

**LASA / Asia 2022**

# Rethinking Trans-Pacific Ties: Asia and Latin America

**FEBRUARY 15 – 19, 2022 • VIRTUAL CONGRESS**

*A continental congress of the Latin American Studies Association*



**EXHIBITOR,  
ADVERTISING &  
SPONSORSHIP  
OPPORTUNITIES**

# LASA / Asia 2022



LASA/Asia 2022 is the first LASA Continental Congress. The LASA Continental Congresses provide an opportunity to collaborate and work on the many interesting theoretical and practical problems presented in each continent in relation to Latin America.

These congresses feature meaningful new meeting opportunities that allow for deep dialogue and interactions through smaller, highly focused gatherings in different regions of the world, thus complementing the LASA International Congress.

## Virtual Booths

The LASA/Asia 2022 Congress website will have a space dedicated to virtual exhibitors. Virtual booths' content may include the exhibitor's URL, contact information, photos, books, videos, and much more.

### REGULAR Virtual Booth

\$500

- User-friendly format that allows exhibitors to set up a mini-site on the LASA/Asia Congress website.
- Unlimited number of books.
- Edit content at any time.

### FEATURED Virtual Booth

\$750

- Upgrade to priority placement as a Featured Exhibitor for an additional \$250.
- Limited to 8 exhibitors.

The deadline to purchase virtual booths is **JANUARY 31, 2022**.

Purchase your virtual exhibit booth via the online [RESERVATION SYSTEM](#).

For other types of payment or more information contact [asia@lasaweb.org](mailto:asia@lasaweb.org).

Wire transfers have an additional \$30 charge.



## Digital Ads

Advertising in the LASA/Asia 2022 Congress website is an excellent opportunity to reach all Congress attendees. Publishers, institutions, universities, film promotions and academic programs can now purchase banners and large digital ads on the LASA/Asia Congress website. Ads must be submitted in electronic form only.

### BANNER Digital Ad

\$950

- Banner ads on the LASA/Asia Congress website can link to your site.
- Banner ads (gif, jpg, jpeg, png or svg) should be at least 800 x 340 pixels for best results. An image resolution of at least 72 dpi is best.

### LARGE Digital Ad

\$1,050

- The maximum dimensions of this digital ad are those of a full page: 7.5 inches (wide) x 10.5 inches (high).
- These ads will be included on the LASA/Asia Congress website as PDFs.

The deadline to purchase and submit digital ads is **JANUARY 31, 2022**.

Purchase your digital ad via the online [RESERVATION SYSTEM](#).

For other types of payment or more information contact [asia@lasaweb.org](mailto:asia@lasaweb.org).

Wire transfers have an additional \$30 charge.



## Sponsorship Opportunities

Sponsorship recognition will be a prominent feature on the LASA/Asia 2022 Congress website. We look forward to working with you to create the most impactful sponsorship package to meet your needs. A limit of four email blasts will be sold.

### EMAIL Blast

\$1,050

- Reach all registered LASA/Asia 2022 Congress participants and attendees via a mass email with an email blast dedicated exclusively to your organization.
- Your email blast can include your organization logo, direct links to your website, and contact information.
- This direct email will be sent by LASA/Asia to all registered participants and attendees during the Congress week.

### CUSTOMIZED Sponsorship

TBD

- Featured virtual booth.
- Logo displayed on the LASA/Asia Congress website.
- Logo displayed in Congress email to all participants.
- Link to sponsor's website from logo.

If you don't see an opportunity that meets your needs or you wish to donate something in kind, we are happy to create a package specifically for you!

The deadline to purchase and submit sponsorship material is **JANUARY 31, 2022**.

Purchase your sponsorship via the online [RESERVATION SYSTEM](#).

For other types of payment or more information contact [asia@lasaweb.org](mailto:asia@lasaweb.org).

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