

# ISA2022

# Annual Convention Prospectus



Nashville, Tennessee

March 28<sup>th</sup> - April 2<sup>nd</sup>, 2022

# ISA2022

March 28th – April 2nd, 2022  
Nashville, Tennessee



## Join us at #ISA2022 in Nashville, Tennessee!

The International Studies Association is one of the oldest interdisciplinary associations dedicated to understanding international, transnational, and global affairs. Founded in 1959, its more than 7,000 members span the globe – comprising of academics, practitioners, policy experts, private sector employees and independent researchers, among others.

The ISA Annual Convention is the ideal opportunity for your company to share your brand, products, and services with professionals from all over the globe. Our annual convention will welcome more than 6,000 global at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee.

Each year ISA depends on its partner's support to make the Annual Convention a valuable experience for our attendees. We are especially grateful to all our partners for their continued support over the past two years, and we hope that you will consider joining us again this year.

This year's prospectus offers a variety of ways to promote your organization, including Sponsorship, Advertising, and Exhibitor packages.

We look forward to working with you as we prepare to return in person for ISA2022!



## Sponsoring at ISA2022

ISA's Annual Convention is the ideal time to share your organization's name and promote your brand. Choose from our large selection of partnership opportunities and connect with scholars, educators, and practitioners in government, NGOs, and the business world that make up our 6,500+ attendees.

### Universal Sponsorship - Open Sponsorship

Want to participate but unable to decide where or how? Consider a Universal Sponsorship. Sponsorship of this nature will be applied to the overall cost of the convention.

### Presidential Reception for 2021-2022 - \$12,000 **\*\*SOLD OUT!\*\***

The Presidential Reception is the largest reception at the Annual Convention. The reception immediately follows the President's Address and draws hundreds of attendees each year. This year's Presidential Address will be given by ISA's 2021-2022 President, Kristian Skrede Gleditsch.

### Convention Wi-Fi

#### Exclusive Sponsorship - \$9,000



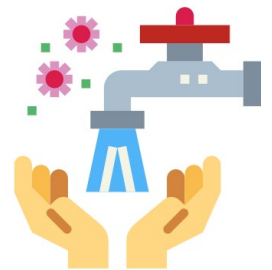
Wi-Fi access is critical for our attendees, especially with an international audience. Be the sole sponsor of the Convention-wide Wi-Fi at ISA! Your company's name and logo will be featured on signage throughout the venue and will be incorporated in the Wi-Fi Password!

### New Opportunity!

### Health & Safety Signage

#### Exclusive Sponsorship - \$6,000

At ISA2022 in Nashville, our goal is to maintain a healthy and safe environment for all of our attendees. You can be a huge part of the health and safety reminders by sponsoring signage for this specific purpose. You will be recognized on all Health & Safety Signage with your organization's name and logo! Signage will be dispersed throughout the convention meeting space.



### ISA Poster Gallery

#### Exclusive Sponsorship - \$8,500

The ISA2022 Poster Gallery allows presenters to share scholarly work, provide and receive feedback, and engage in valuable networking opportunities. Sponsoring the Poster Gallery provides sponsors with a chance to share marketing material and network with conference attendees.

If you have questions regarding the ISA2022 prospectus, or if you would like to discuss a custom package, contact us!  
partnerships@isanet.org

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## Name Badge Lanyards

**Exclusive Sponsorship - \$8,000**

Lanyard and name badges are required for entrance to all convention events. Stand out by sponsoring our lanyards, which will be branded with your organization's name and logo.

## Convention Mobile App

**Exclusive Sponsorship - \$8,000**

Be the sole sponsor of the ISA Annual Convention Mobile App and have your company logo seen every time someone opens our app! This is a great way to get your company branding seen by our convention attendees.



## New Opportunity!

### Directional Signage

**Exclusive Sponsorship - \$5,000**

What better way to show your support than to help ISA attendees find their way! Directional Signage is a great way to get your name and logo in front of all convention attendees throughout the Gaylord Opryland property. With so much to explore, we want to make sure attendees can find their way to the convention meeting space and, of course, to the Exhibit Hall to visit our partners! Your support of this signage will help them do so in a quick and timely fashion!

### Early Career Scholars Reception

**Exclusive Sponsorship - \$3,500**

This reception brings together early career scholars (current students or those within 2 years of receiving their PhD) at the annual convention. The reception will provide an enormous opportunity for networking among scholars at the beginning of their careers.

