Advertising and/or Sponsorship via the [exhibitor online reservation system](#).

Paper form is available upon request.

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SPONSORSHIP OPPORTUNITIES

ADDITIONAL OPPORTUNITIES

Tote bags

\$5,000

This opportunity to support the International Congress will give attendees something they will continue to use when they get home. Each of the approximately 5,000 attendees will receive a reusable eco-friendly tote bag with your organization's name and logo. In return for the donation of the Congress tote bags, the sponsoring organization will receive Patrons level sponsor benefits. You also may have one item put in the bag, such as a flyer (one page), magnet, or pen. The meeting program will recognize you as the Official Tote Bag Sponsor.

Lanyards

\$3,000

Your name will be printed on the strap of the lanyard that is given to all registered attendees (we're expecting more than 5,000 this year). Sponsor will receive the corresponding level of sponsorship benefits.

Travel for Speakers and Presidential Panels

\$1,000

Underwrite some of a speaker's costs to attend the Congress and get "Sponsored by" signs in the speaker's meeting room, a listing next to the speaker's session in the program, and Associates sponsorship benefits.

Travel for Film Directors

\$1,500

Help underwrite the cost of one of the film directors to attend the Congress. Underwriters will receive the corresponding level of sponsorship benefits and your contribution will be acknowledged in the Film Festival program.

AWARD SPONSORSHIP OPPORTUNITIES

Charles A. Hale Fellowship for Mexican History

\$1,000

Luciano Tomassini Latin American International Relations Book Award

\$1,000

Bryce Wood Book Award

\$1,000

Premio Iberoamericano Book Award

\$1,000

LASA Media Award

\$1,000

Guillermo O'Donnell Award

\$1,000

Howard F. Cline Book Prize In Mexican History

\$1,000

Sponsor will receive the corresponding level of sponsorship benefits.

CONTRIBUTOR LEVEL BENEFITS	BENEFACTOR \$10,000	PATRONS \$5000	CONTRIBUTORS \$3,000	FRIENDS \$1,000
Thank You Reception invitations <i>Value: \$200 per ticket</i>	FOUR (4)	TWO (2)		
Complimentary ads in Congress program <i>Value: \$2,100</i>	2 FULL PAGES			
<i>Value: \$1,050</i>		ONE PAGE		
<i>Value: \$660</i>			ONE-HALF PAGE	
Prominent company name/logo on the sponsor board	✓	✓	✓	✓
Prominent recognition in Congress program	✓	✓	✓	✓
Two (2) complimentary professional member registrations for the 2020 Congress	✓			
One (1) free mailing list rental (one time use) of Convention Attendees	✓	✓		
One (1) complimentary professional member registrations for 2020 Congress		✓	✓	
Recognition in the issue of the LASA Forum distributed to LASA members on-line two months before the Congress.	✓	✓	✓	✓

CUSTOM SPONSORSHIP

If you don't see an opportunity that meets your needs or you wish to donate something in kind, we are happy to work to create a package specifically for you! Sponsor will receive the corresponding level of sponsorship benefits.

The LASA2020 Convention Exhibit Hall is being managed by MaestroMeetings. Purchase your Exhibit Booth, Advertising and/or Sponsorship via the [exhibitor online reservation system](#).

Paper form is available upon request.

Contact exhibits@maestromeetings.org for more information.

PAYMENT SCHEDULE

All payments and reservations will be made **via the exhibitor online reservation system**. For any questions, email exhibits@maestromeetings.org

If you prefer not to use the online system, you may complete and return the application form found at the end of this document.

December 15, 2019

- Minimum of 50% deposit of total booth rental fee due with completed application.

February 1, 2020*

- Balance of the rental fee is due.
- Deadline to receive cancellation refund (less a \$375 service fee).

February 28, 2020

- Reservations deadline for advertising in the Congress program

April 5, 2020

- Materials due for advertising in the Congress program

**After February 1, if space is available, those wishing to exhibit will be required to pay in full by check, wire transfer, Visa, MasterCard or American Express.*

MAILING LIST

Establish relationships, encourage booth traffic and increase your visibility by renting the postal addresses mailing list. Send an invitation to your booth before the meeting and introduce registrants to your organization. Or on the contacts you made during the meeting.

For-Profit Organizations

Pre-registrant list: \$520

- Includes: Attendees registered by April 5, 2020
- List provided by: April 15, 2020

On-site list: \$575

- Includes: All LASA2020 registrants
- List provided by: June 25, 2020

Non-Profit Organizations

Pre-registrant list: \$410

- Includes: Attendees registered by April 5, 2020
- List provided by: April 15, 2020

On-site list: \$460

- Includes: All registrants for the LASA2020 Congress
- List provided by: June 25, 2020

**Membership postal address mailing lists are also available for purchase.*



CONGRESS ADVERTISING OPPORTUNITIES

Advertising in the LASA2020 program offers an excellent opportunity to reach all of the 4,500 Congress attendees. The book and application are made available online and distributed on-site to all registrants.

Congress Program

Full page: \$1,050
Half page: \$660

Specifications

- Full page: 7.5 inches (wide) x 10.5 inches (high).
- Half page: 7.5 inches (wide) x 4.75 inches (high).
- Bleed pages and color are not acceptable. All will be in black and white.
- All will also be included in a combined PDF document in the app.
- Ads must be submitted in electronic form only.

