



The Law and Society Association (LSA) is an interdisciplinary scholarly organization committed to social scientific, interpretive, and historical analyses of law across multiple social contexts. The Law and Society Association is committed to supporting

scholarly research and publishing in the field of sociolegal studies and promoting the study of law as part of a liberal education.

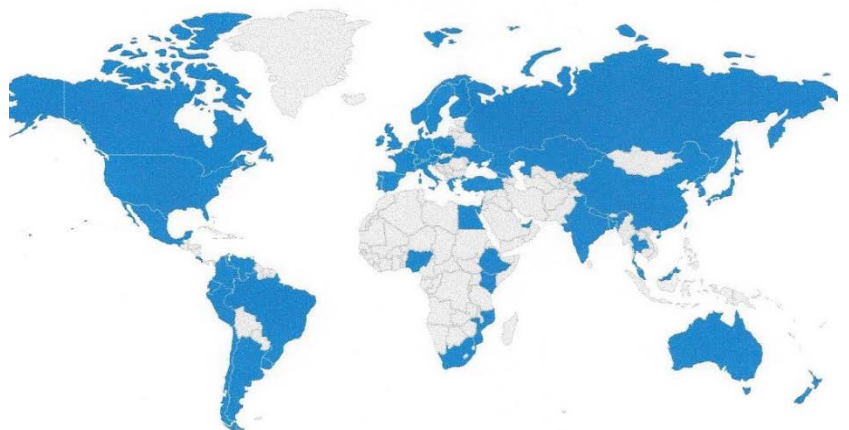
## About the LSA Annual Meeting

The Annual Meeting is a critical aspect of the Association's annual activities. At LSA meetings, participants are able to exchange ideas in many ways. Some participants present their papers in panels, or they participate in roundtables and freely debate ideas, or participate in Authors Meet Readers sessions, or general and service panel sessions. The LSA Annual Meeting provides a forum for those seeking to reach sociolegal scholars, students, and others with an interest in the field. There are three easy ways to reach LSA attendees: exhibiting, advertising in the meeting Program Book and Conference App, or by becoming a sponsor.

## Who Attends?

The Annual Meeting features a diverse and interdisciplinary mix of distinguished scholars:

- 2500+ attendees
- 34% of attendees are international
- 6 continents and over 50 countries represented
- 21% of attendees are PhD or Masters students
- Nearly 500 sessions scheduled over 4 days



2017 LSA Annual Meeting

# Sponsorship Opportunities

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The Law and Society Association is pleased to announce the 2018 Annual Meeting sponsorship program. Maximize your organization's exposure with sociolegal professionals and make the most of your marketing budget. Sponsorship allows you to make a lasting impression with our LSA Annual Meeting attendees. If you are interested in purchasing a sponsorship option, please contact us at [mcdonald@lawandsociety.org](mailto:mcdonald@lawandsociety.org) by February 1<sup>st</sup>, 2018 or earlier to reserve your package!

## Conference tote bags: \$7,500

Have your logo displayed on one side of the tote bags provided to each attendee. *Sponsors are responsible for supplying the logo by the deadline provided. Logos and designs are subject to approval by the Law and Society Association.*

## Welcome Reception Sponsor: \$5,000

The Welcome Reception is the main event for attendees at the conference, at which the LSA President gives a welcome address and attendees can network. The book exhibit is also open in the same location as the reception.

- Your logo prominently displayed in multiple locations at the event
- Acknowledgement from the podium at the Presidential Welcome Address
- Your logo included on napkins at the event
- Recognition in the Annual Meeting printed program and on the website

## Attendee lanyards: \$2,500

Sponsoring attendee lanyards is the perfect way to highlight your company to all LSA attendees. Have your logo printed on each lanyard and 2,500+ attendees will wear it with their nametags for the duration of the conference. *Sponsors are responsible for supplying logos to LSA by the deadline provided. Logos and designs are subject to approval by the Law and Society Association.*



## Coffee Break: \$1500 per break

Our attendees value coffee breaks for their networking opportunities. Coffee stations will be placed in a common area on each floor of the meeting area and in the exhibit hall each day, twice a day. As an additional option, have your logo printed on the napkins served at the coffee service tables (napkin production costs paid by sponsor). Sponsorship of one coffee break would include:

- Your logo displayed on signage at the coffee service tables
- Your company name listed in the printed program as a break sponsor

## Student Travel Award Sponsorship: \$1,000

Sponsoring a student presenter helps them defray the costs of attending the meeting. Sponsorship includes a small display with your logo and space for promotional materials at the Graduate Student Workshop, and acknowledgement in the program book and on the website as a Student Travel Award Sponsor.