### Exhibit Booth Coffee Break - \$3,500 each

Host a break at your booth! Exhibit Booth coffee breaks are served in the Exhibit Hall near your booth and provide a great networking and marketing opportunity to showcase your products. The coffee break serves up to 200 people and includes assorted pastries, as approved by ISA. Get a 10% discount by sponsoring multiple breaks.



### Early Career Scholar Lounge - \$2,500 per day **\*\*FRIDAY IS SOLD OUT\*\***

Early career scholars from all over the world are actively seeking publishing opportunities in the field of International Studies. The Early Career Scholar Lounge is a drop-in space for Early Career Scholars to prep, recharge, and meet peers. Have your printed material front and center with newer scholars in the field who are looking to network with you.

## Headshot Lounge

**Open Sponsorship - \$2,500 increments**

**Exclusive Sponsorship - \$10,000**

The Headshot Lounge has always been a huge success, so we hope to bring it back to Nashville! Help support scholars to better represent themselves professionally! The Professional Headshot Lounge provides a place for attendees to get a professional headshot taken. A growing trend for students and scholars, this is becoming a popular service offered for attendees. A professional headshot is instrumental in the digital age. Exclusive Sponsor receives naming rights.



## New Opportunity!

**Tranquility Room - \$1,500 per day**

As a sponsor of The Tranquility Room, your generous support will provide a peaceful, quiet space for our attendees as a retreat from the convention hustle and bustle - a space to take a few minutes to unwind, pray, relax, or refocus before moving on to the next panel.

## New Opportunity!

**Exhibit Hall Networking Tables - \$1,000 (per table/day)**

We know our attendees have missed the ability to network throughout the pandemic. Sponsor's name and logo featured at our Networking tables, which will be located in the exhibit hall.



## Backyard Games!!

**Open Sponsorship - \$500 increments**

**Exclusive Sponsorship - \$8,000**

Backyard Games was a big hit with our attendees during our Toronto Convention in 2019, and we are excited to be able to offer it once again. Backyard Games, located in the exhibit hall, is an area dedicated to relaxing. Play a game, do a puzzle, or just chat with colleagues that you haven't seen in a while. Backyard games and seating will be available while the exhibit hall is open. This is a great space to increase brand visibility and showcase products. We'll provide the space, you provide the product, and with your help, we'll create a fun and bright area for attendees to visit!

## New Opportunity!

### Author Spotlight - \$750 per session

Do you have an author that you'd like to spotlight? This year ISA is providing a space in the exhibit hall for you to do just that! We will provide the space - you provide the author and content. Great opportunity to promote your author and network with attendees. Each Author Spotlight Session is 90 minutes and includes an LCD package (projector, screen, and laptop).



### First-Timers Meet & Greet

#### Open Sponsorship - \$500 increments

#### Exclusive Sponsorship - \$5,000

First-time attendees are invited to attend this morning meet and greet, where we will have coffee with muffins and pastries available. This is a great way for attendees to meet other first-timers and begin to network with colleagues at their first ISA Annual Convention! ISA staff will be available to answer questions. Exclusive Sponsor receives naming rights.

### Nursing Parent Room - **\*\*SOLD OUT!\*\***

#### Open Sponsorship - \$500 increments

#### Exclusive Sponsorship - \$3,000

The Nursing Parent Room provides a comfortable and private place for parents to nurse, pump, and store milk daily at the convention. Sponsoring this space will show that your organization supports and encourages nursing parents to participate at ISA comfortably! Sponsor the Nursing Parent Room in increments of \$500 to show your support for the working parents at ISA. Exclusive Sponsor receives naming rights.

### KiddieCorp Child Care

#### Open Sponsorship - \$500 increments

#### Exclusive Sponsorship - \$14,000

Each year, at the ISA Annual Convention, childcare is provided for ISA members. Without affordable on-site childcare, many of our members would be unable to attend our convention and/or present their work. Your sponsorship helps to make childcare more affordable for attendees. Childcare is provided by KiddieCorp.



If you have questions regarding the ISA2022 prospectus, or if you would like to discuss a custom package, contact us!  
[partnerships@isanet.org](mailto:partnerships@isanet.org)

[Click Here to Apply!](#)

## Sponsorship Tiers

In addition to the sponsor benefits listed below, all sponsorship tiers include a banner ad in the March 2022 Newsletter and recognition on the ISA Sponsor signage as well as the ISA website.

