

# LASA2022

VIRTUAL CONGRESS • MAY 5 – 8, 2022

Polarización  
socioambiental y  
rivalidad entre  
grandes potencias

EXHIBITOR,  
ADVERTISING &  
SPONSORSHIP  
OPPORTUNITIES

## WHO ATTENDS?

Approximately 4,500 professors, graduate students, undergraduate students, representatives of NGOs, and other organizations worldwide. All attendees have the potential to purchase or recommend the purchase of your products and services. Exhibitors can meet with:

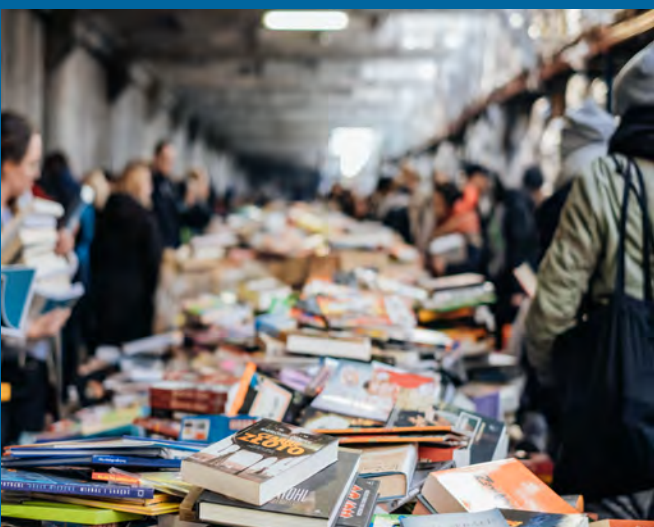
- University faculty, department chairs, and program directors from the United States and throughout the world
- Graduate students seeking to establish their careers
- Government and NGO representatives



## WHO CAN BENEFIT?

Organizations interested in reaching university educators, graduate students, undergraduate students, NGOs and representatives of organizations who focus on Latin America. LASA Congresses gather experts on Latin America from all disciplines and diverse occupational backgrounds across the globe. Exhibitors may include, among others:

- Academic and commercial presses
- Film and multimedia producers
- Foundations
- Publishers of university-level texts, journals, periodicals and magazines
- Research Institutes
- Producers of information technologies, e.g., hardware, software, or Internet services
- Universities and university departments



# LASA2022

## LASA CONGRESSES BY THE NUMBERS

AT THE PAST FIVE  
CONGRESSES:

**6,100**

AVERAGE NUMBER  
OF ATTENDEES

**59**

COUNTRIES  
REPRESENTED

**53**

DISCIPLINES  
REPRESENTED

**1,004**

UNIVERSITIES  
REPRESENTED

(UNIQUE)

# VIRTUAL EXHIBITORS GALLERY

Book your virtual exhibit booth now.

Due to the success of the online exhibitor's gallery in the past two years, we are expanding this opportunity for exhibitors to purchase space on the LASA2022 Congress website.

Content may include the exhibitor's URL, contact information, photos, and details on an unlimited number of books, videos, and much more.

## Regular Virtual Booth

\$525

- User friendly format allows exhibitors to set up a mini-site on the LASA website.
- The site will be live until May 31, 2022.
- Edit content throughout the year.

## Featured Virtual Booth

+ \$250

- Upgrade to priority placement as a Featured Exhibitor for an additional \$250.
- Priority listing over general exhibitors.
- Limited to 8 exhibitors.

LASA2021 virtual exhibit booths received **16,500** views, before, during and after the Congress, and those who booked early received **52%** of the overall views.

## APRIL 15, 2022

Deadline to purchase virtual exhibit booths, regular and featured.



*“Great virtual platform, one of the best I’ve used among all the platforms for exhibits”*

Ramón Smith, Exhibits and Awards Manager  
University of California Press

# PAST VIRTUAL EXHIBITORS

LASA has organized two completely virtual congresses with great success.

## LASA2021

A Thread of Hope Guatemalan Fair Trade  
Association Book Exhibit  
BiblioQuinoa  
Cambridge University Press  
De Gruyter  
Duke University Press  
Edita.us  
El Colegio de México, A.C.  
Etta Projects  
HarperCollins Publishers  
Iberoamericana Editorial Vervuert  
Latin American Perspectives  
Lynne Rienner Publishers  
Oxford University Press  
Pathfinder Press  
Palgrave Macmillan  
Penguin Random House Education  
Project MUSE  
Temple University Press  
The University of Alabama Press  
The University of Arizona Press  
University of California Press  
University of New Mexico Press  
University of North Carolina Press  
University of Texas Press  
University of Wisconsin Press  
University Press of Florida  
Vanderbilt University Press

## LASA2020

Cambria Press  
Cinco Puntos Press  
De Gruyter  
Ediciones Metales Pesados  
Iberoamericana Editorial Vervuert  
Latin America Research Commons  
Latin American Perspectives  
Lynne Rienner Publishers  
Oxford University Press  
Pathfinder Press  
SUNY Press  
The University of Arizona Press  
Third World Newsreel  
University of North Carolina Press  
University of Notre Dame Press  
University Press of Florida  
Vanderbilt University Press



# LASA2022

## CONGRESS ADVERTISING OPPORTUNITIES

Advertising in the LASA2022 program offers an excellent opportunity to reach all of the 6,000+ Congress attendees. The printed program book will be available for purchase online.

