



50TH ANNUAL CONFERENCE

December 16-18, 2018
Sheraton Boston
Boston, MA

EXHIBIT | ADVERTISE | SPONSOR

Meet 1,200+ attendees at the largest annual gathering of Jewish Studies scholars worldwide!

- Showcase your publications/materials/product/service at your exhibit booth
- Reach nearly 2,000 AJSS members with a Program Book ad
- Raise your profile as a co-sponsor of the 50th Anniversary Party & Plenary Lecture
- Increase visibility with a sponsored specialty item or event
- Host your own reception

WHO SHOULD EXHIBIT?

- Publishers, distributors, and independent sellers of books, journals, films, and scholarly materials for classroom adoption and library purchase
- Publishers wishing to meet with current or potential authors/make acquisitions
- Vendors of services and products geared toward institutions of higher learning
- Digital media/software companies
- Universities wishing to recruit students, announce fellowships, and publicize job opportunities
- Foundations, museums and cultural institutions seeking to promote their programs, fellowships, and grants

WHAT'S INCLUDED:

- Booth size of your choice, in 10'x8' units, including pipe and drape
- Carpeted exhibit hall
- Company ID sign
- Complimentary conference registration for exhibitor personnel
- Reserve a convenience package that includes: a table and 2 chairs, waste basket and an electric drop.

“

The AJS Annual Conference is the premiere venue to showcase our list, and provides the best means of connecting with new and established authors alike.”

– Cambridge University Press

EXHIBIT

Exhibitors at the AJS Annual Conference have access to the largest annual gathering of Jewish Studies scholars worldwide.

Meet our unique, interdisciplinary mix of 1,200+ participants:

- Professors
- PhD students and post-grads
- University/college department chairs, institute directors, researchers, and scholars
- Historians
- Librarians
- Secondary school educators
- Nonprofit executives/program directors
- Museum execs
- Curators of Judaica and Hebraica
- Art historians
- Hebrew and Yiddish teachers

In the fields of . . .

Anthropology, Biblical Studies, Film and the Arts, Hebrew Studies, Holocaust Studies, Israel Studies, Jewish History, Jewish Languages and Linguistics, Jewish Literature, Jewish Music, Jewish Philosophy, Judeo-Islamic Studies, Mysticism, Pedagogy, Rabbinic Literature, Religion, Sephardi/Mizrahi Studies, Social Sciences, Theology, Yiddish Studies

Booth Rates

10'x8' booth: **\$565**

10'x16' booth: **\$1,130**

10'x24' booth: **\$1,695**

Find complete exhibitor information and the exhibit hall floor plan at tinyurl.com/AJSFloorPlan



ADVERTISE

AJS offers 4 efficient and economical ways to get your message in front of our Annual Conference attendees and the entire AJS membership.

Combine them for maximum impact!

1. AD ON AJS WEBSITE

Place your ad on our most-visited website pages for 3 months!

Maximize your marketing plan with an ad on the busiest pages of the AJS website. Link from the AJS site to your own. Your ad will run for 3 months on AJS web pages with the highest traffic, depending on time of year.

Ad Rates (Ad runs for 3 months)

\$600 / \$480 for 2018 AJS Conference exhibitors

Ad size: 400 x 400

Exhibitors earn a 20% discount on their web ad!

2. YOUR INSERT IN THE OFFICIAL CONFERENCE TOTE BAG

Put a flyer, postcard, or similar piece announcing your company's new publication, your organization's new program, or your exhibit booth's special offerings in the official conference Tote Bag. The totes are distributed to all conference registrants with the Program Book.

Tote Bag Insert Rate

Single-page, up to 8-1/2 x 11, folded or flat - \$525 per insert
Production and shipping of inserts are the advertiser's responsibility. Contents of inserts are subject to approval by AJS.

Interested in sponsoring the official conference Tote Bag?

Your name and logo will appear on one side of every tote!

Contact Heather Turk for details at advertise@associationforjewishstudies.org

3. PROGRAM BOOK ADVERTISING

- Distributed to more than 1,200 conference attendees along with the official conference Tote Bag
- Uploaded to the AJS website at least one month before the conference where it is available to nearly 2,000 AJS members (scholars and students in the field of Jewish Studies and related areas) as a pre-conference planning resource

- Will be sent to each of the AJS Institutional Members where it becomes a resource in their library or Jewish Studies department for students and faculty to find out what's going on in the field
- Essential at the conference for detailed descriptions of conference sessions, exhibitors, events, receptions, hotel maps, announcements about AJS grants, and more
- Retained and used throughout the year as a resource for information on publications, programs, and grants
- Discounts for AJS Institutional Members and conference exhibitors!

Program Book Rates

Size	Exhibitors	Non-Exhibitors
Full-page	\$525	\$595
Half-page	\$390	\$435
Inside back cover - SOLD	\$750	\$750
Outside back cover - SOLD	\$900	\$900

AJS Institutional Members qualify for **15% discount** on full- and half-page Program Book ads. Material due **October 11**.

Ad Specifications

The Program Book page size is 6" by 9". Program Book ads should be submitted at size (full-page: 4.75" x 7.75"; half-page: 4.75" x 3.75") as PDF files.

Contents of advertisements are subject to approval by AJS.

4. ADVERTISE IN AJS PERSPECTIVES

The Magazine of the Association for Jewish Studies

AJS Perspectives is the leading forum for methodological and pedagogical issues in Jewish Studies. *AJS Perspectives* is distributed to all 2,000 AJS members. Advertising in *AJS Perspectives* is an ideal means of promoting **books, journals, films, and other materials for classroom adoption and library purchase**. The Fall 2018 issue will be given to attendees of the AJS Annual Conference and mailed to all non-attending members and subscribers following the conference.

