

LASA2021

VANCOUVER, CANADA / MAY 26 - 29, 2021
Hybrid Congress (on-site and virtual)

Crisis global,
desigualdades y
centralidad de la vida

An aerial photograph of a city skyline, likely Vancouver, is shown with a semi-transparent teal overlay. The buildings are rendered in a lighter shade of teal, creating a monochromatic effect. The text 'EXHIBITOR, ADVERTISING & SPONSORSHIP OPPORTUNITIES' is overlaid on the left side of the image in a bright yellow color.

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



LASA2021

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	Center for a Free Cuba	Creighton University - The Werner Institute	Facultad Latinoamericana de Ciencias Sociales (FLACSO)
Alttexto Editoriales Universitarias y Académicas de México	Center for LA Studies & Caribbean Studies	Cubanabooks Press Economic Commission for	Fondo de Cultura Económica USA
Americas Society/Council of the Americas	Center for Latin American Studies, UC Berkeley	David Rockefeller Center for Latin American Studies, Harvard University	Food First/ Institute for Food and Development Policy
Arts Department Cambria Press	Center for Latin American Studies, University of Miami	De Gruyter	Fulbright Scholar Program/ Institute of International Education
Asociación de Editores de Chile Association Book Exhibit	Center for Puerto Rican Studies	Digitalia	Great Books Foundation
Babbitt Instructional Resources Berghahn Books, Inc	Centre for Social Conflict and Cohesion Studies (COES)	Docencia Económicas (CIDE)	Green Trek Students Expeditions Latin America
Bilingual Press/Editorial Bilingüe	Centro ABYA-YALA Centro de Investigación y	Documentary Educational Resources, Inc	Haymarket Books
Bloomsbury Academic Border Songs	Centro de Investigaciones y Estudios Superiores en Antropología Social (CIESAS)	Duke University Press EcoAméricas	Hebrew University of Jerusalem- Rothberg International School
Boston University/ Department of International Relations	Centro Investigaciones Sociales- Instituto Estudios Caribe FCS UPR	Ediciones Akal, S.A. Editorial Cuarto Propio Ediciones Puerto	Hispanic American Periodicals Index (HAPI)
Brazilian Studies Association (BRASA)	CIDE/ Centro de Investigación y Docencia Económicas AC	Ediciones Metales Pesados	Histria Books
Brill	Cinco Puntos Press	Ediciones Universitarias de Valparaíso de la PUCV/ Editorial Cuarto Propio	Iberoamericana Editorial Vervuert
California State University, Long Beach (Film & Electronic	Comisión Económica para América Latina y el Caribe (CEPAL)	Editorial de la Universidad de Puerto Rico	Indiana University Press
Cámara Cubana del Libro/ Instituto Cubano del Libro	Consejo Latinoamericano de Ciencias Sociales (CLACSO)	Editorial del Instituto de Cultura Puertorriqueña	Institute of International Education
Cambria Press	Cornell University Press	Editorial Isla Negra /Librería Norberto Gonzalez	Institute of Latin American Studies (ILAS), School of Advanced Study, University of London
Cambridge University Press	Council for International Exchange of Scholars	Editorial Plaza Mayor	Institute of Latin American Studies at Columbia University
Extramuros Edición Facultades Católicas	Council of American Overseas Research Centers/ Americas Research Network	Editoriales Abya Yala/Flacso- Ecuador/Publicaciones PUCE	Instituto de Estudios Peruanos
		Editoriales Académicas y Universitarias de Colombia	Instituto Internacional de Literatura Iberoamericana (IILI)
		El Colegio de la Frontera Norte/ Facultad Latinoamericana de Ciencias Sociales, Sede México	Instituto Mora Librería Mágica
		El Colegio de México Explore505	Intellect Press
		EPF Media	Inter-American Foundation Karina Library Press
		ERIP Ethnicity, Race and Indigenous Peoples in Latin America and the Caribbean	International Authors Forum Institut des Amériques
		Eulac-Focus	International Political Science Association
		Extamuros Facsímiles Hackett Publishing Company	James Weldon Johnson Institute, Emory University



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JSTOR
Latin America and Caribbean/
United Nations (CEPAL)
Latin America Research
Commons
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
Penquin 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
SUNY 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
Third World Newsreel
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 LASA2021 Congress Exhibit Hall is being managed by MaestroMeetings. Purchase your Exhibit Booth, Advertising and/or Sponsorship via the [exhibitor online reservation system](#).

Paper form can be found on the last page of this prospectus.

Contact exhibits@maestromeetings.org for more information.

VIRTUAL EXHIBITORS GALLERY

Due to the success of the online exhibitor's gallery in 2020, we are expanding this opportunity for exhibitors to purchase space on the LASA website during the year.

Content may include the exhibitor's URL, contact information, photos, and details on an unlimited number of books, videos, and much more.

Exhibitor Site in the Gallery

\$500

- User friendly format allows exhibitors to set up a mini-site on the LASA website.
- Site will be live from September 1, 2020, through May 31, 2021.
- Edit content throughout the year.

Featured Exhibitor

\$250

- *Upgrade* to priority placement as a Featured Exhibitor.
- Priority listing over general exhibitors.
- Limited to 8 exhibitors.

MAY 1, 2021

Deadline to purchase virtual exhibit booths.



Publisher Spotlights: *Entre Letras*

\$195

- **New this year** - This is a great opportunity for publishers to showcase recent books or other featured topics. The events will be promoted, transmitted live, and saved in LASA's Facebook and YouTube channel.
- Publishers are invited to purchase 45 minute timeslots to showcase recent books or other featured topics.
- Sessions will be organized by and promoted via LASA communications.
- Instructions and available dates will be sent to you once purchase is completed. Not available during the congress month (May 2021).
- Subject to availability.

