



EXHIBITOR INVITATION

CONGRESS 2013

OF THE HUMANITIES AND SOCIAL SCIENCES

@ THE
EDGE

June 1–8, 2013

University of Victoria, Victoria BC Canada

www.congress2013.ca



FEDERATION FOR THE
HUMANITIES AND
SOCIAL SCIENCES

FÉDÉRATION
DES SCIENCES
HUMAINES



University
of Victoria

50
YEARS



About the Federation for the Humanities and Social Sciences

The Federation for the Humanities and Social Sciences is the national voice and public policy advocate for Canada's scholars, students and practitioners in the humanities and social sciences.

We are a not-for-profit charitable organization with a mandate to:

- Promote the value of research and learning in the humanities and social sciences
- Support the dissemination of knowledge to the public and the public policy community
- Provide a range of services to individual members and member institutions

Created in 1996, we represent a long tradition of academic excellence in Canadian universities across a rich spectrum of disciplines. Our membership comprises 81 scholarly associations, 80 institutions and 6 affiliate organizations, representing 85,000 researchers, educators and students across Canada.

About the Congress of the Humanities and Social Sciences

Unrivaled in scope and impact, the annual Congress of the Humanities and Social Sciences is known simply as "Congress." Now in its 82nd year, this singular, flagship event is much more than Canada's largest gathering of scholars across disciplines. Organized by the Federation for the Humanities and Social Sciences, Congress brings together academics, researchers, policy-makers, and practitioners to share findings, refine ideas, and build partnerships that will help shape the Canada of tomorrow.

Typically spanning eight days in late May and early June, Congress is home for nearly 70 scholarly association meetings and attracts about 7,000 attendees. Developed in partnership with a different host university each year, Congress programming is open to attendees, academics and non-academic audiences. From theatre research, literature studies and education to history, sociology and communications, Congress represents a unique showcase of scholarly excellence, creativity, and leadership.

Congress 2013 is being hosted by the University of Victoria in Victoria, British Columbia. The theme for this year's Congress is "@ the edge." It will feature world-class speakers including Louise Arbour, Dany Laferrière and Doug Saunders.

Future Congresses

Congress 2013
University of Victoria
June 1 – June 8, 2013

Congress 2014
Brock University
May 24 – May 31, 2014

Congress 2015
University of Ottawa
May 30 – June 6, 2015



Who you will reach: Attendee demographics

The Congress of the Humanities and Social Sciences offers a unique opportunity to reach Canada's research community. **Over 7,000 researchers, graduate students, practitioners and community members are expected to attend Congress 2013 in Victoria, British Columbia from June 1 to June 8, 2013.**

Whether you exhibit, advertise or sponsor Congress, by partnering with the Federation for our annual event, your brand and messages will reach:

- 7,000 onsite attendees
- Extensive online audiences (depending upon the type of sponsorship)
- Researchers/faculty
- Graduate-level students
- Policy-makers from government or other organizations
- Media



Audience break-down

- Attendees come from the local region, across the country and around the world
 - 92% domestic attendees
 - 8% international attendees
- Attendees represent a broad spectrum of disciplines and career levels
 - 39% graduate students
 - 44% university/college faculty
 - 3% university/college administration
 - 3% postdoctoral scholars
 - 3% retired
 - 1% government
 - 7% other



Exhibiting at Congress

Exhibit at Congress Expo and enjoy an extraordinary opportunity to showcase your products and services to the largest gathering of academics in Canada. Located with Registration and Information, the Expo will be visited more than 7,000 attendees over seven days. It will be a hub of activity with a dynamic events space and a business café. At Congress 2013, the Expo will be held in the McKinnon Gym at the University of Victoria.



Benefits of exhibiting

Your participation will be part of the total Congress experience.

- Gain access to over 7,000 researchers, educators, students, policy makers, and community members.
- Promote your company, products and services to a wide audience through targeted marketing and sponsorship opportunities.
- Network with attendees and other exhibitors during programming and social events held in the Expo events space.

As an exhibitor, you will receive:

- A listing in the onsite guide (distribution of 8,000+)
- A link to your company's website on Congress2013.ca, which will be visited by more than 55,000 unique visitors.
- Access to all Congress-wide events, including Big Thinking lectures, President's Reception, Career Corner sessions, interdisciplinary programming and much more.