Sponsor Tier Benefit	Top \$15,000+	Premier Platinum \$10,000+	Platinum \$8,000+	Gold \$5,000+	Silver \$3,000+	Bronze \$1,000+
Company Logo on Convention Signage	YES	-	-	-	-	-
Email Blast	YES	-	-	-	-	-
Premium Recognition Placement	YES	YES	-	-	-	-
Room Nights	3	3	-	-	-	-
Second Booth	YES	YES	50%	-	-	-
Preferred Booth Placement	YES	YES	YES	-	-	-
Logo on Exhibit Hall Entrance	YES	YES	YES	-	-	-
Recognition in Attendee Emails	YES	YES	YES	-	-	-
Full Convention Registration	3	2	1	-	-	-
Complimentary Exhibitor Registration	4	3	2	2	1	-
ISA Website Banner Ad	4	4	3	2	1	1
Social Media Blasts	5	4	3	2	1	1
Mailing List Rentals	5	4	3	2	1	1

(Sponsor Tier Benefit descriptions can be found at the end of this document)

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## Exhibiting at ISA2022

The ISA Annual Convention exhibit hall is an attendee favorite every year. This year is sure to be extra exciting as we welcome everyone back in person!

The ISA2022 exhibit hall will be located in the Presidential Ballroom, centrally located next to the main lobby and registration, within the Gaylord Opryland in Nashville, TN. Spanning over 29,000 square feet, the ISA2022 exhibit hall will feature publishers, organizations, and software developers providing products and services of professional interest to ISA members. Our Annual Convention welcomes 6,500+ registrants each year and hosts nearly 100 exhibitor booths.



## Exhibit Hall Rates

### Exhibit Booths

Prices below are for each 10' x 10' exhibit booth registration

#### Early Bird

Ends July 31<sup>st</sup>  
\$1,500

#### Regular

Aug. 1<sup>st</sup> - Nov. 30<sup>th</sup>  
\$1,700

#### Late Registration

After Nov. 30<sup>th</sup>  
\$1,800

### Booth Share

#### \$900 per organization

Interested in partnering with another organization? Consider sharing an exhibit booth! Limited to two organizations per 10' x 10' exhibit booth. Early Bird and Late Rates do not apply.

### Additional Booth Personnel

#### \$175 per registration

All Exhibit Booths include two (2) Exhibit Booth Personnel Registrations and one (1) complimentary full Annual Convention registration. Exhibit booth personnel that are also paper presenters must obtain a full Convention registration. The (1) complimentary full Convention registration provided with your booth purchase can be used, however, any additional full Convention registrations must be purchased at the published Convention registration rate.

If you have questions regarding the ISA2022 prospectus, or if you would like to discuss a custom package, contact us!  
partnerships@isanet.org

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## Booth Packages

Each exhibitor booth includes the following:

- One (1) 10' x 10' booth with an 8' high background drape and 3' high side drapes
- One (1) 6' skirted table and one wastebasket
- One (1) 7" x 44" organization identification sign
- Two (2) plastic side chairs
- Two (2) Exhibitor personnel Convention registrations. Please note: If any exhibitor booth personnel are also paper presenters, they must purchase full Convention registrations.
- One (1) complimentary full Annual Convention registration
- Organization listing on the Annual Convention website
- 10% discount on ISA2022 advertising
- Security service during official exhibit hall hours

Global Experience Specialists (GES) is the official decorating company for this year's Annual Convention and will manage decorating and freight handling. The GES Exhibitor Manual will be available by November 1, 2021.

Exhibit booths must be staffed during all ISA Convention show hours. Exhibitor badges must be worn at all times for admission to the Exhibition Hall. Exhibit Booth Badges may be picked up at the Exhibitor Registration desk during published registration hours.

## Exhibit Hall Schedule

	Exhibitor Move In	Exhibit Hall Open to Public	Registration	Exhibitor Move Out
Tuesday, March 29 <sup>th</sup>	1pm - 5pm	Closed	2pm - 6pm	-
Wednesday, March 30 <sup>th</sup>	9am - 12pm	1pm - 6pm	7am - 6pm	-
Thursday, March 31 <sup>st</sup>	-	9am - 6pm	7am - 6pm	-
Friday, April 1 <sup>st</sup>	-	9am - 6pm	7am - 6pm	-
Saturday, April 2 <sup>nd</sup>	-	9am - 12pm	8am - 4pm	12pm - 3pm

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## Advertising

Print and Digital Advertising at ISA's Annual Convention provides an opportunity to reach 6,500+ attendees at the convention, in addition to the thousands of attendees that visit our convention webpages each year. All Annual Convention advertisements are subject to our Terms and Condition and must be received no later than December 1, 2021.

