



# International Studies Association

ISA Marketing Services



*Bringing You The World!*



# ABOUT ISA



**Connect to the world!** The International Studies Association (ISA) is the most respected and widely known scholarly association in the field of international relations. Since 1959, ISA has helped define the field of international relations through its research and idea exchanges, dedicated special interest groups and widely acclaimed publications. Our interdisciplinary focus is inclusive of twenty-three area study Sections, as well as cooperation with 48 international studies organizations from across the globe.

**Thematic sub-units of ISA are called “Sections” and offer closer ties between ISA members who are interested in specific areas within the field of international studies.**

Active Learning in International Affairs (ALIAS)  
Comparative Interdisciplinary Studies (CISS)  
Diplomatic Studies (DPLST)  
English School (ES)  
Environmental Studies (ESS)  
Ethnicity, Nationalism, and Migration Studies (ENMISA)  
Feminist Theory and Gender Studies (FTGS)

Foreign Policy Analysis (FPA)  
Global Development (GDS)  
Human Rights (HRS)  
Intelligence Studies (ISS)  
International Communication (ICOMM)  
International Education (EDUC)  
International Ethics (ETHICS)  
International Law (ILAW)

International Organization (IO)  
International Political Economy (IPE)  
International Political Sociology (IPS)  
International Security Studies (ISSS)  
Peace Studies (PEACE)  
Post Communist States in Int'l Relations (POSTCOMM)  
Scientific Study of International Processes (SSIP)  
Women's Caucus (WCIS)



# ISA Marketing Services

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ISA offers a wealth of opportunities to connect with our worldwide audience of more than five thousand scholars, professionals and students in the fields of international relations and politics.

Our marketing services include a variety of options designed to bring premium exposure and recognition to your organization. With customized plans tailored to meet your marketing and budgetary needs, your connection to the world is just a moment away!





## Partner with ISA!

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Looking for a way to promote your organization and products to ISA's international audience? Along with the popularity associated with participating in ISA's Book Exhibitions and advertising in the Convention Program comes the inevitable struggle to **stand out in the crowd.**

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Your sponsorship commitment to ISA is a strategic partnership designed to enhance your organization's presence and promote your products before, during and following the Annual Convention. Some of the options we offer include: online announcements on the Convention webpage, recognition at high profile events during the Annual Convention, receptions in the Exhibit Hall, and direct mailings to ISA's 5,000+ membership. **Partnering with ISA** is a great way to gain maximum exposure and generate interest in your organization's products and services.

**When you partner with ISA, we bring you the world!**





# Sponsorship Opportunities

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## SPONSORSHIP LEVELS

Platinum  
(\$5,000+)

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Gold  
(\$3,000 - \$4,999)

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Silver  
(\$2,000 - \$2,999)

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Bronze  
(\$1,000 - \$1,999)

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Friends  
(<\$1,000)

ISA's offers sponsorship opportunities related to:

- ❖ High Profile Events (Presidential Address, etc.)
  - ❖ Section/Region Receptions
  - ❖ Exhibit Hall Coffee Breaks
  - ❖ Exhibit Hall Cyber Café
  - ❖ Exhibit Hall Booth Receptions
  - ❖ Convention Items (tote bags, pens, pads)
  - ❖ ISA General and Section Awards
  - ❖ General Underwriting of the Convention
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**Sponsors receive preferred placement in the Exhibit Hall!  
Beat the August Rush!  
Become an Official Sponsor of the 50<sup>th</sup> Annual ISA Convention TODAY!**

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Download the 2009 Sponsorship Benefits and Application from our website, or email: [ishara@u.arizona.edu](mailto:ishara@u.arizona.edu) for more information.



# The Exhibition Hall

The ISA Book Exhibition is the most frequented event at the Annual Convention and offers your business a congenial atmosphere in which to promote your products and exhibit publications and/or works-in-progress. The Exhibit Hall is the ideal meeting place to share information with decision-makers and specialists in the field of international relations. ISA actively promotes traffic flow in the Exhibit Hall and also offers complimentary email access and coffee service during show hours.



## Additional Benefits for Exhibitors Include:

- ❖ Complimentary convention registration for up to three booth personnel\*
- ❖ No point system – booth assigned on first come, first served basis\*\*
- ❖ Exhibitors have access to email stations one-half hour before hall opens
- ❖ Exhibitors who become Official Sponsors receive special recognition on the Convention website, in the Convention Program, at special events and throughout the Convention Hotel on event signage.



\* Excludes Convention panelists/speakers

\*\* Official Sponsors receive preferred booth placements



# 2009 Exhibition Information & Fees

## Book Exhibition/Hotel Location:

Westside Ballroom, 5<sup>th</sup> Floor  
New York Marriott Marquis Hotel  
1535 Broadway  
New York, NY  
212-398-1900

## Room Rates:

Our discounted room rates for the New York Marriott Marquis are:

\$169 Single  
\$199 Double

Plus applicable taxes.

**To make hotel reservations** via telephone, contact the Passkey Group Desk at (800) 266-9432 (from the U.S. and Canada) or (506) 474-2009 (from non-North American locations) and ask for the International Studies Association (ISA) group rate.

