

LASA2019

BOSTON, USA / MAY 24 - 27, 2019

EXHIBITOR 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 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
- Multimedia producers



VARIOUS INSTITUTIONS REPRESENTED BY PARTICIPANTS

LASA's annual meeting brings together attendees from a broad range of disciplines and from organizations such as:

Berlin School of Social Sciences	London School of Economics and Political Science	Universidad Central de Venezuela
Brown University	New York University	Universidad de Granma
Centro de Investigaciones y Esudios Superiores	Pennsylvania State University	Universidad de Holguín
Columbia University	Pontificia Universidad Católica de Perú	Universidad de La Laguna
Duke University	Queen Mary University of London	Universidad de los Andes
Edinburgh Napier University	Saint Louis University	Università di Trieste
Free University of Berlin	Temple University	University of Aberdeen
Geneva School of Diplomacy	Universidad de Barcelona	University of Bordeaux
Harvard University	Universidad de Buenos Aires	University of Granada
Institute of Latin American Studies	Universidad Carlos III de Madrid	University of Iceland
King's College London	Université Catholique de Louvain	University of Oxford
		University of Porto
		University of St Andrews
		University of Warsaw

**For any questions or to apply,
email lasaexhb@pitt.edu**

PAST EXHIBITORS

A Thread of Hope Guatemalan Fair Trade
Alexander Street Press
Americas Society/Council of the Americas
Association Book Exhibit
Babbitt Instructional Resources
Berghahn Books, Inc
Bilingual Press/Editorial Bilingüe
Bloomsbury Academic
Border Songs
Boston University/ Department of International Relations
California State University, Long Beach (Film & Electronic Arts Department
Cambria Press
Center for a Free Cuba
Center for Latin American Studies, UC Berkeley
Center for Latin American Studies, University of Miami

Center for LA Studies & Caribbean Studies
Center for Puerto Rican Studies
Cornell University Press
Council for International Exchange of Scholars
Council of American Overseas Research Centers/ Americas Research Network
Creighton University - The Werner Institute
David Rockefeller Center for Latin American Studies, Harvard University
Digitalia
Documentary Educational Resources, Inc
Duke University Press
EcoAméricas
Fondo de Cultura Económica
Fondo de Cultura Económica USA
Food First/ Institute for Food and Development Policy
Fulbright Scholar Program/ Institute of International Education
Great Books Foundation
James Weldon Johnson Institute, Emory University &
Extamuros Facsímiles
Hackett Publishing Company

Editorial de la Universidad de Puerto Rico
Editorial del Instituto de Cultura Puertorriqueña
Editorial Isla Negra /Librería Norberto Gonzalez
Editorial Plaza Mayor
Editoriales Académicas y Universitarias de Colombia
El Colegio de la Frontera Norte/ Facultad Latinoamericana de Ciencias Sociales, Sede México
El Colegio de México
Explore505
ERIP Ethnicity, Race and Indigenous Peoples in Latin America and the Caribbean
Facultad Latinoamericana de Ciencias Sociales (FLACSO)
Instituto de Estudios Peruanos
Instituto Internacional de Literatura Iberoamericana (IILI)
Instituto Mora
Librería Mágica
Libros El Navegante/ Ediciones Callejón
Ocean Sur
Pontificia Universidad Católica del Perú
Siglo del Hombre y Editoriales Universitarias de Colombia
Tertulia Viejo San Juan
Universidad de Belgrano, Programa de Estudios
Universidad del Pacífico
Universidad Nacional Autónoma de México (UNAM)
University of the West Indies Press
Yolanda Carlessi

Haymarket Books
Hispanic American Periodicals Index (HAPI)
Indiana University Press
Institute of Latin American Studies at Columbia University
Inter-American Foundation
Karina Library Press
Latin America Working Group Education Fund
Latin American News Digest
Latin American Perspectives
Lexington Books
Liberty Fund, Inc.
Lynne Rienner Publishers
Lyons Press (an imprint of Globe Pequot Press)
Markus Wiener Publishers
Middlebury Language Schools
New London Librarium
Northwestern University Press
Organization of American States
Pathfinder Press



Penn University Press
 Pew Research Center
 Political Science Department
 Tulane University
 Pragda LLC
 Project MUSE
 Random House
 Rowman & Littlefield
 SAGE Publications
 Santa Clara Press, SOS LLC
 SAR Press, School for
 Advanced Research
 Smithsonian Folkways
 Recordings
 Smithsonian National Museum
 of American History Intern &
 Fellows Program
 Springer Nature
 SUNY Press
 The Scholar's Choice
 The School for Field Studies
 University of Calgary Press
 Visual Aids for Latin American
 Studies
 Washington Office on Latin
 America
 Westview Press
 Wiley

