



**April 4-7,
2024**


Chicago, IL




**2024 Exhibitor and Advertiser
Prospectus**

Midwest Political Science Association Conference
In-Person at the Palmer House Hilton in Chicago, IL

WWW.MPSANET.ORG/EXHIBIT-SPONSOR-OR-AVERTISE

Members:
5,900+



46,000+
subscribers



Members with a Ph.D.:
3,200+

Membership and Attendance Information

The Midwest Political Science Association is an international academic association with nearly 6,000 members across the United States and around the world. Founded in 1939, the MPSA is dedicated to the advancement of scholarship in all areas of political science. The MPSA publishes the *American Journal of Political Science*, the top-rated journal in the discipline.

The MPSA Annual Conference is one of the largest meetings in the discipline with over 1,100 sessions, a large exhibit hall, and a variety of networking and professional development activities. The conference historically averages more than 4,500 attendees from over 70 countries representing 90+ areas of research in political science.

Who typically exhibits, advertises, or sponsors?

- University Presses and Publishers
- Research Organizations & Think Tanks
- E-Learning and Higher Education Services
- Computer Software and Technology Companies
- Online Media and Publishing Companies
- Nonprofit Civic, Social, and Public Policy Organizations
- Government Agencies
- Fellowship & Grant-making Foundations
- Job Services
- Associations

Links to order form and contact information:

Login to secure your exhibiting, advertising, and sponsorship opportunities at: <https://mpsa.force.com/mpsacommunity/s/exhibit-products>

For more information please visit <https://www.mpsanet.org/conference/exhibit-sponsor-or-advertise>.

For questions or assistance please contact Lewis Hoss at hoss@mpsanet.org or (812) 558-0588, ext. 13.



2023 Conference Attendance: **4,467**

2023 Exhibit Hall Attendance: **2,000+** daily visitors

2023 Conference Participation: **4,000** papers presented at more than 1,100 panels

Exhibiting at MPSA

Why exhibit?

Showcase new authors, textbooks, software, journals, and other products and services to a diverse group of professionals in the political science field.

To maximize your visibility, the exhibit hall is organized as the center of onsite conference activity, and features:

- Poster sessions
- Professional headshots
- Complimentary coffee
- Lounge area
- Product demonstrations
- Private meeting space for editors
- Welcome Reception



2023 Exhibitors

Cambridge University Press
 Cato Institute
 De Gruyter
 Expert TA
 Institute for Humane Studies
 Institute of International Education
 National Science Foundation
 Provalis Research
 Readex
 Rowman & Littlefield / Lexington Books
 Springer Nature / Palgrave Macmillan
 SUNY Press
 University of Chicago Press
 University of Michigan Press
 University Press of Kansas
 Verasight
 W.W. Norton

...and 11 more!

2024 Prices:

Exhibit Booth Packages

Booths Included	Ads Included	Price
1 Booth (8' x 10')	1 Full Page Ad (Black & White)	\$1,500.00
2 Booths (8' x 20')	2 Full Page Ads (Black & White)	\$2,500.00
3 Booths (8' x 30')	3 Full Page Ads (Black & White)	\$3,250.00
Virtual Exhibit	1 Full Page Ad (Black & White)	\$400.00

Exhibit Booth Description:*

Each 8' x 10' exhibit booth comes equipped with:

- 8' high back wall
- 3' high side drape
- (1) 6' x 30" H draped table (uniform in color)
- (2) Limerick side chairs
- (1) wastebasket
- 7" x 44" one-line booth ID sign



*Additional booth furnishings, electricity, and shipping can be ordered through the Online Exhibitor Service Kit provided by the Freeman Company prior to the conference.

Included with your purchase:

- Printed ad(s) in the program book
- 4 complimentary conference registrations
- Rotating logo and hyperlink on the home page of the MPSA website through 2024
- In-person exhibitors receive a free virtual exhibit in the online conference platform
- Ongoing opportunities to be featured in the MPSA newsletter, blog, and social media



Advertising at MPSA

Why advertise in the program book?

