



2008 Conference
Resisting Hegemonies: Race and Sexual Politics
in Nation, Region, and Empire

Exhibitor/Sponsor Information Packet

For more information, visit www.nwsaconference.org or call (301) 403-0407



29th Annual Conference

June 19-June 22, 2008

Millennium Hotel and Duke Energy Center Cincinnati, Ohio

Why Exhibit?

- Reach a diverse group of 1,400 women's and gender studies researchers, educators, students, and community/cultural activists eager to support businesses and organizations that do well by doing good
- More than 60% of attendees are faculty/administrators
- More than 30% of attendees are students

About the Conference

The National Women's Studies Association's (NWSA) annual conference is the nation's preeminent meeting dedicated to women's and gender studies issues and research. More than 1,400 educators, researchers, students and community/cultural activists are expected to attend the 2008 conference. The conference fosters dialogue and provides an opportunity for attendees to stay current on the latest trends and research in the field.

Exhibit Hall Traffic Generating Activities

NWSA plans to offer opportunities to maximize your booth investment on the exhibit floor and throughout the NWSA Conference:

- Dedicated scheduled breaks in general conference sessions exclusively for exhibit hall visits
- Extended Exhibit Hall Hours
- Concession Breakfast and Lunches located in the exhibit hall
- Academic Poster Sessions located in pre-convene area of exhibit hall
- Free Gourmet Popcorn and more!

Read This Package to Learn More About

- Conference Sponsorships to expand your visibility beyond the exhibit hall floor
- Advertising in the Conference Program
- Mailing list rental options allow you to reach attendees prior to and after the show
- Promotions in attendees' conference bags
- Online advertising and special features
- Website listing with a direct link from the NWSA website to yours
- Listing in the Conference Program describing your booth location and products

Visit www.nwsaconference.org/exhibitors to Find

- Information for first-time exhibitors
- Tips for measuring success
- The latest exhibitor updates and information

For more information about the conference and/or sponsorship opportunities visit www.nwsaconference.org or contact Natasha Waples, Director of Meetings at (301) 403-0407



Exhibitor Opportunities

The National Women's Studies Association's Annual Meeting attracts more than 1,400 educators, department chairs, administrators, and other key leaders responsible for implementing women's studies programs at the nation's premier educational institutions.

Attendees are decision-makers and buyers in their field. Institutions represented include:

- University-based women's studies programs
- Women's centers
- Libraries
- Related university departments, including liberal arts and social science
- Human rights organizations
- And more!

Participation in the meeting can help you reach a large, specialized audience of potential buyers for your products or services. All exhibitors will be listed on the conference web site, as well as in the program. To ensure listing in the program, your paid application must be submitted by **May 1, 2008**. Your fee includes two complimentary exhibit hall registrations for staff and an invitation for two to the opening reception on the evening of Thursday, June 19.

Booth Rates

Standard Booth (Commercial): \$600

Nonprofit/Government: \$400

All booths include an 8' high drape and 3' draped side rails, 1 draped 6' x 10' table, two side chairs, one ID sign (7" x 44") and a wastebasket.

*Electrical connections and internet access are available for additional charges via the hotel or meeting service provider.

Show Dates and Exhibit Hall Hours

Exhibitor Move-in and Installation: Thursday, June 19, 1:30 p.m. to 7 p.m.

Friday, June 20, 9a.m. to 7 p.m.

Saturday, June 21, 9a.m. to 7 p.m.

Sunday, June 22, 9a.m. to 12 p.m.

Dismantle and Move Out Sunday, June 22, 12 p.m. to 5 p.m.

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Access for Persons with Disabilities

NWSA works to provide an accessible conference for all attendees with disabilities and believes that persons with disabilities should be given the opportunity to participate and interact to the fullest extent possible.