ON-SITE CONGRESS

Pending the approval of the on-site Congress, we will provide a floor plan and complete purchase options.

Existing Virtual Exhibitor

\$1,255

- If you have exhibited virtually throughout the year, the cost to attend the on-site Congress is discounted to \$1,255.
- You will have early access to the exhibit hall booth selection process. Featured exhibitors will have first access to booth selection. Virtual exhibitors will have secondary access to booth selection, prior to new vendors.
- One price/one size exhibit booth.
- 8 ft. x 10 ft. pipe and drape booth.
- Includes – one table, two chairs, a wastebasket, and an identification sign.
- Three exhibitors' badges for all Congress activities.
- One printed program.
- Access to Exhibitor-Sponsor Lounge.
- Around the clock security.
- Additional booths may be purchased for larger spaces with a 10% reduction of the second booth price.
- Full payment due at purchase.

APRIL 1, 2021

Deadline to purchase on-site booths.

On-site Exhibitor

\$1,755

NOT ALREADY A VIRTUAL EXHIBITOR

- One price/one size exhibit booth.
- 8 ft. x 10 ft. pipe and drape booth.
- Includes – one table, two chairs, a wastebasket, and an identification sign.
- Three exhibitors' badges for all Congress activities.
- One printed program.
- Access to Exhibitor-Sponsor Lounge.
- Around the clock security.
- Additional booths may be purchased for larger spaces with a 10% reduction of the second booth price.
- Exhibitor has the option to secure a site on the virtual exhibitor gallery.
- Full payment due at purchase.

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LASA2021

CONGRESS ADVERTISING OPPORTUNITIES

Advertising in the LASA2021 program offers an excellent opportunity to reach all of the 4,500 Congress attendees. The printed program book will be available for purchase whether the congress is hybrid or virtual.

Virtual Advertising

\$1,695 – Banner ads on LASA website and mobile app

- Publishers, institutions, universities, film promotions and academic programs can now purchase space on the LASA website and mobile app.
- These banner ads can be purchased as early as September 1, 2020 through May 31, 2021 and will run throughout the year.
- This is an incredible offer with 9 months of advertising exposure.
- Purchase up to five banners to appear more frequently.
- Size specifications will be sent to you
- Ad can link to your website.

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.

Deadline for Program Advertising

April 15, 2021

All sponsor and advertising materials due for virtual and Congress program.



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SPONSORSHIP OPPORTUNITIES

Customized Sponsorship Packages available upon request

Whether the 2021 LASA Congress is virtual or hybrid, sponsorship recognition will be a prominent feature on the LASA website with communications to LASA members throughout the year. Your sponsorship supports the staff and technical support during these challenging new circumstances.

Select from a variety of options

- Featured Exhibitor Booth – virtual and/or on-site (pending availability)
- Logo displayed on LASA Congress website throughout the year
- Logo displayed in final congress email to all participants
- Link to Sponsors Website from logo
- Logo displayed on the waiting room screen prior to start of virtual sessions during the congress
- For on-site congress, sponsors will be promoted throughout the event on all promotional materials

Payment Schedule and Deadlines

All payments can be made through the [LASA Reservations System](#). For any questions, email exhibits@maestrometings.org.

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

APRIL 1, 2021

Deadline to purchase on-site booths

APRIL 15, 2021

All sponsors and advertising materials due for virtual and Congress program

MAY 1, 2021

Deadline to purchase virtual exhibit booths

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!

LASA2021

EXHIBIT SCHEDULE

PENDING
CONFIRMATION OF
IN-PERSON CONGRESS

Installation of Exhibits

Tuesday, May 25

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

Exhibit Hall

Wednesday, May 26

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

Thursday, May 27

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

Friday, May 28

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

Saturday, May 29

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

Dismantling of Exhibits

Saturday, May 29

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 13,000 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.

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MAILING LIST RENTAL

Use LASA's mailing list to reach scholars on Latin American Studies of your choice. You can choose from thousands of members using multiple selections to ensure the effectiveness of your mailings.

LASA has contracted with MGI lists to handle all facets of its member list rental program. Please refer all list inquiries, count requests and list order to:

Candy Brecht

cbrecht@mgilists.com

Mailing List Rental



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 XXXIX International Congress of the Latin American Studies LASA2021 are guaranteed visibility beyond what traditional advertising can provide. With over 4,500 attendants per year, LASA offers exciting opportunities to advertise your organization.



EMAIL BLAST TO REGISTERED ATTENDEES

Reach all registered 2021 Congress participants via a mass email dedicated exclusively to your organization.

One direct email will be sent by LASA to all registered attendees during the Congress week.

\$2,000

RETURN COMPLETED APPLICATION TO:

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

By email: exhibits@maestromeetings.org

Once the on-site Congress is confirmed, a floor-plan and additional purchase options will be made available.

COMPANY INFORMATION

Company Name	Contact Name
Title	
Address	
City	State
Postal Code	Country
Phone	Email

PAYMENT

Website access will be granted immediately for virtual exhibitors and advertisers. Therefore, payment is requested in full at the time of purchase.

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 _____

EXHIBIT BOOTH PACKAGE

- Virtual Exhibitor \$500
- Upgrade to Featured Exhibitor - (subject to availability) \$250

PUBLISHER SPOTLIGHTS: *Entre Letras*

- 45 minute showcase \$195

VIRTUAL ADVERTISING

- Banner ads on LASA website and mobile app \$1,695

CONGRESS PROGRAM

- Full page \$1,050
- Half page \$660
- Price per unit

SPONSORSHIP OPPORTUNITIES

- Please contact me to discuss sponsorship options

EMAIL BLAST

- To all registered Congress participants \$2,000

AUTHORIZATION

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

Authorized Signature _____

Name _____

Title _____ Date _____