The program book is used extensively by attendees not just during the conference, but also as a directory throughout the year. If you don't wish to exhibit, you might still consider one of our advertise-only options. All in-person attendees receive a copy of the print program. Full-page interior ads are printed in black & white, while full-page inner and outer cover ads are printed in color.



Other ways to advertise:



Daily Email Newsletter

Sent to all attendees at the start of each morning during the conference, highlighting the most anticipated sessions and events for the day. With an open rate of 62%, the daily email newsletter is a great way to increase the visibility of your organization

Online Conference Platform & Program

The online platform is used for all hybrid sessions during the conference, and the online program is accessed by thousands of attendees before and after the event.



Meeting Room Laptop Background

Place a branded background of your design on 60+ computers/projector screens used by in-person participants in all sessions.

2024 Prices:

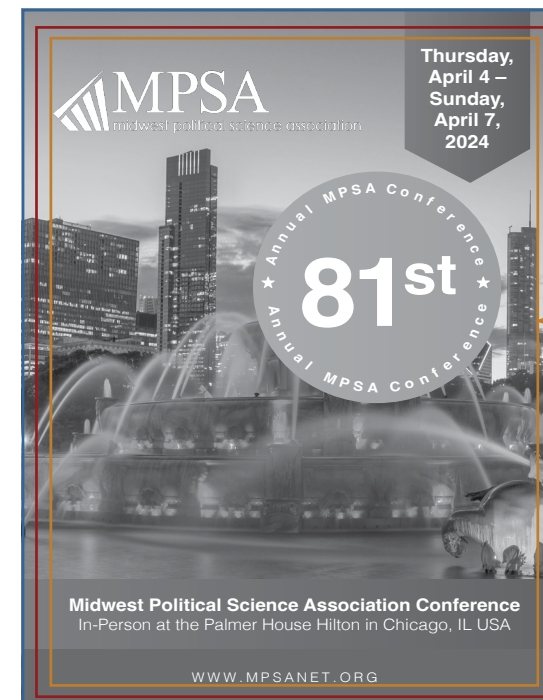
Advertising Options

Placement	Price
Print Program: 1 Full Page Ad (Black & White)	\$400.00
Print Program: 2 Full Page Ads (Black & White)	\$750.00
Print Program: 3 Full Page Ads (Black & White)	\$1,000.00
Print Program: Inside Front or Back Cover Ad (Color)	\$800.00
Print Program: Outside Back Cover Ad (Color)	\$1,000.00
Conference Daily Email Newsletter: Logo with Hyperlink	\$150.00
Online Conference Platform & Program: Banner Ad	\$750.00
Conference Meeting Room Laptops: Branded Background	\$1,000.00

Print program ad specifications:

- Must be 300 DPI
- Must be full bleed and use the following bleed, trim, and live area measurements:
 - ← Bleed size: 8.75" x 11.25"
 - ← Trim size: 8.375' x 10.875"
 - ← Live Image size: 7.375" x 9.875"
- Fonts must be embedded
- Must be submitted in black & white (only cover ads should be submitted in color)
- Must be sent as a high-resolution PDF

All ad files must be submitted via email by **March 1, 2024.**



Sponsorship Opportunities

Why sponsor?