### Digital Banner Ads

Banner ads on LASA Congress website and LASA2022 Mobile App: **\$1,695**

#### Specifications

- Publishers, institutions, universities, film promotions and academic programs can now purchase space on the LASA Congress website and Mobile App.
- Purchase up to five banners to appear more frequently in the Mobile App.
- Banner ads on the LASA2022 Congress website can link to your site.
- Website Banner ads (gif, jpg, jpeg, png or svg). An image resolution of at least 72 dpi is best.
- Mobile App an image file in .png format at 640w x 160h. Text must be readable at a 320w x 80h resolution.

### Print Program and Digital Ads

Full page: **\$1,050**

Half page: **\$660**

#### Specifications

- Full page: 7.5 inches (wide) x 10.5 inches (high).
- Half page: 7.5 inches (wide) x 4.75 inches (high).
- Bleed pages and color are not acceptable. All will be in black and white.
- Ads will also be included on the LASA2022 Congress website and in a combined PDF document in the Mobile App.
- Ads must be submitted in electronic form only.

### Deadline for Advertising

**MARCH 15, 2022**

All advertising materials due for virtual Congress website, Mobile App and program book.



**The LASA2022 Congress Exhibit Hall is being managed by MaestroMeetings. Purchase your Virtual Exhibit Booth, Advertising and/or Sponsorship via the [exhibitor online reservation system](#).**

**Contact [exhibits@maestromeetings.org](mailto:exhibits@maestromeetings.org) for more information.**





# SPONSORSHIP OPPORTUNITIES

Customized Sponsorship Packages available upon request

Sponsorship recognition will be a prominent feature on the LASA2022 Congress website. We look forward to working with you to create the most impactful sponsorship package to meet your needs.

## Select from a variety of options

- Featured Virtual Booth
- Logo displayed on LASA2022 Congress website.
- Logo displayed in Congress email to all participants.
- Link to sponsors website from logo.

## Payment Schedule and Deadlines

All payments can be made through the [LASA Reservations System](#). For any questions, email [exhibits@maestromeetings.org](mailto:exhibits@maestromeetings.org).

If you prefer not to use the online system or require an invoice prior to payment, you may complete and return the application form found at the end of this prospectus.

### **MARCH 15, 2022**

All sponsors and advertising materials due for virtual and Congress program

### **APRIL 15, 2022**

Deadline to purchase virtual exhibit booths

## 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!

# LASA2022

The Latin American Studies Association is happy to partner with institutions and organizations to sponsor the largest Latin American Studies Congress in the world.

## Email Blast to Registered Attendees

\$2,000

Reach all registered 2022 Congress participants and attendees via a mass email dedicated exclusively to your organization.

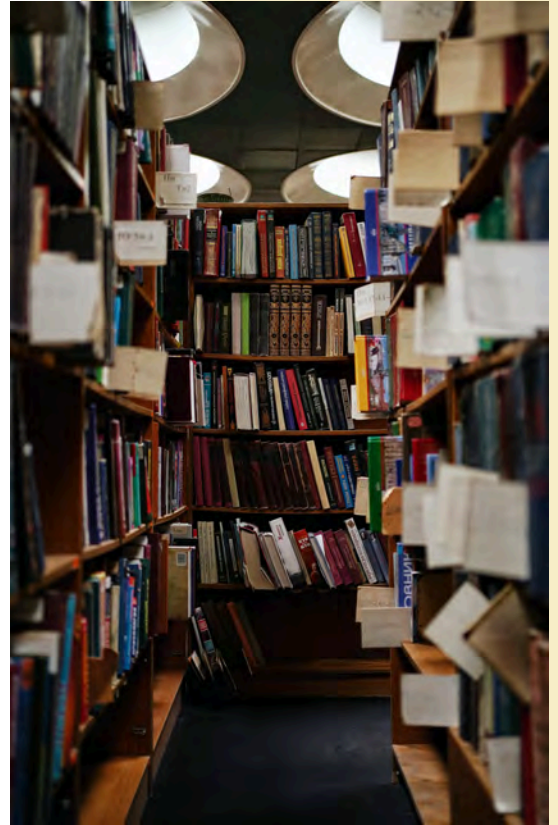
Your email blast can include your organization logo, direct links to your website, and contact information.