*ISA2022 Exhibitors receive a 10% discount on the Annual Convention advertising prices listed below.*

## Annual Convention Print Advertising

### New Opportunity!

#### Atrium Decorative Light Pole Banners

Single Light Pole Banner - \$500 each

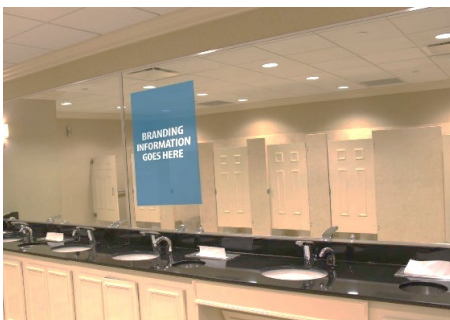
Double Light Pole Banner - \$700 each

Let your logo welcome attendees with placement on Gaylord Opryland Decorative light pole banners. Light Poles are placed throughout the Gaylord Opryland. Banners are 20"x30" vertical, double-sided, and hang on either side of the light pole.



### New Opportunity!

#### Branded Restroom Mirror Cling - \$1,000 each



Where is the one place that we can guarantee attendee traffic at the annual convention? The restroom! What better time to catch someone's attention than when they are washing their hands? We are confident they will be doing a lot of hand washing, with soap and water for at least 20 seconds! When they're done and look up at that mirror, let your logo be there to remind them how fabulous they are!! Mirror clings are a perfect way to get your message out to thousands of attendees! Branded mirror clings are 10" W x 12"L

### New Opportunity!

#### Meter Board Advertisement

Double-Sided Meter Board Ad - \$1,000 each

Single-Sided Meter Board Ad - \$750 each

Premier Placement Meter Board Ad - \$1,500 each

Are you missing our printed program ads? Our Meter Board Ads are the perfect solution. Your meter board ad will be placed in a high traffic area within the convention meeting space. Upgrade to Premier Placement, and we'll place your ad in ISA2022's Information Alley, which will be located in the Presidential Lobby at the entrance of the Exhibit Hall and directly across from registration. Meter Boards are 38" x 84" on ½-inch falcon board (Premier Placement meter board ads are only available as double-sided).

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## Annual Convention Digital Advertising

All banner advertising opportunities include the option to link viewers to your organization's website. Looking to drive traffic to more than one area of your website? Purchase multiple banner ads, each with its own distinct URL.

### ISA's Website Banner Advertisement - \$1,000 each

ISA Website Banner Ads will be rotated among several of the most visited Convention pages throughout the Convention cycle.

Ad will remain viewable until April 30, 2022.

Size: 210 pixels wide x 500 pixels high; Format: png

### Welcome Email Banner Advertisement - \$1,000 each

Include your custom digital ad in the ISA Annual Convention welcome email, which is sent to all attendees providing important information on the upcoming event. Reach attendees in an instant! Includes one (1) banner ad in the ISA2022 Welcome Email (only 3 spaces available).

Size: 900 pixels wide x 350 pixels high; Format: png

### Daily Digest Email Banner Advertisement - \$750 each

Include your custom digital ad in our Daily Digest Email. Each day an email will be sent to all attendees. This email will include any important changes and additions to the day's events as well as highlighting special events.

Includes one (1) banner ad for one (1) daily email (only 3 spaces available each day)

Size: 900 pixels wide x 350 pixels high; Format: png



## Year-Round Advertising Opportunities

### ISA Newsletter Banner Advertisement

(1 ad) \$750      (2-5 ads) \$675 each      (6-11 ads) \$600 each      (12+ ads) \$550 each

The ISA newsletter is distributed monthly to all ISA members. Purchasing a banner ad in our newsletter offers an opportunity to connect with our worldwide membership of professionals, scholars, and students in the field of international relations. Includes one (1) banner ad placed in one (1) month's newsletter of your choosing (with the exception of March 2022).