Deadlines

- Reservations: February 28, 2020
- Materials: April 5, 2020



Congress App Advertising

Devoted App Tab: \$1,120 (limited availability)

- Reserves a tab specifically for your organization/publishing company.
- The tab can include any information and links
- A 10% discount will be provided for this app ad if a program book ad is also purchased.

Home Page Banner: \$1,435 (limited availability)

- Includes a banner in the home page (can include a link to a web page).
- A 10% discount will be provided for this app ad if a program book ad is also purchased.

Sessions Banner: \$690

- Includes a top page banner within the individual sessions. On a rotational basis with other organizations/publishing companies
- A 10% discount will be provided for this app ad if a program book ad is also purchased.

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EXHIBIT SCHEDULE

Installation of Exhibits

Tuesday, May 12

4:00 p.m. - 7:00 p.m.

Exhibit Hall

Wednesday, May 13

9:30 a.m. - 7:30 p.m.

Thursday, May 14

9:30 a.m. - 7:30 p.m.

Friday, May 15

9:30 a.m. - 7:30 p.m.

Saturday, May 16

9:30 a.m. - 12:30 p.m.

Dismantling of Exhibits

Saturday, May 16

12:30 p.m. - 3:30 p.m.



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LATIN
AMERICAN
STUDIES
ASSOCIATION

www.lasaweb.org

The Latin American Studies Association (LASA) is the largest professional Association in the world for individuals and institutions engaged in the study of Latin America. With over 12,000 members, nearly 60 percent of whom reside outside the United States, LASA is the one association that brings together experts on Latin America from all disciplines and diverse occupational endeavors, across the globe.

RETURN COMPLETED APPLICATION TO:

By mail: 315 South Bellefield Avenue, Suite 416, Pittsburgh, PA 15213

By fax: 412-648-7145 (fax) By email: exhibits@maestrometings.org

COMPANY INFORMATION

Company Name	Contact Name
<hr/>	
Title	
<hr/>	
Address	
<hr/>	
City	State
<hr/>	
Postal Code	Country
<hr/>	
Phone	Email
<hr/>	

EXHIBIT BOOTH PACKAGES

- Guadalajara Package (Island Booth) \$2,715
- Zapopan Package (Larger Booth) \$2,245
- Tlaxiaco Package (Traditional Booth) \$1,755
- Puerto Vallarta Package (Table) \$995

Paper applications will be assigned a booth based on availability when the form is received by MaestroMeetings.

CONGRESS PROGRAM

- Full page \$1,050
- Half page \$660

CONGRESS APP ADVERTISING OPTIONS

- Devoted App Tab \$1,120
- Home Page Banner \$1,435
- Sessions Banner \$690

MAILING LIST

- | | FOR-PROFIT ORGANIZATIONS | NON-PROFIT ORGANIZATIONS |
|---------------------|--------------------------------|--------------------------------|
| Pre-registrant list | <input type="checkbox"/> \$520 | <input type="checkbox"/> \$410 |
| On-site list | <input type="checkbox"/> \$575 | <input type="checkbox"/> \$460 |

SPONSORSHIP OPPORTUNITIES

Mark the box in front of the sponsorship opportunity that you would like. Choose as many as you want.

Signature Events:

- Welcoming Reception \$10,000
- Gran Baile \$10,000
- Thank you Reception \$10,000
- Kalman Silver Award Luncheon \$5,000
- Exhibit Hall Reception \$3,000
- Journal Editors on "Getting Published" \$3,000

Convention Services:

- WI-FI Lounge \$3,000/day
- Coffee Breaks in the Exhibit Hall \$1,000 per break

Additional Events:

- Lanyards \$3,000
- Tote bags \$5,000
- Travel for one film director \$1,500
- Travel for Speakers and Presidential Panels \$1,000

Award Sponsorships:

- Charles Hale Fellowship for Mexican History \$1,000
- Luciano Tomassini Latin American International Relations Book Award \$1,000
- Bryce Wood Book Award \$1,000
- Premio Iberoamericano Book Award \$1,000
- LASA Media Award \$1,000
- Guillermo O'Donnell Award \$1,000
- Howard F. Cline Book Prize In Mexican History \$1,000

RETURN COMPLETED APPLICATION TO:

By mail: 315 South Bellefield Avenue, Suite 416, Pittsburgh, PA 15213

By fax: 412-648-7145 (fax) By email: exhibits@maestromeetings.org

PAYMENT

50% deposit of total booth rental fee is due by December 15 with completed application. Balance of the rental fee is due by February 1. Any cancellation before February 1 will be refunded less a \$375 service fee. Any cancellation after February 1 will not be refunded.

PAYMENT METHOD

Check: Please make payable to LASA.
Mail to address listed above.

Wire transfer: (additional \$30 charge) send an email to exhibits@maestromeetings.org.

Credit Card:

Visa MasterCard American Express

Card #

Exp. date

CSV code

Name on card

Billing Address

City

State

Postal Code

Country

AUTHORIZATION

This contract must be submitted with an authorizing signature, agreeing to abide by all terms, conditions, and specifications and committing to the total tallied above. Any questions regarding a specific opportunity in advance of submission may be directed to the LASA Exhibits Manager, contact information above.

Authorized
Signature

Name

Title

Date

TOTAL

\$