Alttexto Editoriales
 Universitarias y Académicas
 de México
 Asociación de Editores de
 Chile
 Brazilian Studies Association
 (BRASA)
 Cámara Cubana del Libro/
 Instituto Cubano del Libro
 Centro ABYA-YALA
 Centro de Investigación y
 Docencia Económicas (CIDE)
 Centro de Investigaciones y
 Estudios Superiores en
 Antropología Social (CIESAS)
 Centre for Social Conflict and
 Cohesion Studies (COES)
 Centro Investigaciones
 Sociales- Instituto Estudios
 Caribe FCS UPR
 CIDE/ Centro de Investigación
 y Docencia Económicas AC
 Comisión Económica para
 América Latina y el Caribe
 (CEPAL)
 Consejo Latinoamericano de
 Ciencias Sociales (CLACSO)
 Cubanabooks Press
 Economic Commission for
 Latin America and Caribbean/
 United Nations (CEPAL)
 Ediciones Akal, S.A.
 Editorial Cuarto Propio
 Ediciones Puerto
 Ediciones Universitarias de
 Valparaíso de la PUCV/
 Editorial Cuarto Propio

Leiden University Press
 Macmillan Publishers
 Maney Publishing
 Mona-Lynn Courteau
 Ocean Press
 Oxford University Press
 Palgrave Macmillan
 Penquin Group
 Peter Lang Publishing
 Political Science Department
 Tulane University
 Routledge
 SILOÉ, arte y bibliofilia

Cambridge University Press
 Extramuros Edición
 Facultades Católicas
 Hebrew University of
 Jerusalem- Rothberg
 International School
 Iberoamericana Editorial
 Vervuert
 International Authors Forum
 Institut des Amériques
 Institute of Latin American
 Studies (ILAS), School of
 Advanced Study, University of
 London
 Intellect Press



**For any questions or to apply,
 email lasaexhb@pitt.edu**

EXHIBIT BOOTH PACKAGES

Different packages have been created to meet the different needs of our exhibitors. The Exhibition Hall has been divided into areas which represent the different packages. Please find below a description of each package:

Harbor Package (Island Booths) \$2,360

For those wishing to have every square meter filled with visitors.

Each 8' x 20' booth comes with:

- One (1) table
- One (1) wastebasket
- Identification sign
- Two (2) chairs
- Three (3) exhibitors' badges* (good for all Congress activities)

Beacon Hill Package (Larger Booths) \$1,950

Designed to enhance open conversation in a comfortable setting.

Each 10' x 13' booth comes with:

- One (1) table
- One (1) wastebasket
- Identification sign
- Two (2) chairs
- Three (3) exhibitors' badges* (good for all Congress activities)



Dorchester Package (Traditional Booths)

\$1,525

Honor tradition. Booths enabled for browsing and privacy.

Each 10' x 8' (may be 10' x 10') booth comes with:

- One (1) table
- One (1) wastebasket
- Identification sign
- Two (2) chairs
- Three (3) exhibitors' badges* (good for all Congress activities)

Back Bay Package (Tables)

\$865

An open market of books, goods, and conversations.

Each 6.5' x 6.5' space comes with:

- One (1) table
- One (1) wastebasket
- Identification sign
- Two (2) chairs
- Three (3) exhibitors' badges* (good for all Congress activities)

*Discounts are offered on our exhibiting packages to our institutional members.

Capital Conventions, LASA's Exhibit Management Partner will support all shipping/customs procedures and enable a smooth process into and out of Boston.

**For any questions or to apply,
email lasaexhb@pitt.edu**

PAYMENT SCHEDULE

All payments and reservations will be made via the exhibitor online reservation system (<http://lasa.international.pitt.edu/eng/congress/bookexhibit-main.asp>). For any questions, email lasaexhb@pitt.edu.

December 15, 2018

- Minimum of 50% deposit of total booth rental fee due with completed application.

February 1, 2019*

- Balance of the rental fee is due.
- Deadline to receive cancellation refund (less a \$375 service fee).

February 28, 2019

- Reservations deadline for advertising in the Congress program

April 12, 2019

- Materials due for advertising in the Congress program

**After February 1, if space is available, those wishing to exhibit will be required to pay in full by check, wire transfer, Visa, MasterCard or American Express.*

MAILING LIST

Establish relationships, encourage booth traffic and increase your visibility by renting the postal addresses mailing list. Send an invitation to your booth before the meeting and introduce registrants to your organization. Or on the contacts you made during the meeting.