\*If you would like to take advantage of multiple sponsorship, exhibiting, or advertising opportunities, please contact Caitlin McDonald at [mcdonald@lawandsociety.org](mailto:mcdonald@lawandsociety.org) for possible bundling discounts.\*

# Exhibit Opportunities

Whether you are an academic press, a software publisher, or research institute, if your target market includes sociolegal scholars and professionals, you can't afford to miss the opportunity to participate in LSA's 2018 Conference Exhibit.

- Provides a unique opportunity to interact with and build relationships with attendees
- Provides exposure via promotion on our website
- The Welcome Reception, open to all attendees, is held in the exhibit hall and adjoining space
- Exhibit hall will have a complimentary coffee station available during exhibit hours

## Booth Package Rates

- Standard Booth (8'x10') - \$500 (each additional booth \$300)

Exhibit booth fees include one 6' draped table with two chairs, two name badges with complimentary registration, and a listing in the program book and on the LSA Annual Meeting website. We will be using a customs broker (at no cost to you), so your boxes can be shipped to a warehouse within the U.S. and LSA covers the additional costs of shipping and customs to Canada.

In addition, for the first time ever, exhibitors will be included in a conference event app free to all attendees. This includes:

- Ability to browse and search full exhibitor list by name, category, booth number, and keyword
- Ability to take notes on exhibitors that can be saved and emailed
- Ability to create a bookmarked exhibitor list and ability to mark them as "visited"
- Ability to share with friends or via social media
- Content includes exhibitor company name, booth number, description, contact details, website, logo
- An enhanced exhibitor profile, free of cost to our exhibitors, which gives you the option to upload your logo and PDF booth handouts to your app page.

## Exhibit Hours

### ***Moving In and Setting Up:***

- Wednesday, June 6<sup>th</sup>: 12pm – 5pm (Drayage and delivery of shipped products will occur Wednesday morning)

### ***Show Hours:***

- Thursday, June 7<sup>th</sup>: 9:30am – 4:30pm, reopening during Welcome Reception: 6:30pm – 8:30pm
- Friday, June 8<sup>th</sup>: 9am – 5pm
- Saturday, June 9<sup>th</sup>: 9am – 5pm
- Sunday, June 10<sup>th</sup>: 9am -12pm (optional)

### ***Cleaning Up & Clearing Out:***

- Saturday, June 9<sup>th</sup>: 5pm – 7pm **OR** Sunday, June 10<sup>th</sup>: 12pm – 2pm



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## Booth Assignments and Reservations

Booth reservations are accepted on a first-come, first-served basis. To receive a prime location, please return contracts, with payment, as soon as possible. Booth assignments are confirmed only after full payment has been processed. Priority may be given to exhibitors who also purchase sponsorship or advertising packages.

To reserve space and make payments, please visit the LSA Exhibitor webpage for further instructions or contact Caitlin McDonald at [mcdonald@lawandsociety.org](mailto:mcdonald@lawandsociety.org). All reservations, and full payment, for exhibit space is required no later than **March 23, 2018**. Payment is accepted in US Dollars only, and payment can be made in the form of a check or by credit card (Visa, MasterCard or American Express).

Cancellations must be made, in writing, no later than **March 30, 2018**, and refunds will be processed, less a 50% administration fee no later than (5) five business days after receipt of written notice of cancellation.

## Booth Staffing

Each booth receives two meeting registration badges. Additional badges (if needed) can be purchased for \$90 per badge by contacting Caitlin McDonald at [mcdonald@lawandsociety.org](mailto:mcdonald@lawandsociety.org). Exhibitors must provide exhibit staff; LSA will not provide volunteers to staff your booth. Exhibit personnel can pick up their name badges from the conference registration area. Name badges allow access to all Annual Meeting general functions.

## Additional Equipment

Electrical outlets, telephone access, audio visual or computer equipment, or additional setup equipment can be rented for an additional fee.

## Scholar's Choice

Publishers who are unable to attend, but wish to have a few titles exhibited should contact The Scholar's Choice. It may be possible for your recently-published books to be included in their display. Please contact Mary Lynn Howe by email [mlh@scholarschoice.com](mailto:mlh@scholarschoice.com) or phone (585-262-2048 x.111) for more information.