As a prospective exhibitor, NWSA encourages you to make your booth accessible to persons with disabilities. This entails simple alterations to remove or modify physical barriers and to provide accessible promotional materials. Exhibitors should set up their displays to allow persons using wheelchairs to easily enter the booth and view materials. This can be done by insuring that there is ample entrance space in the display area.

Exhibitors should provide order forms or promotional materials in alternate formats such as large print, Braille, or computer disk for persons who are blind or visually impaired. Additionally, any videos shown should be captioned for persons who are deaf or hearing impaired. Plan in advance how you will welcome persons with disabilities into your booth. If altering your display is not an option, make up in service what you lack in "architecture."

Equal Employment Opportunity

The National Women's Studies Association endorses equal employment opportunity practices and accepts exhibit applications only from organizations that are not discriminatory on the basis of race, color, sex, religion, age, national origin, veteran status, physical disability, gender identity, sexual orientation, marital status, the numbers and ages of dependent children, or mental disability.

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Application for NWSA Exhibitor Space

*Company/Organization Name (Please list as it should appear in promotional materials)

*Address

*City, State, Zip

*Contact Title

*Phone and Email

*Web Address

Payment Information:

Booth Type	Booth Rate	Number of Booths	TOTAL
<input type="checkbox"/> Standard	\$600		
<input type="checkbox"/> Nonprofit/Government	\$400		

The following forms of payment are accepted:

Check American Express MasterCard Visa

Card Number/Exp. Date

Name of Cardholder

Street Address of Cardholder

Signature and Card Verification (VIN) Number

Checks should be made payable to **NWSA**. Send completed application and payment to:
NWSA Conference, 7100 Baltimore Avenue, Suite 502, College Park, MD 20740 or fax to (301) 403-4137.

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Please review and sign exhibitor agreement and return with this form.

NWSA Exhibitor Agreement

We will abide by the rules and regulations cited before, during, and after the exhibit, and by other reasonable rules considered necessary by the National Women's Studies Association or Duke Energy Center, provided that these rules do not materially alter the exhibitor's contractual rights. All matters and questions not covered by these regulations are at the decision of Conference Management. These regulations may be amended at any time by Conference Management, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original regulations. The application to exhibit at this NWSA Annual Conference and any agreement incorporated in it shall be governed by the laws of the city of Cincinnati, Ohio.

The NWSA Conference is hereby authorized to reserve space for our use in the exhibit area at the Duke Energy Center in Cincinnati, Ohio. We are enclosing with this application full payment for each booth space requested. In keeping with the educational purposes of the conference, we agree that sales and order taking (entering into a contract of a sale) are limited to the exhibit floor and are not allowed in other related conference areas. We agree to abide by the booth cancellation terms and all requirements, restrictions and obligations mentioned on the Contract for Exhibit Space and the Exhibition Rules and Regulations and any future rules provided in writing by the conference organizers or its representatives.

Exhibition Rules and Regulations:

Space Assignment; Exhibitors wishing to be assigned or to avoid assigned space adjacent to that of another exhibitor should so indicate on their applications. Exhibitors with business/professional affiliations or subsidiaries of parent companies who desire assignments together in the exhibit hall should submit the applications together, either as one application or as one request. A written request including why the booths should be assigned together should accompany the application(s). Assignment of such space (for purposes of ranking exhibit requests) will be based on the largest booth exhibitor within the grouping. NWSA reserves the right to limit or deny such requests.

Assignment of space for NWSA exhibits is made by the NWSA Director of Meetings, on a first come, first-served basis. Priority of space assignment will be based on the date and time the application is received. If a number of applications are received at the same time, the date of the postmark on the envelope will be the next consideration for "ranking" the applications. The number of booths requested on the application will be the third consideration for ranking applications received at the same time. Exhibit applications may be faxed, over night, mailed, couriered, or hand delivered. Exhibit booth payment can be made by check or credit card (Visa, MasterCard, and American Express). For those exhibitors who are unable to immediately have a deposit check processed, the contract can be sent without the specified deposit as long as a check or credit card payment follows within 10 days. If the deposit is not received within that given period, NWSA reserves the right to cancel the booth reservation.