For-Profit Organizations

Pre-registrant list: \$520

- Includes: Attendees registered by April 5, 2019
- List provided by: April 15, 2019

On-site list: \$575

- Includes: All LASA2019 registrants
- List provided by: June 25, 2019

Non-Profit Organizations

Pre-registrant list: \$410

- Includes: Attendees registered by April 5, 2019
- List provided by: April 15, 2019

On-site list: \$460

- Includes: All registrants for the LASA2019 Congress
- List provided by: June 25, 2018

**Membership postal address mailing lists are also available for purchase.*



CONGRESS ADVERTISING OPPORTUNITIES

Advertising in the LASA2019 Program Book offers an excellent opportunity to reach all of the 4,500 Congress attendees. The book and application are made available online and distributed on-site to all registrants.

Congress Program

Full page: \$920
Half page: \$575

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.
- All will also be included in a combined PDF document in the app.
- Ads must be submitted in electronic form only.

Deadlines

- Reservations: February 28, 2019
- Materials: April 15, 2019

Congress App Advertising

Exhibitor App Description Enhancement Package: \$30

- Includes a color or B&W PDF Ad within the Exhibitor description in the App

Devoted App Tab: \$1,120 (limited availability)

- Reserves a tab specifically for your organization/publishing company.
- The tab can include any information and links
- A 10% discount will be provided for this app ad if a program book ad is also purchased.

Home Page Banner: \$1,435 (limited availability)

- Includes a banner in the home page (can include a link to a web page).
- A 10% discount will be provided for this app ad if a program book ad is also purchased.

Sessions Banner: \$690

- Includes a top page banner within the individual sessions. On a rotational basis with other organizations/publishing companies
- A 10% discount will be provided for this app ad if a program book ad is also purchased.

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EXHIBIT SCHEDULE

Installation of Exhibits

Thursday, May 23

4:00 p.m. - 7:00 p.m.

Exhibit Hall

Friday, May 24

9:30 a.m. - 7:30 p.m.

Saturday, May 25

9:30 a.m. - 7:30 p.m.

Sunday, May 26

9:30 a.m. - 7:30 p.m.

Monday, May 27

9:30 a.m. - 12:30 p.m.

Dismantling of Exhibits

Monday, May 27

12:30 p.m. - 3:30 p.m.



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**LATIN
AMERICAN
STUDIES
ASSOCIATION**

www.lasaweb.org

The Latin American Studies Association (LASA) is the largest professional Association in the world for individuals and institutions engaged in the study of Latin America. With over 12,000 members, nearly 60 percent of whom reside outside the United States, LASA is the one association that brings together experts on Latin America from all disciplines and diverse occupational endeavors, across the globe.

LASA2019

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RETURN THIS APPLICATION TO:

FAX: 412-648-7145

EMAIL: lasaexhb@lasa.pitt

COMPANY INFORMATION

Company Name

Contact Name

Title

Address

City

State

Postal Code

Country

Phone

Email

BOOTH PREFERENCE

All reservations and booth selections will be made in the online exhibitor reservation system, available at the end of August.

EXHIBIT BOOTH PACKAGES

Harbor Package	\$2,360
Beacon Hill Package	\$1,950
Dorchester Package	\$1,525
Back Bay Package	\$865

CONGRESS PROGRAM

Full page	\$920
Half page	\$575

CONGRESS APP ADVERTISING OPTIONS

Exhibitor App Description Enhancement Package	\$30
Devoted App Tab	\$1,120
Home Page Banner	\$1,435
Sessions Banner	\$690

MAILING LIST

	FOR-PROFIT ORGANIZATIONS	NON-PROFIT ORGANIZATIONS
Pre-registrant list	\$520	\$410
On-site list	\$575	\$460

PAYMENT

50% deposit of total booth rental fee is due by December 15 with completed application. Balance of the rental fee is due by February 1. Any cancellation before February 1 will be refunded less a \$350 service fee. Any cancellation after February 1 will not be refunded.

PAYMENT METHOD

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

☐ **Wire transfer:** send an email to lasaexhb@lasa.pitt for bank information

☐ **Credit Card:**

Please charge \$

☐ Visa ☐ MasterCard ☐ American Express

Card #

Exp. date

CSV code

Name on card

Billing Address

City

State

Postal Code

Country

AUTHORIZATION

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

Authorized Signature

Name

Title

Date

TOTAL \$ _____