Exhibit schedule

Friday, May 31

1:00 p.m. – 9:00 p.m. Set-up

Saturday, June 1 to Thursday, June 6

9:00 a.m. – 6:00 p.m. Exhibits open

Friday, June 7

9:00 a.m. – 2:00 p.m. Exhibits open

2:00 p.m. – 5:00 p.m. Move-out

Booth rates and equipment

Booths measure 10' x 6'6" (66 square feet). Standard booths are pipe and drape. Hard wall booths with shelving are an additional \$200 per booth.

Reserve your booth **before March 24, 2013** to receive the early bird rates below:

Full-time booth (June 1-7): \$1,550 per booth

Discounts for reserving multiple full-time booths: 2 booths – 5%; 3 booths – 10%; 4 booths – 15%.



Part-time booth (June 1-4): \$1,150 per booth

Part-time booth (June 5-7): \$1,000 per booth

The number of part-time booths is limited and they will be assigned on a first-come, first-served basis.

After March 24, 2013, the above booth rates increase by \$200 per booth.

Each pipe and drape booth includes: choice of (1) 6' skirted table or (1) 40" lockable counter, (2) chairs, (1) wastebasket, (1) 110 volt/15 amp duplex power supply, (1) black lettered sign featuring company name (text only/no logo), carpeting, (3) access badges valid for all Congress-wide events.



Each hard wall booth (Octanorm exhibition system) includes: choice of 3, 4 or 5 shelves, choice of (1) 6' skirted table or (1) 40" lockable counter, (2) chairs, (1) wastebasket, (1) 110 volt/15 amp duplex power supply, (2) 75-150W spotlights, (1) vinyl lettered header featuring company name (text only/no logo), carpeting, (3) access badges valid for all Congress-wide events.

Expo Programming

New for 2013, the Expo will feature an events space, available for exhibitor use *free of charge*. Host a reception, book launch or product presentation. The space will come equipped with tables, chairs and standard A/V equipment. All events will be listed in the onsite guide and on Congress2013.ca. For more information on how to reserve the space, plan and promote your event, consult the Exhibitor Guide which will be distributed to confirmed exhibitors starting in February 2013.

The Exhibitor Guide will also outline how you can plan and promote an event taking place in your booth, such as a networking wine and cheese or a book signing. All in-booth events will be listed in the onsite guide and on Congress2013.ca.



Expo Café

For 2013, the University of Victoria will be setting up a business café in the Expo. It will be a great place for both attendees and exhibitors to have a casual meeting, a healthy snack or a relaxing break.

Exhibitor Guide

The Exhibitor Guide will be sent to confirmed exhibitors starting in February 2013. It will include information on shipping, material handling, additional booth furnishings, event planning, travel and accommodations.



Booth Allocation

Booths will be allocated in April 2013. Exhibitors reserving full-time booths will be given preference. Special instructions regarding booth placement should be noted on the Congress Expo Contract. The Federation will endeavour to accommodate all requests, however they cannot be guaranteed.

Partial list of past exhibitors

Alternatives Journal	Motherhood Initiative for Research and Community Involvement
Althouse Press	Northrose Associates
Anvil Press	Organization of Book Publishers of Ontario
Athabasca University Press	Oxford University Press
Augsburg Fortress Canada	Palgrave Macmillan
Between the Lines	Penguin Canada
Biblioasis	Playwrights Canada Press
Brick Books	Project MUSE
Broadview Press	ResearchImpact
Brunswick Books	SAGE
Canadian Association of Learned Journals	Saskatchewan Publishers Group
Canadian Institutes of Health Research	Scholarly Book Services Inc.
Canadian Scholars' Press	Social Sciences and Humanities Research Council
Centre for Community Based Research	Studiocode Business Group
Centre for International Governance Innovation	Thomas Allen Publishers
China Data Center	UBC Press
Coach House Books	University of Alberta Press
Cormorant Books	University of Calgary Press
Demeter Press	University of Chicago Press
Economical Select Insurance	University of Manitoba Press
Edwin Mellen Press	University of Toronto Press
Emond Montgomery Publications	UTP Distribution
Fernwood Publishing	Véhicule Press
HarperCollins Canada	Wilfrid Laurier University Press
Inanna Publications	Wolsak & Wynn
John Wiley & Sons Canada, Ltd	Women's Press
Lexa Publishers' Representatives	
McGill-Queen's University Press	

To reserve your booth today, please contact:

Jessica Clark
jclark@ideas-idees.ca
613-238-6112 x352





Advertising opportunities

Make your message heard

Extend your reach at Congress by combining your exhibit with both print and on-line ads. Ensure that thousands of leaders and influencers in Canada and around the world know about your organization and your latest offerings.