*Conference Management reserves the right to rearrange the floor plan or to relocate booths.

Terms of Payment. Each exhibit space application/contract submitted must be accompanied by full payment. All payments must be made in using company check/money order or approved credit card.

Booth Space Cancellation Terms. Organizations canceling before **April 1, 2008** will receive a 50% refund of booth reservation fees. After **April 1, 2008** exhibitors will be obligated for the full cost of the booth space. Organizations must notify the conference organizers in writing of any booth cancellation. The conference organizers reserve the right to cancel this contract in any event, on written notice to applicant.

Insurance. All exhibitors, their contractors and suppliers working in the exhibit hall are required to carry full liability insurance. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Every reasonable precaution is taken by the exhibition location and the conference organizers to safeguard and protect the exhibitor's property. However, all exhibitors are strongly urged to obtain full coverage temporary insurance for merchandise and displays while in transit and at the exhibition.

Other Exhibitor Rules and Regulations. Exhibitor agrees to abide by all other reasonable rules and regulations as provided in writing by the conference organizers.

On behalf of _____ (organization name) I agree to the terms specified above.

Authorized Signature **Date**

Print Name

For more information about the conference and/or sponsorship opportunities visit www.nwsaconference.org or contact Natasha Waples, Director of Meetings at (301) 403-0407



NWSA Print or Online Advertising Insertion Order

Program Book

Crucial to conference marketing, the NWSA Conference Program is a large book for a large conference. Reach approximately 1,200 conference registrants – including NWSA members and nonmembers – who attend the NWSA Annual Conference by advertising in this essential conference guide. Seeing your ad with your booth number ensures you are on each attendee's "map" reinforcing your booth objectives for the show. Most attendees retain the program as a permanent resource.

Online Advertising

More than 18,600 unique monthly users
 More than 65,000 page views per month
 6,000 opt-in subscribers

Source: Google Urchin Stats 9/07

Mailing List Rental

Reach NWSA members before and after the conference to extend your marketing message. Different list options are available at www.nwsa.org/sales/publications.php

PLEASE CIRCLE DESIRED AD SIZE(S) AND PLACEMENT OPTION(S).					
Print Ad Rates	Double Spread	Full Page 7 X 10	Half Page 7 x 4 (horizontal)	Half Page 3.5 x 10 (vertical)	Deadline
Conference Program	\$750	\$500	\$250	\$250	5/15/08
Web Ad Rates (per month)	Size: 130x195	Size: 190x260	Size: 200X400 (E-bulletin only)		
NWSA.org	\$300	\$400			Ongoing
NWSACONFERENCE.org	\$300	\$400			Ongoing
Monthly E-News Bulletin			*\$500		Ongoing
Full ad specifications and information about how to prepare ad files are available at www.nwsaconference.org/exhibitors . Send questions about file preparation to nwsaweb@nwsa.org .					

Organization Name: _____
 Contact Name/Email: _____
 Address: _____
 City, State, Zip _____
 Phone/Web Address: _____

Full payment should be included with form.

Check American Express MasterCard Visa

 Credit Card Number and Expiration Date

 Name of cardholder

 Cardholder Billing Address

 Signature and Card Verification (VIN) Code

Checks should be made payable to NWSA. Fax completed application to **(301) 403-4137** or mail to **NWSA Conference, 7100 Baltimore Avenue, Suite 502, College Park, MD 20740.**

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NWSA Tote Bag Inserts

Tote Bag Inserts

Another excellent way to reach out to conference attendees is by including a promotional insert in the tote bag handed out to all attendees. A limited number of bag inserts are permitted, so early reservation is encouraged. Bag inserts may be a flyer/advertisement or a promotional item (pens, stress balls, key rings, etc.) A sample of the item must be submitted to NWSA for approval. Acceptance is at NWSA's discretion. If accepted, **1,500** copies of the item must be provided. Please note inserts must be preassembled (i.e. fold, clipped, etc...) **prior** to shipping.