Size: 900 pixels wide x 350 pixels high; Format: png

### ISA Job Board Banner Advertisement

(1 ad) \$750      (2-5 ads) \$675 each      (6-11 ads) \$600 each      (12+ ads) \$550 each

Place your banner ad on the ISA Job Board. This resource is offered to all ISA members and allows them to search the latest job postings in the ISA community. The ISA Job Board is one of the most visited pages on ISA's website. Ads remain viewable for one (1) month.

Size: 300 pixels wide x 500 pixels high; Format: png

### Professional Resource Center Banner Advertisement

(1 ad) \$500      (2-5 ads) \$450 each      (6-11 ads) \$400 each      (12+ ads) \$375 each

Place your banner ad on ISA's Professional Resource Center (PRC). The PRC is one of ISA's key membership benefits. It is where our members go for professional resources in the areas of teaching, publishing, and research. It houses sample syllabi and simulations, offers collegial advice on issues like work-life balance and employment outside of academia, and provides members with a plethora of external resources. The PRC is also where our members go to find out the latest job postings within academia. Ads will remain viewable for one (1) month.

Size: 800 pixels wide x 175 pixels high; Format: png

### Mailing List Rentals

**Prices Vary (contact us for a price list)**

Mailing list rentals allow you the opportunity to connect with ISA members through targeted postal mailings. Connect to our worldwide membership of professionals, scholars, and students in the field of international relations. Choose our complete member list or select one of our sub-units (caucuses, sections, or regions) for a smaller targeted mailing.

*\*Mailing lists include postal addresses only; email addresses are not provided.*

If you have questions regarding the ISA2022 prospectus, or if you would like to discuss a custom package, contact us!  
partnerships@isanet.org

[Click Here to Apply!](#)



## Sponsor Benefit Descriptions

**Company Logo on Convention Signage:** Organization's logo on the Convention signage throughout the venue recognizing your sponsorship.

**Email Blast:** Email Blast sent to registered Convention attendees 1 month before the Convention.

**Premium Recognition Placement:** Premium Placement of Top Sponsor recognition throughout our offerings - on signage, website, Exhibit Hall, and more!

**Room Nights:** Complimentary hotel room nights at one of the ISA convention hotels.

**Second Booth:** Complimentary exhibit booth (with purchase of 1 full price booth - limit of 1 per organization).

**Preferred Booth Placement:** Preferred booth placement of exhibit booth within the exhibit hall (requires exhibit booth purchase).

**Logo on Exhibit Hall Entrance:** Organization's logo on Exhibit Hall Entrance treatment.

**Recognition in Attendee Emails:** Sponsor recognition in informational emails sent to registered attendees leading up to the Convention including Welcome Email and Daily Emails during the convention week.

**Full Convention Registration:** Include access to all panels (may be used by paper presenters). Organizations must agree to ISA's Convention Code of Conduct.

**Complimentary Exhibitor Registration:** This is in addition to the 3 that are included in exhibitor booth purchase. This is not a full registration and does not apply to paper presenters (requires exhibit booth purchase).

**ISA Website Banner Ad:** Organization's banner advertisement will rotate on several of the most visited Convention pages on ISA's website throughout the Convention cycle.

**March 2022 Newsletter Banner Ad:** Organization's banner advertisement will be included in the last monthly newsletter before the Convention begins. Newsletters are sent to all ISA members.

**Social Media Blasts:** Posting on ISA's social media channels before, during, and after the Convention. This will include a combination of ISA mentions and Organization provided content (Twitter, Facebook, LinkedIn, and Instagram).

**Recognition on Sponsor Board:** Organization's logo on the Convention Sponsor Board, which is prominently placed at the convention.

**ISA Website Recognition:** Recognition on ISA's Sponsor web page & Exhibitor web page which includes organization's name and logo with URL and organization's "About Us" (100-character limit).

**Mailing List Rentals:** Choose from available Section and Caucus mailing lists.

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## Important Links

Follow the links below to learn more about ISA2022 and the partnership opportunities available.

### Sponsorship Information

[Click Here!](#)

### Exhibit Information

[Click Here!](#)

### Advertising Information

[Click Here!](#)

### Begin Your Application

[Apply Here!](#)

### Learn more about ISA2022

[Visit our Website Here!](#)

### Contact Us:

Tara Guilleaume, CMP, DES  
Exhibits & Sponsorship Manager  
[partnerships@isanet.org](mailto:partnerships@isanet.org)