- The 2012 Congress website attracted over **107,000 visits from more than 57,000 unique visitors**.
- 87% of the traffic comes from Canada, followed by the U.S and European countries
- Over **8,000 copies** of the onsite guide are distributed to attendees, Congress partners and the media.

Target the right audience

The most avid consumers of information, academics also buy goods and services all year round. Why not build interest in your products or services by advertising on the Congress website? Drive traffic directly to your own website and build the relationship with a community of opinion leaders.

The Congress website is updated regularly, sustaining the interest of visitors. Current traffic levels are **already outstripping previous years** and discussions that drive traffic to the website are **already active on Twitter and Facebook**. The website is built using responsive design, so all content, including all ads, is easily visible on all types of computers and mobile devices.

Print ads are highly sought after in our onsite guide, helping organizations build awareness with this target market for causes, organizations, products and services. It can also be effective during and after Congress to drive traffic to booths, sessions, events or other initiatives or websites.

Printed materials

The onsite guide will be published in May 2013 with a print-run of approximately 9,000. It is distributed to all registered Congress attendees. **Deadline to book and provide art: April 1, 2013.**

Colour ads:

➤ Full page no bleed	(7.66 x 9.347")	\$3,000
➤ Half page horizontal	(7.66 x 4.55")	\$2,000
➤ Quarter page horizontal	(7.66 x 2.15")	\$1,200
➤ Quarter page vertical	(3.705 x 4.55")	\$1,200

Black and white ads:

➤ Full page no bleed	(7.66 x 9.347")	\$2,000
➤ Half page horizontal	(7.66 x 4.55")	\$1,200
➤ Quarter page horizontal	(7.66 x 2.15")	\$800
➤ Quarter page vertical	(3.705 x 4.55")	\$800

Sample guides from previous years are available on request.



Online advertising

www.congress2013.ca is the one-stop resource for congress attendees and houses information on programming, logistics and registration. The Congress website this year has opened some interesting opportunities for potential advertisers. All advertising will run on the website for the high-traffic congress season from late February 2013 to early June 2013. Ads will circulate in rotation with program information and Federation notices.

Specifications

Ads will appear in circulation throughout the website. Advertisers must provide ads in all of the dimensions below:

- Homepage Ad Graphic: less than **60 KB**, and exactly **460x190** pixels
- Homepage Ad Graphic – Tablet: less than **60 KB**, and exactly **342x220** pixels
- Interior Ad Graphic: less than **50 KB**, and exactly **300x190** pixels
- Interior Ad Graphic – Tablet: less than **40 KB**, and exactly **186x220** pixels
- Mobile Ad Graphic: less than **40 KB**, and exactly **280x240** pixels

Cost: \$500

E-blast sponsorship

In the lead up to Congress, attendees receive updates, news and offers via e-mail. The importance of these emails leads to high open and click through rates making it one of our most popular advertising options. We reserve prime ad space for sponsors who want visibility with this important list, which as Congress draws near can be as many as 7,000 or more in size.

Cost: \$1,000

Onsite opportunities at Congress

Advertisers wishing to distribute materials to Congress attendees may do so for \$500 per item. Items will be made available over the course of Congress at all registration locations.

Volume discount

Purchase an ad in the onsite guide and the Congress website and receive a 5% discount. Purchase three or more ads and receive a 15% discount.

Deadline and booking

The deadline for artwork for the onsite guide is **April 1, 2013**. Online ads can be booked anytime. **Space is going quickly.**

To reserve your ad today, please contact:

Mélanie Béchard
Communications Officer
mbechard@ideas-idees.ca
613-238-6112 x303



Sponsorship Opportunities

The Federation has many partnership opportunities to match your organization's goals. These packages are a starting point, but we are happy to customize packages to meet the objectives of our sponsors. Packages could include some or all of the following elements.