*Organization Name: _____

*Contact Name/Email: _____

*Address: _____

*City, State, Zip: _____

*Phone/Web Address: _____

Promotion Type	Fee	Number of Inserts	Total
Tote Bag Insert	\$350/ each insert		

Full payment should be included with form.

Check American Express MasterCard Visa

Credit Card Number and Expiration Date

Name of cardholder

Cardholder Billing Address

Signature and Card Verification (VIN) Code

Checks should be made payable to NWSA. Fax completed application to (301) 403-4137 or mail to NWSA Conference, 7100 Baltimore Avenue, Suite 502, College Park, MD 20740.

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Overview of Sponsorship Opportunities

A variety of sponsorship packages are available in conjunction with the NWSA conference, providing an array of ways for businesses and nonprofit organizations to raise awareness about their products and services among a passionate, diverse, and committed group of scholars, educators, and activists eager to support businesses and organizations that do well by doing good. Detailed information on each of these opportunities is available following this overview:

Exclusive Sponsorships

- Tote Bag or Badge Lanyard Sponsorship \$10,000
- Cyber Café \$5,000

Meal/Reception Sponsorships

- Opening Reception \$15,000
- Creative Writers Series \$5,000

Session Sponsorships (unrestricted educational grants)

- Breakout Sessions and Workshops \$500

General Sponsorships (unrestricted grants)

- Platinum \$10,000
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,000

Custom Sponsorships

- Don't see anything here that fits exactly what your business or organization needs? Let us work with you to customize a sponsorship tailored to meet your needs and marketing objectives.

See following pages for sponsorship details.

For more information about the conference and/or sponsorship opportunities visit www.nwsaconference.org or contact Natasha Waples, Director of Meetings at (301) 403-0407



Exclusive Sponsorships

NWSA conferences offer an important opportunity to connect with a passionate, diverse, and committed group of scholars, educators, and activists eager to support businesses and organizations that do well by doing good. Make your business or organization a visible presence for NWSA members with the following exclusive sponsorship opportunities and benefits:

Tote Bag or Badge Lanyard (\$10,000)

- Organization's name and logo listed on tote bags or lanyards distributed to all conference attendees
- A full-page ad in the conference program
- Organization's logo included on the home page of the conference web site
- A listing in the conference program and in an electronic publication of the Association, which is distributed free to all NWSA members and a link for your organization on the conference web site
- Opportunity to include approved information in the conference tote bag, which will be distributed to all attendees
- A double exhibit booth in a prominent location
- An invitation for six to the reception and to the Opening Ceremonies/Keynote
- One complimentary conference registration
- The opportunity to provide brief welcoming remarks at the reception
- Other benefits tailored to meet the specific needs of the sponsor

Cyber Café (\$5,000)

- Overhead signs to include organization name and logo
- Easel signs to include organization name, logo, and booth number
- Header signs on each Cyber Café terminal
- Organization name, logo, and booth number on the monitor default screens
- Organization promotional materials at the Cyber Café terminals

For more information about the conference and/or sponsorship opportunities visit www.nwsaconference.org or contact Natasha Waples, Director of Meetings at (301) 403-0407



Reception/Meal Sponsorships

Opening Reception (\$15,000)

- Organization's name listed prominently on all signage at the reception
- A full-page ad in the conference program
- Organization's logo included on the home page of the conference web site
- A listing in the conference program and in an electronic publication of the Association, which is distributed free to all NWSA members and a link for your organization on the conference web site
- Opportunity to include approved information in the conference tote bag, which will be distributed to all attendees
- A double exhibit booth in a prominent location
- An invitation for six to the reception and to the Opening Ceremonies/Keynote
- One complimentary conference registration
- The opportunity to provide brief welcoming remarks at the reception
- Other benefits tailored to meet the specific needs of the sponsor

