



# 54<sup>TH</sup> ANNUAL CONFERENCE

December 18-20, 2022 | Sheraton Boston Hotel

## 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 Conference Guidebook ad
- Raise your profile as a co-sponsor of the Welcome Reception and Online Plenary
- 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 IN AN IN-PERSON BOOTH:

- Booth size of your choice, in 8'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

# 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 . . .

Bible and the History of Biblical Interpretation, Digital Humanities, Disability Studies, Gender and Sexuality Studies, Holocaust Studies, Interdisciplinary, Theoretical, and New Approaches, Israel Studies, Jewish History and Culture in Antiquity, Jewish Languages and Linguistics from Antiquity to the Present, Jewish Mysticism, Jewish Politics, Jews, Film, and the Arts, Medieval and Early Modern Jewish History, Literature, and Culture, Medieval Jewish Philosophy, Modern Hebrew Literature, Modern Jewish History in Europe, Asia, Israel, and Other Communities, Modern Jewish History in the Americas, Modern Jewish Literature and Culture, Modern Jewish Thought and Theology, Pedagogy and Professional Practice, Rabbinic Literature and Culture, Sephardi/Mizrahi Studies, Social Science and Yiddish Studies

### Booth Rates

8'x10' booth: **\$650**

8'x10' corner booth: **\$725**

8'x20' booth: **\$1,200**

8'x30' booth: **\$1,850**

Virtual Booth\*: **\$650**

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: **\$375**

*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/AJSplan22>





# ADVERTISE

The AJS offers 6 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)

\$800 / \$650 for 2022 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 - \$575 per insert  
Production and shipping of inserts are the advertiser's responsibility. Contents of inserts are subject to approval by the AJS.

**Interested in sponsoring the official conference Tote Bag?**

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

Contact the AJS for details at [advertise@associationforjewishstudies.org](mailto:advertise@associationforjewishstudies.org)

## 3. CONFERENCE GUIDEBOOK 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
- Retained and used throughout the year as a resource for information on publications, programs, and grants
- Discounts for AJS Institutional Members and conference exhibitors!

## Conference Guidebook Rates

Size	Exhibitors	Non-Exhibitors
Full-page	\$575	\$655
Half-page	\$430	\$475
Inside back cover	\$825	\$825
Inside front cover	\$850	\$850
Outside back cover	\$995	\$995

AJS Institutional Members qualify for **15% discount** on full and half-page Conference Guidebook ads. Material due **September 29**.

## Ad Specifications

The Conference Guidebook page size is 6" by 9". Conference Guidebook 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 2022 issue will be 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

Ad Size	Width	Height	Price
Inside Cover	8.5" + .25" bleed	11" + .25" bleed	\$790*
Full Page	7.5"	10"	\$620*
2/3 Page	7.5"	6.5"	\$560*
1/2 Page	7.5"	4.5"	\$420*
1/3 Page	7.5"	3"	\$335*
1/4 Page	3.5"	4.5"	\$275*
1/6 Page	3.5"	3"	\$225*

\* AJS Institutional Members qualify for a **15% discount** off all ads in *AJS Perspectives*. Materials due **September 29**.

Contact Karin Kugel, Managing Editor, for details at [kkugel@associationforjewishstudies.org](mailto:kkugel@associationforjewishstudies.org)

## 5. EMAIL ADVERTISING

**Dedicated Email:** Sent to the 4,000+ AJS community, exclusively featuring your content and linking to your website.

**Rate:** \$1,250

**Banner Ad:** Placed in a general AJS email, just below the email's introduction. Limited to one per email. Reaches 4,000+ subscribers.

**Rate:** \$600

# 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 Conference Guidebook | 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!

### Wi-Fi Sponsor (Exclusive)

- Literature distribution in the conference totes no larger than 8.5" x 11", to promote this sponsorship
- Your choice of password
- Logo on any signage with Wi-Fi information at registration and through out the conference hotel
- Sponsorship listed in conference app

**\$5,500**

### Honors Its Authors Sponsor (Exclusive)

- 45-minute Lunch and Lecture Sponsor
- 10x20 prime location booth with furniture
- Two full-access conference registrations for booth staff
- One conference tote insert
- One full-page ad in the conference guidebook
- Your banner ad in 2 emails to an audience of 4,000+ highly engaged AJS community members

**\$5,000**

For full details, contact: [advertise@associationforjewishstudies.org](mailto:advertise@associationforjewishstudies.org)

### SOLD—Mobile App Sponsor (Max 2 Sponsors)

Launched in 2017, the mobile app continues to be a huge success with high adoption rates. Brand the App for all attendees to see.

**\$3,500**

### SOLD—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 Conference Guidebook. Includes opportunity to place one flyer or promotional item in each bag.

**\$3,500**

### Exhibit Hall Coffee Break (Sunday afternoon, Monday morning or Monday afternoon)

Sponsor this networking and branding opportunity. Prominent recognition and signage at the event.

**\$2,750**

### 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.

**\$2,500**

### SOLD—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.

**\$2,500**

### Badge Holder Cords (Exclusive)

Sponsor name and logo imprinted on every cord becomes a “walking display” for your organization.

**\$2,500**

### Podcast Sponsorship

Our *Adventures in Jewish Studies* podcast episodes have been downloaded more than 60,000 times. Sponsor a podcast episode with an announcement at the beginning of the episode plus have your logo and organization name featured on the podcast webpage.

**\$1,000**

### 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 ONLINE PLENARY SPONSORSHIP

The Welcome Party, to be held on December 18, 2022, is a unique opportunity for the AJS's diverse membership to exchange ideas and network outside of the formal conference sessions. The Plenary will take place prior to the conference this year online. This will be a wonderful opportunity to get your name out to conference attendees and all AJS members - a larger audience than if we were having the plenary in person. 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 Online Plenary bring together more than 600 scholars and students.
- **Do not be left out**, this will be the largest gathering of all attendees at the 2022 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 \$1,100	Gold \$3,250	Platinum \$5,000
Recognition in Fall <i>AJS Perspectives</i>	●	●	●
Recognition in pre-conference email to registrants	●	●	●
Acknowledgment & link to your website on the AJS website	●	●	●
Acknowledgment in the Conference Guidebook	●	●	●
Recognition on event signage & table tent cards	●	●	●
Complimentary half-page ad in Conference Guidebook*	●		
Complimentary full-page ad in Conference Guidebook		●	●
Mailing list of AJS Directory of Jewish Studies Programs upon request		●	●
Banner logo (180x100) on the AJS website for 3 months		●	●
Complimentary insert in conference Tote Bag			●
2 complimentary conference registrations			●

\* AJS Institutional Members receive upgrade to full-page ad