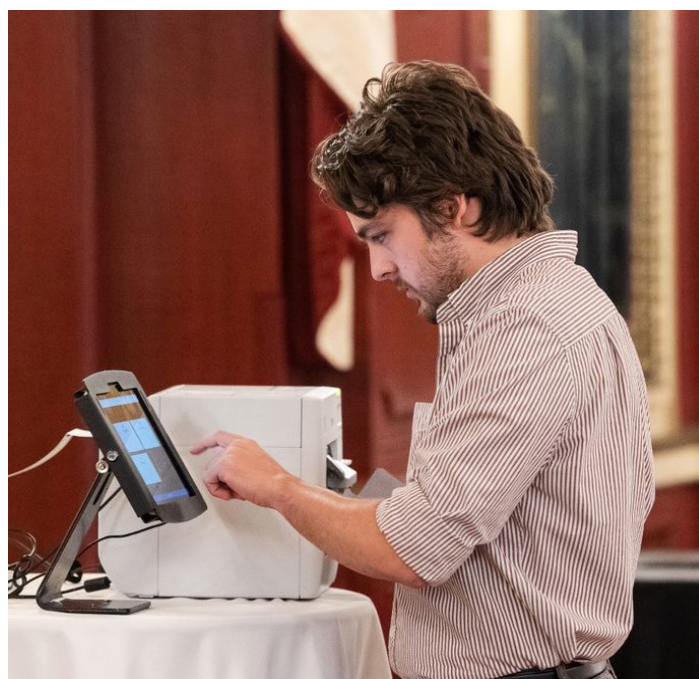
Demonstrate your support for political science scholarship and the important work being done by MPSA members in the discipline. All proceeds go toward making the conference experience more vibrant and impactful for our attendees. You can explore this year's sponsorship packages below.

If there are other ways you would like to get involved as a sponsor of the MPSA Conference, we are happy to develop a custom sponsorship package that is right for you. For more information please contact Lewis Hoss at hoss@mpsnet.org.



Charging Station Sponsor (\$5,000)

- Exhibit booth included
- Branded artwork of your design on cell phone charging stations (located in registration area and the exhibit hall)
- One custom meter sign and one medium sign
- One full-page print program ad
- Conference daily email newsletter ad



Registration Kiosk & Lanyard Sponsor (\$7,500)

- Exhibit booth included
- Branding on the registration kiosk screen
- Branding on the conference lanyards
- One custom meter sign and two medium signs
- One full-page print program ad
- Conference daily email newsletter ad

92% of attendees use the registration kiosks to check in and print their conference badges.

Conference Wi-Fi Sponsor (\$5,000)

- Exhibit booth included
- Branded Wi-Fi code for onsite attendee wireless access
- One custom meter sign and one medium sign
- One full-page print program ad
- Conference daily email newsletter ad



Sponsorship Opportunities



Welcome Reception Sponsor (\$5,000)

- Sponsorship reflected in the event title
- One meter sign and two medium signs
- One full-page print program ad
- Conference daily email newsletter ad

The Welcome Reception is held on the opening night of the conference and is open to all attendees.



First-Time Attendee Reception Sponsor (\$2,500)

- Branding on the table signs
- Speaking opportunity at start of event
- One meter sign and one medium sign
- One full-page print program ad
- Conference daily email newsletter ad

Open to attendees who RSVP and includes a tour and networking reception. Average attendance around 275.



Mentoring Reception Sponsor (\$2,500)

- Branding on the table signs
- Speaking opportunity at start of event
- One meter sign and one medium sign
- One full-page print program ad
- Conference daily email newsletter ad

The Mentoring Reception hosts small group mentoring sessions between graduate students and faculty mentors. Average attendance over 100.

Professional Headshot Sponsor (\$2,000)

- (3 available)
- Company logo on a large meter sign at the headshot station
- Branding in all emails and communications about the headshot station
- Digital signage throughout the conference venue

The professional headshot station will be open in the exhibit hall from 9:30 am - 6:00 pm on Friday



Information Desk Sponsor (\$1,000)

- One meter sign displayed at the information desk
- Display catalogs, branded handouts, and other materials at the information desk
- Conference daily email newsletter ad



Welcome Bag Sponsor (\$1,000)

- One medium sign displayed in the registration room
- Place catalogs, branded handouts, or other materials in the welcome bags handed out to conference attendees
- Conference daily email newsletter ad

Rules and Regulations

Reservations and Deadlines

Login or create an account to complete your order at: <https://mpsa.force.com/mpsacommunity/s/exhibit-products>. Forms must be completed at full payment received by the dates listed below for your exhibit booth, advertisement, or sponsorship to be secure:

- **February 9, 2024** for print advertisements or sponsorships.
- **March 15, 2024** for in-person exhibit booths.
- **March 29, 2024** for virtual exhibit booths or digital advertisements.

