



**CONGRESS2014**  
OF THE HUMANITIES AND SOCIAL SCIENCES

**Brock University**  
**BORDERS**  
WITHOUT BOUNDARIES

May 24-30, 2014

**Sponsorship opportunities**

[congress2014.ca](http://congress2014.ca)



FEDERATION FOR THE  
HUMANITIES AND  
SOCIAL SCIENCES

FÉDÉRATION  
DES SCIENCES  
HUMAINES





## Your partner: Federation for the Humanities and Social Sciences

The Federation for the Humanities and Social Sciences ([www.ideas-idees.ca](http://www.ideas-idees.ca)) works to promote the value of research and learning in the humanities and social sciences. Created in 1996, its membership comprises over 80 scholarly associations, 79 institutions and six affiliate organizations, representing 85,000 researchers, educators and students across Canada.

The Federation is 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

The Federation works closely with many partners, including the Social Sciences and Humanities Research Council, other federal research-granting agencies, postsecondary groups and organizations with a stake in Canadian R&D and innovation.

## The opportunity: Congress of the Humanities and Social Sciences

Unrivaled in scope and impact, the annual Congress of the Humanities and Social Sciences is the convergence of over 70 scholarly associations, each holding their annual conference under one umbrella. Now in its 83rd year, this flagship event is much more than Canada's largest gathering of scholars across disciplines. 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 seven days in late May and early June, and attracting an average of 8,000 attendees, Congress is organized by the Federation for the Humanities and Social Sciences and hosted by a different Canadian university each year. The Federation, host university, scholarly associations and partners develop a full week of presentations, workshops, panels, public lectures, cultural events and receptions. It also features Canada's largest academic trade show. The result? Luminaries, researchers, practitioners, policy-makers and students from across Canada and abroad meet, share ideas and engage in discussions that have direct importance for Canada and the lives of Canadians.

Congress programming is open to attendees, academics and non-academic audiences. From theatre research, literature studies and history to education, sociology and communications, Congress represents a unique showcase of scholarly excellence, creativity, and leadership.

Congress 2014 is being hosted by Brock University in St. Catharines, Ontario. The theme for this year's Congress is "Borders without Boundaries."

### Future Congresses

Congress 2015  
University of Ottawa  
May 30 – June 5, 2015

Congress 2016  
University of Calgary  
May 28 – June 3, 2016



## Who you will reach: Attendee demographics

The Congress of the Humanities and Social Sciences offers a unique opportunity to reach Canada's research community. **More than 8,000 researchers, graduate students and practitioners are expected to attend Congress 2014 from May 24 to 30, 2014.**

Whether you sponsor Congress, an individual event, exhibit, or advertise, by partnering with the Federation during Congress, your brand and messages will reach:

- 8,000 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 across the country and around the world
  - 91% domestic attendees
  - 9% international attendees
- Attendees represent a broad spectrum of disciplines
  - 44.7% university/college faculty
  - 33.7% graduate students
  - 3.3% university/college administration
  - 3% postdoctoral scholars
  - 4% retired
  - 1.3% government
  - 9.1% other





## Added value: Robust online strategies and media relations

When sponsors partner with the Federation during Congress, they benefit from robust web, social media and media relations strategies. The official conference website attracts thousands of visitors a day at peak times, offering outstanding visibility. We also use social media strategically to inform, engage and update Congress audiences, giving partners additional avenues to reach attendees.

### Web and social media metrics

- More than 28,000 Federation e-newsletter subscribers
- Up to a 40% open rate on emails to registered Congress attendees
- More than 1,000 Facebook fans
- More than 2,000 Twitter followers
- Nearly 40,000 YouTube views

We also invest significant time and resources to harness Congress to generate news and online content. In the lead up to Congress, our team conducts media tours, develops story ideas, accredits media to attend the conference and holds a press conference on opening day. Onsite, our fully staffed and equipped media room generates significant local, national and international stories and draws media attention to key events throughout Congress.