Premier sponsor: \$50,000

- Recognized at Opening Ceremony
- Speaking opportunity tailored to fit objectives
- Full-page colour ad in onsite guide (distribution of 8,000+)
- Ad on official conference website
- Sponsorship of one e-blast in weeks leading up to Congress
- Booth in Congress Expo hall
- Logo on conference website as the premier sponsor
- Logo in conference program
- ... and more

Supporting sponsor: \$20,000

- Recognized at Opening Ceremony
- Speaking opportunity tailored to fit objectives
- Half-page colour ad in onsite guide
- Ad on official conference website
- Booth in Congress Expo hall
- Logo on conference website as a supporting sponsor for one year
- Logo in conference program
- ... and more

Participating sponsor: \$7,500

- Recognized at Opening Ceremony
- Quarter page black and white ad in onsite guide
- Booth in Congress Expo hall
- Logo on conference website as a participating sponsor for one year
- Logo in conference program
- ... and more



Big Thinking lecture series sponsorship

The *Big Thinking* lecture series is held throughout Congress and is open to all attendees and members of the public free of charge. This series brings together leading scholars and public figures who can present forward-thinking research, ideas and solutions to the critical questions and issues of our time.

Presenting Sponsor: \$30,000

- Full page colour ad in the onsite guide (distribution of 8,000+)
- Advertisement on the home page of the Congress 2013 website
- Logo on *Big Thinking* webpage on official conference website
- Logo on *Big Thinking* feature in onsite guide
- Logo on *Big Thinking* backdrop slide displayed during all *Big Thinking* events
- Representative invited to introduce a *Big Thinking* speaker at Congress
- Banner displayed at door of theatre for all *Big Thinking* events
- Mentioned in media advisories relating to all *Big Thinking* events
- Link to live webcast of the *Big Thinking* addresses on official conference website
- ... and more

Supporting Sponsor: \$10,000

- Half page ad in the onsite guide
- Logo on *Big Thinking* webpage on official conference website
- Logo on *Big Thinking* feature in onsite guide
- Logo on *Big Thinking* backdrop slide displayed during all *Big Thinking* events
- Representative invited to introduce a *Big Thinking* speaker at Congress
- Banner displayed at door of theatre for all *Big Thinking* events
- Mentioned in media advisories relating to all *Big Thinking* events
- Link to live webcast of the *Big Thinking* addresses on official conference website
- ... and more

Event Sponsor: \$5,000 to \$10,000 (depending on speaker)

- Quarter page ad in the onsite guide
- Logo on *Big Thinking* webpage on official conference website
- Logo on sponsored *Big Thinking* event feature in onsite guide
- Logo on *Big Thinking* backdrop slide displayed during sponsored event
- Representative invited to introduce the sponsored *Big Thinking* speaker at Congress
- Banner displayed at door of theatre of sponsored *Big Thinking* event
- Mentioned in media advisories relating to sponsored *Big Thinking* event
- Link to live webcast of the selected *Big Thinking* address on official conference website
- ... and more



Tailored to you: Stand alone sponsorship opportunities

Live streaming partner: \$40,000

Our *Big Thinking* lecture series is streamed live on the Internet and each lecture is taped and loaded up on to YouTube. Our lectures are viewed extensively around the world and by thousands of people. This is a very high-value opportunity for visibility with global audiences in conjunction with some of today's prominent and inspiring speakers. Past speakers have included: The Right Honourable David Johnston, Governor General of Canada, Chris Hedges, Margaret Atwood, Shawn Atleo, Don Tapscott and many more!

Conference lanyard sponsor: \$10,000

Conference badges are worn over 8-days by upwards of 10,000 attendees. As they are mandatory for access to all Congress sessions and events, this provides outstanding visibility for your organization or product/service. (Price reduced if lanyards and badge holders provided.)

Big Thinking lecture series video ad: \$20,000

- 30-second video advertisement
- 9 slots prior to each *Big Thinking* lecture
- Creative subject to approval

In-kind sponsorship

We arrange a number of in-kind or reciprocal sponsorship arrangements. These are negotiated on a case-by-case basis.

To discuss sponsorship opportunities today, please contact:

Alison Faulknor
Director of programs
afaulknor@ideas-idees.ca
613-238-6112 x302