Any attendees interested in having their book displayed at the upcoming meeting should contact their publisher between October and February. The Scholar's Choice displays on behalf of the publishers and all requests must come from them, not the individual authors. If they don't already have it, the press may request the appropriate paperwork by emailing Mary Lynn Howe at [mlh@scholarschoice.com](mailto:mlh@scholarschoice.com)

# 2018 Program Book and App Advertising Opportunities

The LSA final printed program book is distributed free to all registered attendees and is available on our website. The program book includes details of conference sessions, maps of the hotel, and announcements about LSA and special events. Attendees use the advertising section of the program book for current information on publications in their areas of interest as well as programs and grants for which they may be eligible. For the first time, our 2018 attendees will also have the option to utilize our new conference app, providing real-time updates to the schedule as well as networking and advertising opportunities.

## Reservation Deadlines

To reserve space and make payments, please contact Caitlin McDonald at [mcdonald@lawandsociety.org](mailto:mcdonald@lawandsociety.org). **All reservations and full payment for advertising are required no later than April 2, 2018.** No advertising will be assigned space until full payment and print-ready and/or electronic art is received. Payment is accepted in US Dollars only, and payment can be made in the form of a check or by credit card (Visa, MasterCard or American Express).

### Advertising Rates: App

Options	Rates
<b>EXCLUSIVE Gold Package sponsorship (limited to one – precludes all other options)</b>	\$6,000
<b>Gold Package sponsorship – shared with other banner ads (limited to one)</b>	\$4,000
<b>Multimedia Ad Package (up to 5)</b>	\$1,000
<b>Banner Ad with Landing Page (up to four)</b>	\$500
<b>Push notification alerts (up to 5 per day)</b>	\$150 each

- Overall Gold Package sponsorship: \$6,000 (Limited sale to one per event). Sponsorship includes logo at startup, logo in watermark for schedule, highlighted listing, one banner ad and landing page with video.
- Multimedia Ad Package: includes a rotating banner ad, a full screen app landing page, video clip, and post-show user metrics.
- Banner Ad with Landing Page: includes a weighted banner ad (to be shown most often), full screen app landing page, and post-show user metrics.
- Push Notification Alerts: Alerts of messages sent out by event personnel.

Reservations for advertising space on the app and full payment must be received by **April 2, 2018**. All materials for app advertising must be received no later than **April 13, 2018**. For more information on specs and requirements for materials, please contact Caitlin McDonald at [mcdonald@lawandsociety.org](mailto:mcdonald@lawandsociety.org).

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## Advertising Rates: Printed Program

Sizes	Rates
Full Page	\$400
Additional Full Page	\$300
Half Page	\$325
Inside Front Cover	\$550
Inside Back Cover	\$475

### Print Advertisement Guidelines

- **Full-page** advertisements must be 7.375" by 9.75" and submitted as a camera ready file with a minimum resolution of 300 dpi.
- **Half-page** advertisements must be 7.375" by 4.375" and submitted as a camera ready file with a minimum resolution of 300 dpi.

Advertising copy must be received no later than **April 13, 2018**, to be included in the printed program.

\*Cancellations must be made, in writing, no later than April 9, 2018 and refunds will be processed, less a 50% administration fee no later than (5) five business days after receipt of written notice of cancellation.

# CORE-apps

## EVENT TECHNOLOGY

### TO THE CORE

## Gold Overall App Sponsorship Features

Sponsor's ad placements will be included as featured screen shots on the iTunes, Apple App Store and Android Play download sites / pages. Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

**The overall app sponsorship package provides maximum sponsorship exposure on the app:**

- Secondary Launch Page
- Schedule Page Watermark
- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page
- Exhibitor Directory Row Highlighting
- Video Clip
- User Metrics

### Secondary Opening Page



Page dedicated to the overall app sponsor. Appears after opening screen.

### Schedule Page Watermark



A watermark of the sponsor's logo will appear on all app My Schedule calendar pages.

### Rotating Banner Ad



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page.

### Full Screen App Landing Page



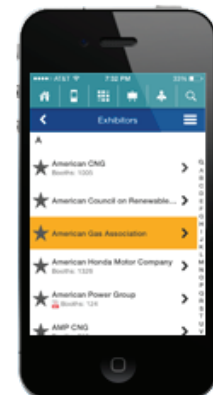
Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL.

### Multimedia Video Message



Sponsor video is downloadable from the Exhibitor Profile.

### Exhibitor Directory Row Highlighting



Background color draws attention to the overall app sponsor's listing in the exhibitor directory.