Creative Writers Series (\$5,000)

- Organization's name listed prominently on all signage at the Creative Writers Series reception
- A listing in the conference program and in an electronic publication of the Association, which is distributed free to all NWSA members and a link for your organization on the conference web site
- Opportunity to include approved information in the conference tote bag, which will be distributed to all attendees
- A complimentary exhibit booth
- Four tickets to the reception
- The opportunity to provide brief welcoming remarks at the reception
- Other benefits tailored to meet the specific needs of the sponsor

Session Sponsorships

Each year, the NWSA conference's educational program features the leading figures in women's and gender studies. The 2008 conference will feature an opening address by social theorist Patricia Hill Collins. Patricia's research, scholarship and activism have examined intersecting power relations of race, gender, social class, sexuality and/or nation.

The following session sponsorship opportunities and associated benefits are available:

Breakout Sessions and Workshops (\$500)

- Organization name listed on signage at the session
- A listing in the conference program and in an electronic publication of the Association, which is distributed free to all NWSA members and a link for your organization on the conference web site

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General Sponsorships

The following general sponsorships and related benefits are available in association with the NWSA conference:

Platinum Sponsor (\$10,000)

- Organization listed as Platinum Sponsor on signage at opening ceremonies
- A full page ad in the conference program
- A listing in the conference program and in an electronic publication of the Association, which is distributed free to all NWSA members and a link for your organization on the conference web site
- Opportunity to include approved information in the conference tote bag, which will be distributed to all attendees
- A double exhibit booth in a prominent location
- An invitation for four to the Opening Ceremonies/Keynote and an invitation for two to the Opening Reception
- One complimentary conference registration
- Other benefits tailored to meet the specific needs of the sponsor

Gold Sponsor (\$5,000)

- Organization listed as Gold Sponsor on conference sponsorship signage
- A half page ad in the conference program
- A listing in the conference program and in an electronic publication of the Association, which is distributed free to all NWSA members and a link for your organization on the conference web site
- Opportunity to include approved information in the conference tote bag, which will be distributed to all attendees
- An invitation for two to the Opening Reception
- A complimentary exhibit booth
- Other benefits tailored to meet the specific needs of the sponsor

Silver Sponsor (\$2,500)

- Organization listed as Silver Sponsor on conference sponsorship signage
- A listing in the conference program and in an electronic publication of the Association, which is distributed free to all NWSA members and a link for your organization on the conference web site
- Opportunity to include approved information in the conference tote bag, which will be distributed to all attendees
- One complimentary invitation to Opening Reception
- Other benefits tailored to meet the specific needs of the sponsor

Bronze Sponsor (\$1,000)

- Organization name listed as Bronze Sponsor in the conference program and a link for your organization on the conference web site
- Organization listed as Bronze Sponsor on conference sponsorship signage
- Other benefits tailored to meet the specific needs of the sponsor

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NWSA Conference Sponsor Participation Form

Company/Organization Name (please list it as it should appear in promotional materials)

Address

City, State, Zip

Primary Contact Title

Phone and Email

Web Address

Sponsorship:

- Tote/Lanyard Cyber Café Opening Reception Creative Writers Breakout/Workshop
 Platinum Gold Silver Bronze

Total Amount of Sponsorship \$ _____

Agreement:

Your organization is entitled to the sponsorship benefits outlined in the sponsor packet. This agreement does not entitle your organization to any benefits beyond those outlined in the packet and does not convey to your organization any special access nor input on the conference agenda. NWSA reserves the right to refuse any application for sponsorship.

Full payment should be included with form.

- Check American Express MasterCard Visa

Credit Card Number and Expiration Date

Name of cardholder

Cardholder Billing Address

Signature and Card Verification (VIN) Code

**Checks should be made payable to NWSA. Fax completed application to (301) 403-4137 or mail to NWSA Conference, 7100 Baltimore Avenue, Suite 502, College Park, MD 20740.*

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