## Advertising opportunities

### Make your message heard

By leveraging both print and on-line ads you can ensure that thousands of leaders and influencers in Canada and around the world know about your organization and your latest products, services, or messaging.

- The Congress website – [www.congress2014.ca](http://www.congress2014.ca) – attracts thousands of unique visitors in the months leading up to and during Congress.
- Over **8,000 copies** of the *Congress 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. 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 *Congress 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 websites.

### Printed materials

The *Congress Guide* will be published in May 2014 with a print-run of approximately 8,000. It is distributed to all registered Congress attendees. **Deadline to book and provide art: April 1, 2014.**

#### Colour ads:

- |                           |                 |         |
|---------------------------|-----------------|---------|
| ➤ Full page               | (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               | (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: One half page ad (horizontal) and two quarter page ads (vertical).



Sample guides from previous years are available on request.

## Online advertising

The official Congress 2014 website – [www.congress2014.ca](http://www.congress2014.ca) – is the one-stop resource for congress attendees and houses information on programming, logistics and registration. The Congress website has interesting opportunities for potential advertisers. All advertising will run on the website once artwork and a signed order form are received. The Congress website experiences its highest number of visits during two peak periods: when registration opens in January, and during the week of Congress itself. Traffic is also high from late March to the start of Congress.

## 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: \$750

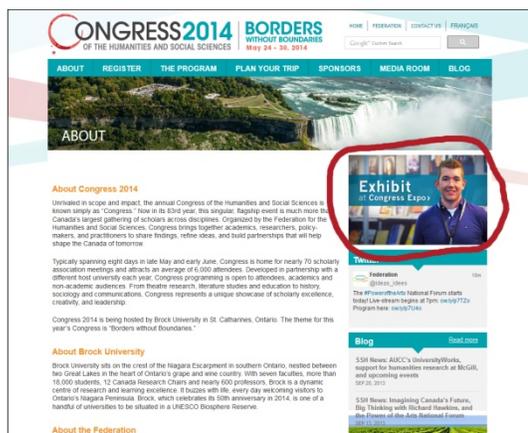
## E-blast sponsorship

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 8,000 or more in size.

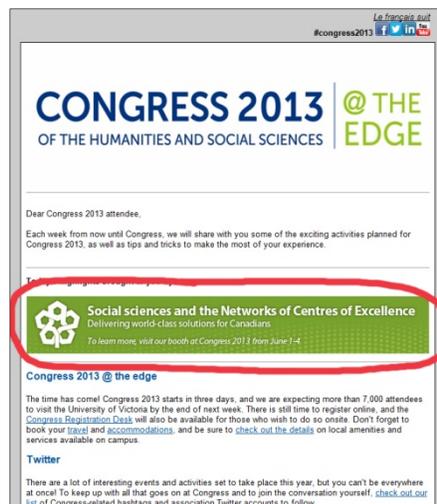
Cost: \$1,000



Web ad placement – Home page



Web ad placement – interior pages



Sample Congress e-blast ad placement



### Sponsor Publications Table

Advertisers wishing to distribute materials to Congress attendees may do so for \$500 per item. Items will be displayed prominently in the registration area.

### Volume discount

Purchase an ad in the *Congress Guide* and on the Congress website and receive a 5% discount. Purchase three or more ads and receive a 15% discount.

### Deadline and booking

The deadline for booking and artwork for the *Congress Guide* is **April 1, 2014**. Online ads can be booked at anytime.

To reserve your ad, please contact:

Mélanie Béchard  
Communications Officer  
[mbechard@ideas-idees.ca](mailto:mbechard@ideas-idees.ca)  
613-238-6112 x303



## 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 in the Congress Centre with the Congress Registration Desk and Information Services, the Expo will be visited by more than 8,000 attendees over seven days. It will be a hub of activity with a dynamic events space and a business café. At Congress 2014, the Expo will be held in the Ian D. Beddis Gynasium of the Walker Complex at Brock University.

### Benefits of exhibiting

Your participation will be part of the total Congress experience.

