53rd Annual Conference
December 19-21, 2021 | Sheraton Grand Chicago

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 AJS members with a Program Book ad
- Raise your profile as a co-sponsor of the Welcome Reception and Plenary Sponsor
- Increase visibility with a sponsored specialty item or event
- Host your own reception
IN-PERSON AND VIRTUAL EXHIBIT OPPORTUNITIES

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 from over 30 countries:

- Professors
- PhD students and post-graduates
- University/college department chairs, institute directors, researchers, and scholars
- Historians
- Librarians
- Editors
- Archivists
- Writers
- Rabbis
- Secondary school educators
- Nonprofit executives/program directors
- Museum executives
- 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’x10’ booth: $590
- 10’x20’ booth: $1,185
- 10’x30’ booth: $1,770
- Virtual Booth*: $590

Add-on Virtual Booth for In-Person Exhibitors: All the benefits of an in-person booth combined with the offerings of a virtual booth*, at a discount: $350

Convenience package:

- 1 table, 2 chairs, wastebasket and an electric drop: $600

Find complete exhibitor information and the exhibit hall floor plan at http://bit.ly/AJSplan

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 IN AN IN-PERSON BOOTH:

- Booth size of your choice, in 10’x10’ units, including pipe and drape
- Carpeted exhibit hall
- Company ID sign
- Complimentary conference registration for exhibitor personnel
- Listing with logo, description and link on the AJS website and conference mobile app

WHAT’S INCLUDED IN A VIRTUAL BOOTH:*

- Build a robust page hosted on the AJS website
- Advertise and inform attendees with URLs, videos, live zoom sessions - the page is yours to populate with impactful content!

The (AJS) attendees represent the most dedicated and intelligent reading audience of non-fiction books of Jewish interest.”

- Sami Rohr Prize
The AJS offers 5 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)
   $630 / $505 for 2021 AJS Conference exhibitors
   Ad size: 400 x 400

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.

   **Tote Bag Insert Rate**
   Single-page, up to 8-1/2 x 11, folded or flat - $550 per insert
   Production and shipping of inserts are the advertiser’s responsibility. Contents of inserts are subject to approval by the AJS.

3. **PROGRAM BOOK ADVERTISING**

   **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**

   • Distributed to attendees digitally and in print along with the official conference Tote Bag
   • 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**

<table>
<thead>
<tr>
<th>Size</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>$550</td>
<td>$625</td>
</tr>
<tr>
<td>Half-page</td>
<td>$410</td>
<td>$455</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$785</td>
<td>$785</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$850</td>
<td>$850</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$950</td>
<td>$950</td>
</tr>
</tbody>
</table>

   AJS Institutional Members qualify for **15% discount** on full and half-page Program Book ads. Material due **September 17**.

   **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 the 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. Advertising in AJS Perspectives is an ideal means of promoting books, journals, films, and other materials for classroom adoption and library purchase. The Fall 2021 issue will distributed to all conference attendees digitally and in print along with the official conference Tote Bag, and mailed to all additional members and subscribers following the conference.

   **Advertising Sizing and Rates**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover</td>
<td>7.5&quot;</td>
<td>10&quot;</td>
<td>$750*</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5&quot;</td>
<td>10&quot;</td>
<td>$590*</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>7.5&quot;</td>
<td>6.5&quot;</td>
<td>$535*</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.5&quot;</td>
<td>4.5&quot;</td>
<td>$400*</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>7.5&quot;</td>
<td>3&quot;</td>
<td>$320*</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5&quot;</td>
<td>4.5&quot;</td>
<td>$260*</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>3.5&quot;</td>
<td>3&quot;</td>
<td>$215*</td>
</tr>
</tbody>
</table>

   * AJS Institutional Members qualify for a **15% discount** off all ads in AJS Perspectives. Materials due **September 17**.

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

5. **EMAIL ADVERTISING**

   Place a banner ad in an AJS email, which reaches 4,000+ subscribers. Banner ads appear just below the email’s introduction and are limited to one per email.

   **Rate:** $500
   Specifications: 425 pixels by 150 pixels
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 the Conference Mobile App

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
</table>
| **Wi-Fi Sponsor** (Exclusive)      | Includes:
• Literature distribution in the conference totes no larger than 8.5x11, to promote this sponsorship.
• Your choice of password.
• Logo on any signage with Wi-Fi information at registration and throughout the conference hotel.
• Sponsorship listed in conference app   | $5,500          |
| **Mobile App Sponsor** (Max 2 Sponsors) | Launched in 2017, the Mobile App was a huge success with high adoption rates. Brand the App for all attendees to see. | $3,500          |
| **Conference Tote Bag Sponsor** (Max 2 Sponsors) | 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. | $3,500          |
| **Pre-Plenary Coffee Break** (Sunday afternoon) | Sponsor this pre-plenary opportunity. Prominent recognition and signage at the event. | $2,500          |
| **Exhibit Hall Coffee Break** (Monday morning) | Sponsor this networking and branding opportunity. Prominent recognition and signage at the event. | $2,500          |
| **Exhibit Hall Coffee Break** (Monday afternoon) | Sponsor this exhibit-browsing opportunity. Prominent recognition and signage at the event. | $2,500          |
| **Charging Station Sponsor** (Max 4 Sponsors) | Sponsor one of the busiest areas of the conference, the charging stations! Your company/institution will be branded on a charging kiosk at the conference. Distribution of literature on the charging station. Artwork designed by sponsoring company. | $2,500          |
| **SOLD — Pen Sponsor** (Exclusive) | Your organization name and logo imprinted on a pen for every attendee. | $2,200          |
| **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. | $2,000          |
| **Badge Holder Cords** (Exclusive) | Sponsor name and logo imprinted on every cord becomes a “walking display” for your organization. | $2,000          |
| **Branded Push Notifications** (Max 4 Sponsors) | A push notification that will be sent through the mobile app. Pick the time and message! | $400          |

Sponsorships of any type cannot be guaranteed until approved by the AJS.
The AJS reserves the right to refuse any application for sponsorship which it finds is not consistent with the goals and purposes of the AJS.
WELCOME PARTY AND PLENARY LECTURE SPONSORSHIP

The Welcome Party and Plenary Lecture, to be held December 19, 2021, is a unique opportunity for the 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 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 Welcome Party and Plenary Lecture bring together more than 600 scholars and students.
- Do not be left out, this will be the largest gathering of all attendees at the 2021 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:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Silver $1,100</th>
<th>Gold $3,250</th>
<th>Platinum $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in Fall AJS Perspectives</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition in pre-conference email to registrants</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Acknowledgment &amp; link to your website on the AJS website</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Acknowledgment in the Program Book</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition on event signage &amp; table tent cards</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary half-page ad in Program Book*</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary full-page ad in Program Book</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Mailing list of AJS Directory of Jewish Studies Programs upon request</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Banner logo (180x100) on the AJS website for 3 months</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary insert in conference Tote Bag</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>2 complimentary conference registrations</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

* AJS Institutional Members receive upgrade to full-page ad

Founded in 1969, The Association for Jewish Studies (AJS) is the largest learned society and professional organization representing Jewish Studies scholars worldwide. Visit us at associationforjewishstudies.org