# CORE-apps

## EVENT TECHNOLOGY

### TO THE CORE

## MultiMedia Ad Package Features

Features and Benefits:

- Rotating Banner Ad
- Full Screen App Landing Page
- Video Clip
- Provided Post-Show User Metrics
- Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

### Rotating Banner Ad



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page

### Full Screen App Landing Page



Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL

### Multimedia Video Message



Sponsor video is downloadable from the Exhibitor Profile

Call 443.424.CORE (2673)



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# CORE-apps

## EVENT TECHNOLOGY

### TO THE CORE

## Banner Ad & Landing Page Package Features

### Features and Benefits:

- Weighted Banner Ad (to be shown most often)
- Full Screen App Landing Page
- Provided Post-Show User Metrics
- Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

### Rotating Banner Ad



Banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page.

### Full Screen App Landing Page



Tell app users more about your product or services or show specials. Buttons can lead users to exhibitor listing or provided webpage URL.

Call 443.424.CORE (2673)



[core-apps.com](http://core-apps.com)

# CORE-apps EVENT TECHNOLOGY TO THE CORE

## Push Message Alerts

### Specifications:

**Subject Line:** Alert subject lines or titles longer than 29 characters will be automatically and randomly abbreviated by the mobile app. So, to maintain content and context, you might consider keeping your subject line fewer than 29 characters.

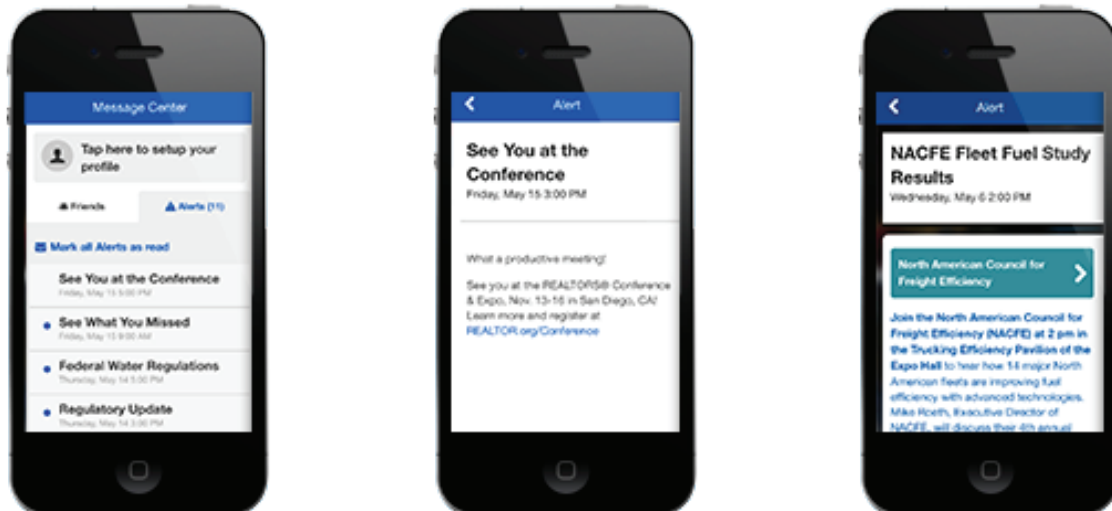
**Body:** The body of the alert message can be scrolled to accommodate lengthier messages, and can contain full URLs to link the user to a webpage.

Please provide:

- (1) Date/Time Alert will be scheduled to send
- (2) Alert Title
- (3) Body of Alert message

**Note:** The three most recent alerts appear at the top of the Dashboard page, and all alerts are saved under the “Alerts” Dashboard icon.

On the Apple and Android app version, “Push notification” alerts can be set to be received as “overlay” messages, shown below. The user simply taps the message to open the app and be taken to the alert message.



Call 443.424.CORE (2673)



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# CORE-apps EVENT TECHNOLOGY TO THE CORE

## Enhanced Exhibitor Listing “Green Package”

Upload your company’s .jpg logo to the app. Attendees see it on your mobile app exhibitor listing and on the mobile app’s interactive tradeshow floor plan.

Plus... Upload product literature, show brochures, press releases, and other .pdf documents to the mobile app. Save money on printing. Attendees download your information to their smart phones, or email them.

### Standard Listing



### Enhanced Listing



Your company information remains available on the mobile app for an entire year. It’s a place to point new business prospects whenever new information about your company or products becomes available, on a device they use daily right in the palm of their hands

### Specifications:

**Logo:** .jpg or .png only, 72dpi, size should be no larger than 300 pixels per side.

**Document Handouts:** PDF format only. Product literature, press releases, show specials, announcements, etc.

Exhibitors are provided with login credentials to access their mobile app exhibitor web portal. Your event organizer will keep you informed as to when to expect to receive login information.

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