This direct email will be sent by LASA to all registered participants and attendees during the Congress week.

A limit of four email blasts will be sold.

**APRIL 15, 2022**

Deadline to purchase Email Blast.



Institutions participating as sponsors of the XL International Congress of the Latin American Studies Association, LASA2022, are guaranteed visibility beyond what traditional advertising can provide. With up to 6,000 attendants per year, LASA Congresses offer exciting opportunities to showcase your organization.

## MAILING LIST RENTAL

LASA does not sell or release email addresses of our members or Congress attendees. However, you may purchase LASA's USPS mailing list to reach scholars on Latin American Studies of your choice.

You can choose from thousands of members using multiple selections to ensure the effectiveness of your mailings. LASA has contracted with MGI lists to handle all facets of its member list rental program. Please refer all lists inquiries, count request and list order to:

**Candy Brecht**

[cbrecht@mgilists.com](mailto:cbrecht@mgilists.com)



# PAST IN-PERSON EXHIBITORS

LASA has more than 50 years organizing Congresses and Book Exhibits with great success.

Alexander Street Press	Center for LA Studies & Caribbean Studies	Creighton University - The Werner Institute	Facultad Latinoamericana de Ciencias Sociales (FLACSO)
Alttexto Editoriales Universitarias y Académicas de México	Center for Latin American Studies, UC Berkeley	Cubanabooks Press Economic Commission for	Fondo de Cultura Económica USA
Americas Society/Council of the Americas	Center for Latin American Studies, University of Miami	David Rockefeller Center for Latin American Studies, Harvard University	Food First/ Institute for Food and Development Policy
Arts Department Cambria Press	Center for Puerto Rican Studies	De Gruyter	Fulbright Scholar Program/ Institute of International Education
Asociación de Editores de Chile Association Book Exhibit	Centre for Social Conflict and Cohesion Studies (COES)	Digitalia	Great Books Foundation
Babbitt Instructional Resources Berghahn Books, Inc	Centro ABYA-YALA Centro de Investigación y	Docencia Económicas (CIDE)	Green Trek Students Expeditions Latin America
Bilingual Press/Editorial Bilingüe	Centro de Investigaciones y Estudios Superiores en Antropología Social (CIESAS)	Documentary Educational Resources, Inc	Haymarket Books
Bloomsbury Academic Border Songs	Centro Investigaciones Sociales- Instituto Estudios Caribe FCS UPR	Duke University Press EcoAméricas	Hebrew University of Jerusalem- Rothberg International School
Boston University/ Department of International Relations	CIDE/ Centro de Investigación y Docencia Económicas AC	Ediciones Akal, S.A. Editorial Cuarto Propio Ediciones Puerto	Hispanic American Periodicals Index (HAPI)
Brazilian Studies Association (BRASA)	Cinco Puntos Press	Ediciones Metales Pesados	Histria Books
Brill	Comisión Económica para América Latina y el Caribe (CEPAL)	Ediciones Universitarias de Valparaíso de la PUCV/ Editorial Cuarto Propio	Iberoamericana Editorial Vervuert
California State University, Long Beach (Film & Electronic	Consejo Latinoamericano de Ciencias Sociales (CLACSO)	Editorial de la Universidad de Puerto Rico	Indiana University Press
Cámara Cubana del Libro/ Instituto Cubano del Libro	Cornell University Press	Editorial del Instituto de Cultura Puertorriqueña	Institute of International Education
Cambria Press	Council for International Exchange of Scholars	Editorial Isla Negra /Librería Norberto Gonzalez	Institute of Latin American Studies (ILAS), School of Advanced Study, University of London
Cambridge University Press	Council of American Overseas Research Centers/ Americas Research Network	Editorial Plaza Mayor	Institute of Latin American Studies at Columbia University
Extramuros Edición Facultades Católicas		Editoriales Abya Yala/Flacso-Ecuador/Publicaciones PUCE	Instituto de Estudios Peruanos
Center for a Free Cuba		Editoriales Académicas y Universitarias de Colombia	Instituto Internacional de Literatura Iberoamericana (IILI)
		El Colegio de la Frontera Norte/ Facultad Latinoamericana de Ciencias Sociales, Sede México	Instituto Mora Librería Mágica Intellect Press
		El Colegio de México Explore505	Inter-American Foundation Karina Library Press
		EPF Media	International Authors Forum Institut des Amériques
		ERIP Ethnicity, Race and Indigenous Peoples in Latin America and the Caribbean	International Political Science Association
		Eulac-Focus	James Weldon Johnson Institute, Emory University
		Extamuros Facsímiles Hackett Publishing Company	



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LASA has more than 50 years organizing Congresses and Book Exhibits with great success.

