

LASA2019

BOSTON, USA / MAY 24 - 27, 2019

SPONSORSHIP OPPORTUNITIES



EVENT SPONSORSHIPS

Welcoming Reception <p>The XXXVII International Congress officially kicks off with this event on Friday, May 24. 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.</p>	\$10,000
Gran Baile <p>The International Congress holds this gala event the night before the LASA2019 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.</p>	\$9,500
Kalman Silvert Award Luncheon <p>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.</p>	\$5,500
Exhibit Hall Reception <p>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.</p>	\$3,500
Journal Editors on "Getting Published" <p>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.</p>	\$3,750
Thank You Reception <p>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 reception sponsor will receive two (2) tickets to the reception for a representative. The name of your institution will appear in every invitation distributed and at the reception. Reception sponsor will receive the corresponding level of sponsorship benefits.</p>	\$3,500

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 \$3,500 per day.

\$3,500
/ 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: Friday, Saturday, or Sunday. 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.

\$1,500

Audiovisual Equipment

Each conference room is provided with computer and a projector. Your logo and company name will appear on an acknowledgement slide, projected on screen at beginning and end of session. Approximately 1,000 to 1,100 sessions are to be scheduled during the LASA Congress. Sponsor will receive the corresponding level of sponsorship benefits. Co-sponsor opportunities are also available.

\$20,000

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 XXXVII International Congress of the Latin American Studies LASA2019 in Boston, USA, 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.

**For any questions or to apply,
email lasaexhb@pitt.edu**

ADDITIONAL SPONSORSHIPS

Tote bags <p>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.</p>	\$7,000
Lanyards <p>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.</p>	\$5,000
Travel for Speakers <p>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.</p>	\$1,500
Travel for a Civil Society Intellectual Speaker <p>Underwrite an unsponsored Civil Society Intellectual Speaker 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.</p>	\$1,500
Travel for Film Directors <p>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.</p>	\$1,500

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
<i>Sponsor will receive the corresponding level of sponsorship benefits.</i>	

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.

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SPONSORSHIP BENEFITS

	BENEFACTORS \$10,000+	PATRONS \$5,000 - \$9,999	CONTRIBUTORS \$3,000 - \$4,999	ASSOCIATES \$2,000 - \$2,999	FRIENDS \$1,000 - \$1,999
Complimentary second booth (when you purchase one)	✓				
Preferred booth placement	✓	✓	✓	✓	✓
Complimentary ads in the Congress program	2 full page	1 full page	1 half page		
Complimentary professional member registrations*	2	1	1	1	
One (1) free mailing list rental (one time use) of convention attendees	✓	✓			
Acknowledgement in the Congress program	✓	✓	✓	✓	✓
Company name/logo on the sponsor board	✓	✓	✓	✓	✓
Acknowledgement and a link to your website on the Congress website	✓	✓	✓	✓	✓
Recognition in the pre-Congress issue of the LASA Forum	✓	✓	✓	✓	✓

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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.