- Gain access to over 8,000 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 *Congress Guide* (distribution of 8,000+)
- A link to your company's website on the Congress website, which has thousands of unique visitors in the months leading up to and during Congress.
- Access to Congress events, including *Big Thinking* lectures, President's Receptions, *Career Corner* sessions, interdisciplinary programming and much more.



### Exhibit schedule

<b>Friday, May 23</b>	10:00 – 17:00	Move-in
<b>Saturday, May 24</b>	9:00 – 17:00	Exhibits open
<b>Sunday, May 25</b>	10:00 – 19:00	Exhibits open
<b>Monday, May 26</b>	10:00 – 19:00	Exhibits open
<b>Tuesday, May 27</b>	9:00 – 17:00	Exhibits open
<b>Wednesday, May 28</b>	10:00 – 19:00	Exhibits open
<b>Thursday, May 29</b>	10:00 – 19:00	Exhibits open
<b>Friday, May 30</b>	9:00 – 14:00	Exhibits open
	14:00 – 17:00	Move-out



## Booth rates and Equipment

Booths at Congress Expo are very competitively priced compared to events of a similar size. The price of each booth includes furniture, signage, carpeting, electricity, and Wi-Fi internet access.

**Save \$200 on all booth prices by booking before February 28, 2014.**

*Full-time booth (May 24-30): \$1,750 per booth*

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

*Part-time booth (May 24-27): \$1,350 per booth*

*Part-time booth (May 28-30): \$1,200 per booth*

Booths measure 10' x 6'6" (66 square feet).



*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) Congress access badges.

*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) Congress access badges. *Hard wall booths with shelving are an additional \$225 per booth.*

## Expo Programming

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 *Congress Guide* and on the Congress website. 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.

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 *Congress Guide* and on the Congress website.

## Expo Café

Brock University 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.



## President's Receptions

The President's receptions are a long-standing Congress tradition and an excellent networking opportunity. Registered attendees receive one free drink ticket with their registration package and are encouraged to attend on the date of their association's reception. For Congress 2014, the President's Receptions will be held in the Ian D. Beddis Gymnasium during Expo's opening hours. Exhibitors will benefit from the presence of many Congress attendees during these events.

## Exhibitor Guide

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

## Booth Allocation

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

## Partial list of past exhibitors

Alternatives Journal	Lexa Publishers' Representative
Althouse Press	McGill-Queen's University Press
Anvil Press	Mitacs
ARTstor	Mosaic Journal
Athabasca University Press	Networks of Centres of Excellence
Between the Lines	Organization of Book Publishers of Ontario
Brick Books	Oxford University Press
Broadview Press	Palgrave Macmillan
Brunswick Books	Penguin Canada
Canadian Association of Learned Journals	Playwrights Canada Press
Canadian Institutes of Health Research	Project MUSE
Canadian Scholars' Press	ResearchImpact
Cambridge University Press	SAGE
Centre for Community Based Research	Saskatchewan Publishers Group
Centre for International Governance Innovation	Scholarly Book Services Inc.
Centre for Military and Strategic Studies	Select Travel Study
China Data Center	Social Sciences and Humanities Research Council
Coach House Books	Social Sciences Research Laboratories
Demeter Press	Studiocode Business Group
Economical Select Insurance	UBC Press
Emond Montgomery Publications	University of Alberta Press
Fernwood Publishing	University of Calgary Press
HarperCollins Canada	University of Chicago Press
Inanna Publications	University of Manitoba Press
Internet Shakespeare Editions	University of Toronto Press
International Political Science Association	Urban Aboriginal Knowledge Network
John Wiley & Sons Canada, Ltd	UTP Distribution



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FÉDÉRATION  
DES SCIENCES  
HUMAINES

Wabash Center for Teaching and Learning in  
Theology and Religion  
Wanfang Data

Wilfrid Laurier University Press  
Wolsak & Wynn  
Women's Press

To reserve your booth, please contact:

Jessica Clark  
[jclark@ideas-idees.ca](mailto:jclark@ideas-idees.ca)  
613-238-6112 x352