Exhibit booth space, advertisements, and sponsorships are assigned on a first-come, first-served basis. MPSA will make every attempt to accommodate requests. The sooner you order, the better your chances are to acquire your preferred space. The MPSA reserves the right to alter an exhibitor's assigned location at any time if deemed in the best interest of the exhibition. Exhibit management will consult with exhibitors before exercising such discretion.

Cancellation Policy

For advertisements and sponsorships, no refunds will be issued for cancellations made after February 16, 2024. For exhibits, no refunds will be issued for cancellations made after March 22, 2024.

Indemnification and Waiver

The exhibitor, advertiser and/or sponsor assumes all responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire, and theft, to exhibitor's displays, equipment and other property brought upon the premises of the Palmer House Hilton and shall indemnify and hold harmless the Palmer House Hilton, Freeman Decorating Company, and MPSA and their agents, servants, employees, officers, directors, staff and members. Each participant expressly understands that they release MPSA and the Palmer House Hilton from and agrees to indemnify it against any and all claims for such loss, injury or damage. If MPSA shall be held liable for any event which might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse and hold harmless MPSA against any liability resulting therefrom. Exhibitors, advertisers and/or sponsors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense; MPSA, Freeman Decorating Company, and the Palmer House Hilton are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions during the conference. MPSA will provide security service during the conference. The furnishing of such service is in no case to be interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

Safety and Labor

Exhibitors agree to comply with all applicable state and federal safety and health regulations. Electrical wiring must comply with the National Electrical Code Safety Rules. All booth decorations must be flame-proof. If an exhibitor fails to follow these regulations MPSA reserves the right to cancel the exhibit at the exhibitor's expense.

Termination of Conference

Should the premises in which the 2018 MPSA Conference is to be held become, in the sole judgment of MPSA, unfit for occupancy, or should the conference be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of MPSA, the contract may be terminated at the discretion of MPSA. MPSA will not incur any liability for damages sustained by the exhibitor as a result of such termination. In the event of such a termination the exhibitor expressly waives such liability and releases MPSA of and from all claims for damages and agrees that MPSA shall have no obligations except to refund the exhibitors a prorated share of the aggregate amount received by MPSA (as rental for exhibit space for said Exhibit), after deducting all costs and expenses in conjunction with such exhibit, including a reasonable reserve for claims, such as deductions being held hereby specifically agreed to by the exhibitor.

MPSA Conference Policies and Procedures

The MPSA is committed to providing a safe, harassment-free, hospitable, and productive meeting environment for everyone attending our events, regardless of race, gender, sexual orientation, ability, ethnicity, socioeconomic status, age, religion, or belief. All conference participants must agree and adhere to the following MPSA policies:

- MPSA Anti-Harassment Policy (<https://www.mpsanet.org/about/governance/governing-documents/mpsa-anti-harassment-policy/>)
- MPSA Code of Conduct at Events (<https://www.mpsanet.org/about/governance/governing-documents/mpsa-code-of-conduct-at-events/>)
- MPSA Streaming and Recording Policy (<https://www.mpsanet.org/about/governance/policies-and-procedures-for-mpsa-members/mpsa-streaming-and-recording-policy/>)

All exhibitors, advertisers, and sponsors of the MPSA Annual Conference are required to abide by all regulations specified in the prospectus and to all conference policies, agreements, and codes of conduct, which are subject to change by the MPSA.

Future MPSA Annual Conference Dates

Thursday, April 3 — Sunday, April 6, 2025
Thursday, April 23 — Sunday, April 26, 2026
Thursday, April 1 — Sunday, April 4, 2027
Thursday, March 30 — Sunday, April 2, 2028