Advertising Sizing and Rates

Ad Size	Width	Height	Price
Inside Cover	7.5"	10"	\$750*
Full Page	7.5"	10"	\$550*
2/3 Page	7.5"	6.5"	\$500*
1/2 Page	7.5"	4.5"	\$375*
1/3 Page	7.5"	3"	\$300*
1/4 Page	3.5"	4.5"	\$240*
1/6 Page	3.5"	3"	\$200*

* AJS Institutional Members qualify for a 15% discount off all ads in *AJS Perspectives*.

Contact Karin Kugel, Managing Editor, for details at kkugel@associationforjewishstudies.org

SPONSORED SPECIALTY ITEMS & EVENTS

High impact sponsorship opportunities for academic presses, Jewish Studies programs and centers, colleges and universities, museums, research institutes, foundations and more!

Sponsorships are a high visibility complement to exhibiting and advertising! Expand your reach beyond your booth or ad with any of the following marketing options - there's a value-added opportunity to fit every budget.

Specialty Item and Event Sponsors will be recognized:

In the Program Book | Via signage at the conference | On the AJS website | In Conference Mobile App

Make the most of your marketing budget with this selection of high-impact items and events!

<p>Graduate Student Reception (Sunday post-party) Reach out to graduate students and facilitate their networking while introducing your organization, program, or company to up-and-coming scholars. Prominent recognition and signage at the event.</p>	\$2,000
<p>NEW! - Exhibit Hall Welcome Coffee Break (Sunday morning) Sponsor this networking and branding opportunity. Prominent recognition and signage at the event.</p>	\$2,500
<p>NEW! - Pre-Plenary Coffee Break (Sunday afternoon) Sponsor this pre-plenary opportunity. Prominent recognition and signage at the event.</p>	\$2,500
<p>Exhibit Hall Coffee Break (Monday morning) Sponsor this relaxation and exhibit-browsing opportunity. Prominent recognition and signage at the event.</p>	\$2,500
<p>Wi-Fi Sponsor Includes: <ul style="list-style-type: none"> • Your choice of redirect URL, after user connects. • Literature distribution in the conference totes, no larger than 8.5x11, to promote this sponsorship and the username and password. • Your choice of password. • Logo on any signage with Wi-Fi information. </p>	\$5,000
<p>Mobile App Sponsor Launched in 2017, the mobile app was a huge success with high adoption rates. Brand the App for all attendees to see.</p>	\$4,500
<p>Conference Tote Bag Sponsor Your name and logo will be printed on one side of the official conference tote that is distributed to every attendee with the Program Book. Includes opportunity to place one flyer or promotional item in each bag. (Non-exclusive, limited to 4 sponsors)</p>	\$2,500
<p>SOLD - Pen Sponsor Your organization name and logo imprinted on a pen for every attendee.</p>	\$2,200
<p>SOLD - Badge Holder Cords Sponsor name and logo imprinted on every cord becomes a "walking display" for your organization.</p>	\$2,000
<p>Charging Station Sponsor Sponsor one of the busiest areas of the conference, the charging stations! Your company will be branded on a charging kiosk at the conference. Distribution of literature on the charging station. Artwork designed by sponsoring company.</p>	\$2,500
<p>NEW! - Branded Push Notifications A push notification that will be sent through the mobile app. Pick the time and message!</p>	\$250

Sponsorships of any type cannot be guaranteed until approved by AJS.

AJS reserves the right to refuse any application for sponsorship which is not consistent with the goals and purposes of AJS.

50TH ANNIVERSARY PARTY AND PLENARY LECTURE

The 50th Anniversary Party and Plenary Lecture, to be held December 16, 2018, is a unique opportunity for AJS's diverse membership to exchange ideas and network outside of the formal conference sessions. Your contribution helps foster the professional contacts that are so vital in the field of Jewish Studies!

Why become a Party sponsor?

- **Showcase your institution, program, or organization to an international audience.** Raise your visibility among 1,200+ conference attendees and 600+ party participants.
- **Help build the sense of community that is so important to scholars working in our field.** The 50th Anniversary Party and Plenary Lecture bring together more than 600 scholars and students. Your sponsorship dollars enable us to celebrate AJS's major milestone with this important event.
- **Do not be left out**, this will be the largest gathering of all attendees at the 2018 conference!

What are the benefits?

Three sponsorship levels – choose the one appropriate for you:

- **Silver:** recommended for museums, small undergraduate programs, and research institutions
- **Gold:** recommended for MA and PhD programs
- **Platinum:** recommended for foundations, endowed Jewish Studies centers, and corporations

More benefits accrue at higher levels:

	Silver \$1,000	Gold \$3,000	Platinum \$5,000
Recognition in <i>Fall AJS Perspectives</i>	●	●	●
Recognition in pre-conference email to registrants	●	●	●
Acknowledgment & link to your website on AJS website	●	●	●
Acknowledgment in the Program Book	●	●	●
Recognition on event signage & table tent cards	●	●	●
Complimentary half-page ad in Program Book*	●		
Complimentary full-page ad in Program Book		●	●
Mailing list of AJS Directory of Jewish Studies Programs upon request		●	●
Banner logo (180x100) on AJS website for 3 months		●	●
Complimentary insert in conference Tote Bag			●
2 complimentary conference registrations			●

* AJS Institutional Members receive upgrade to full-page ad