**For Online hotel reservations, access:**  
<https://resrvhb.passkey.com/go/ISA2008>

## Booth Rental Fees:

\$850 per 8'x10' booth

## Discounts:

10% - Non-Profit Organizations\*  
5% - Multiple Booth Reservations

Payments for exhibition space are due within 30 days of reservation.

## Booth Package Includes:

- ❖ 8'-high back drapes, 3'-high side drapes
- ❖ One 6' draped table\*
- ❖ One wastebasket
- ❖ Two contour chairs
- ❖ Standard 7"x44" exhibitor sign
- ❖ Complimentary registration for up to 3 non-panelist/speaker booth personnel
- ❖ General Exhibition Hall cleaning
- ❖ One complimentary Program per booth
- ❖ 24-hour security

## Show Colors:

Navy Blue and White

## Key Dates:

August 8, 2008 – Booth and Advertising reservations begin  
Nov. 24, 2008, 3pm (MST) – FINAL PAYMENTS DUE  
Nov. 24, 2008, 3pm (MST) – Ad copies due to ISA HQ  
Nov. 24, 2008, 3pm (MST) – Cancellation Deadline  
(Booths – 50% penalty BEFORE Nov. 24<sup>th</sup>, 3pm, MST)  
(Ads – 25% penalty BEFORE Nov. 24<sup>th</sup>, 3pm, MST)

**Booth reservations and advertisement copies received after the November 24<sup>th</sup> deadline will NOT appear in the Convention Program.**

## Decorating and Shipping Contractor:

ISA has selected the following company as the official service contractor for the 50<sup>th</sup> Annual Convention:

GES Service Center

[www.ges.com/contact](http://www.ges.com/contact)

Phone: 1-800-475-2098 (US)

Int'l: 702-515-5970

\* Federal Tax ID Required with Application/Contract

**Exhibition and Advertisement Reservations begin August 8<sup>th</sup>, 2008!**



# Advertising

Placing an advertisement in the International Studies Association Convention Program is the perfect compliment to both Exhibitor and Sponsorship participation. As each of the 5,000+ Convention attendees receives a copy of the Program as part of his or her registration package, advertising in the Convention Program enables you to promote your products to the thousands of ISA participants from across the globe, even if you are unable to attend the Convention.

## The ISA Convention Program



ISA dedicates a section of the Program to promote Sponsors, Exhibitors and Advertisers. In addition, we offer discounted advertising rates to Exhibitors choosing to take advantage of this positive and strategic marketing opportunity!





# 2009 Advertising Rates & Information

Ad/Page Size	Dimensions	List Price (USD)
½ Page Vertical	3 ½" x 10"	\$650
½ Page Horizontal	7 ½" x 4 ¾"	\$650
Full Page	7 ½" x 10"	\$850
2 Page Spread	7 ½" x 10" each page	\$1700
Inside Front Cover	7 ½" x 10"	\$1000
Inside Back Cover	7 ½" x 10"	\$1000
Back Cover	7 ½" x 10"	\$1750

**Ad Submittal Deadline:** 3pm (MST) November 24<sup>th</sup>, 2008

**Ad Payment Deadline:** 3pm (MST) November 24<sup>th</sup>, 2008

ISA cannot guarantee placement of ads submitted after the deadline. A delay of the Program to accommodate late ads will result in additional fees.

#### Ad Formats:

- ❖ Electronic Media (TRUE black and white only)
- ❖ PDF – PREFERRED! Set as X1A (press quality if not available)  
Artwork must be separated into black only (grayscale)
- ❖ PageMaker – with fonts, images and hard copy backup.  
Save as version 6.5 or 7 only.
- ❖ Quark Express
- ❖ InDesign – PC ONLY, no Mac
- ❖ Freehand
- ❖ EPS – fonts must be embedded or outlined.

In order to ensure quality, images must be 300dpi. Please include a separate file of ALL FONTS used in the ad. ISA is not responsible for format changes if fonts are not provided.

**Electronic ads should be sent to:** [ishara@u.arizona.edu](mailto:ishara@u.arizona.edu)

All Exhibitors who purchase a Program advertisement may submit a logo to our Webmaster for placement on the Convention webpage: [joel@u.arizona.edu](mailto:joel@u.arizona.edu), please note “exhibitor logo” in the subject line. Allow 10 business days for processing.

**Exhibition and Advertisement Reservations begin August 8<sup>th</sup>, 2008!**



## Direct Mailings

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**Looking for a way to directly connect with your target audience before, during and after the Annual Convention?**

Whether the entire list of ISA members, or a subset of members whose background and focus is consistent with your organization's latest publications, purchasing an ISA mailing lists offers yet another opportunity to connect to our worldwide membership of professionals, scholars and students in the field of international relations.

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**Don't miss this opportunity. Order your ISA mailing list today!**

**Official Sponsors of the 50<sup>th</sup> Annual ISA Convention receive complimentary mailing lists for promotional announcements.**



Thank you for your interest in ISA.  
We look forward to working with you in New York!



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