JSTOR	Pragda LLC Project MUSE	University of North Carolina Press
Latin America and Caribbean/ United Nations (CEPAL)	Random House	University of Notre Dame Press/ Kellogg Institute
Latin America Research Commons	Red Altexto/Los Muchos Libros Revista de Estudios Urbano Regionales	University of Pittsburgh Press
Latin America Working Group Education Fund	Routledge	University of the West Indies Press
Latin American News	Rowman & Littlefield SAGE Publications	University Press of Florida
Digest Latin American Perspectives Lexington Books	Rutgers University Press	Vanderbilt University Press
Latin American Perspectives	Santa Clara Press, SOS LLC	Visual Aids for Latin American Studies
Leiden University Press	SAR Press, School for Advanced Research	Washington Office on Latin America
Macmillan Publishers Maney Publishing Mona-Lynn	Siglo del Hombre y Editoriales Universitarias de Colombia	Westview Press Wiley Yolanda Carlessi
Courteau Ocean Press	SILOÉ, arte y bibliofilia Smithsonian Folkways Recordings	
Liberty Fund, Inc.	Smithsonian National Museum of American History Intern & Fellows Program	
Libros El Navegante/ Ediciones Callejón	Springer Nature SUNY Press	
Lynne Rienner Publishers	Stanford University Press	
Lyons Press (an imprint of Globe Pequot Press)	SUNY Press	
MaestroMeetings	Tertulia Viejo San Juan	
Markus Wiener Publishers	The Scholar's Choice	
Middlebury Language Schools New London	The School for Field Studies University of Calgary Press	
Librarium Northwestern University Press	The University of Alabama Press	
McGill-Queen's University Press	The University of Arizona Press	
Ocean Sur	The University of Texas Press	
Organization of American States	Third World Newsreel	
Oxford University Press	Universidad de Belgrano, Programa de Estudios	
Palgrave Macmillan	Universidad del Pacifico	
Penquin Group	Universidad Nacional Autónoma de México (UNAM)	
Pathfinder Press	University of California Press	
Penn University Press	University of New Mexico Press	
Pew Research Center		
Peter Lang Publishing		
Political Science Department Tulane University		
Pontificia Universidad Católica del Perú		



The LASA2022 Congress Exhibit Hall is being managed by MaestroMeetings. Purchase your Virtual Exhibit Booth, Advertising and/or Sponsorship via the [exhibitor online reservation system](#).

*Paper form can be found on the last page of this prospectus.*

**Contact [exhibits@maestromeetings.org](mailto:exhibits@maestromeetings.org) for more information.**

### RETURN COMPLETED APPLICATION TO:

By mail: 4338 Bigelow Boulevard, Pittsburgh, PA 15213

By email: [exhibits@maestromeetings.org](mailto:exhibits@maestromeetings.org)

### COMPANY INFORMATION

Company Name	Contact Name
Title	
Address	
City	State
Postal Code	Country
Phone	Email

### PAYMENT

Website access will be granted immediately for virtual exhibitors and advertisers. Therefore, payment is requested in full at the time of purchase.

#### PAYMENT METHOD

Please issue an invoice prior to payment.

Check: Please make payable to LASA. Mail to address listed above.

Wire transfer: (additional \$30 charge) send an email to [exhibits@maestromeetings.org](mailto:exhibits@maestromeetings.org).

Credit Card:

Visa    MasterCard    American Express

Card # \_\_\_\_\_

Exp. date \_\_\_\_\_ CSV code \_\_\_\_\_

Name on card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Postal Code \_\_\_\_\_

Country \_\_\_\_\_

### EXHIBIT BOOTH

- |  |        |
|--|--------|
| <input type="checkbox"/> Regular Virtual Booth                                       | \$525  |
| <input type="checkbox"/> Upgrade to Featured Virtual Booth (Subject to availability) | +\$250 |

### DIGITAL BANNER ADS

- |  |         |
|--|---------|
| <input type="checkbox"/> Banner ads on Congress website and Mobile App | \$1,695 |
|--|---------|

### PRINT PROGRAM AND DIGITAL ADS

- |                                    |                |
|------------------------------------|----------------|
| <input type="checkbox"/> Full page | \$1,050        |
| <input type="checkbox"/> Half page | \$660          |
|                                    | Price per unit |

### SPONSORSHIP OPPORTUNITIES

- Please contact me to discuss sponsorship options

### EMAIL BLAST

- |  |         |
|--|---------|
| <input type="checkbox"/> To all registered Congress participants | \$2,000 |
|--|---------|

### AUTHORIZATION

This contract must be submitted with an authorizing signature, agreeing to abide by all terms and conditions. Any questions regarding a specific opportunity in advance of submission may be directed to the LASA Exhibits Manager, contact above.

Authorized Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_