



Advertising, Expo & Sponsorship Opportunities with the Federation

Join us for Congress 2022!



FEDERATION FOR THE
**HUMANITIES AND
SOCIAL SCIENCES**



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About the Federation for the Humanities and Social Sciences

With a membership now comprising over 160 universities, colleges, and scholarly associations, the Federation is a not-for-profit charitable organization representing a diverse community of 91,000 researchers and graduate students across Canada.

The Federation organizes Congress, bringing together more than 6,000 participants each year.

Find out more at: federationhss.ca/about-federation




About Congress of the Humanities and Social Sciences

Congress is Canada's largest gathering of academics, and one of the largest in the world. It's a place to hold critical conversations of our time, hear from a diverse set of voices, refine ideas, and build partnerships to help shape the Canada of tomorrow.

Put simply, Congress is the convergence of scholarly associations, each holding their annual conference under one umbrella.

Find out more at: federationhss.ca/congress



Congress 2022 will take place virtually from May 12 to 20, 2022!

This year's theme is *Transitions*, and our goal is to inspire ideas, dialogue, and action.

Find out more at: federationhss.ca/congress

Congress is a prime opportunity to promote your products or services to thousands of scholars from an array of disciplines. Your organization can benefit from the following visibility and promotion (Congress 2021 stats):

- 6,000+ attendees
- 86,000+ Congress website visitors
- Social and traditional media reach of over 1 million

Showcase your corporate leadership in supporting advancements in the humanities and social sciences by becoming a Congress exhibitor, advertiser, sponsor, or combination of all three! Congress specific and year-round opportunities are available. Read on for a variety of opportunities and connect with our team at expo@federationhss.ca to customize an option that work best for you.

Advertising

Website

In September 2021, we launched our new website: www.federationhss.ca. This new site is an amalgamation of the Federation's corporate and Congress sites, creating a one-stop shop for humanities and social sciences and Congress information. This year, your website ad has the potential to reach new audiences – outside of the Congress community – and benefit from increased website traffic.

A limited number of ad slots are available in the following high-traffic areas, for your desired time period:

- Congress homepage (two ad slots)
- Registration page (three ad slots)
- Programming page (two ad slots)
- Plan your experience page (three ad slots)

If you'd like to place your ad on an alternate page to better reach your target audience, send us an email at expo@federationhss.ca.

Pricing per time period

Opportunity	3 months	6 months	1 year
Web ad	\$850	\$1,500	\$2,700
Web badge	\$600	\$1,000	\$1,900

15% discount for six months, 20% discount for year-round web advertisements!

Specifications

Web ad550 px by 200 px

Web badge300 px by 300 px

Please note that web ads and badges will be formatted with rounded corners when published to the Federation's website.

Fast fact

Together, the former Federation's corporate and Congress websites received close to 640,000 page views from over 148,000 users over the last year.

On the virtual Congress platform

Congress will be held on a virtual conferencing platform, separate from the Federation website. Attendees will have the ability to access the virtual platform 24/7 for the duration of Congress.

All opportunities listed below are for the duration of Congress.

Opportunity	Price	# of opportunities
Association Hall	\$4,000	3
Congress Hall	\$4,000	5
Expo Hall	\$4,000	2
Networking Lounge	\$5,000	2
Platform tutorial video	\$6,000	1
Lobby*	\$7,500	2

**Sponsor only*

10% discount when purchasing any two platform advertisements!

Fast fact

The Congress 2021 virtual lobby received nearly 47,000 page views during Congress from close to 6,200 attendees. Attendees tuned in from 72 countries.

Virtual event bag

Opportunity	Price	# of opportunities
1 slot	\$650	8
2 slots	\$1,100	6
3 slots + logo	\$1,700	4
Event bag sponsor*	\$7,500	1

**This opportunity includes title sponsorship, three event bag slots, your logo featured in the bag, and special mention in a Twitter post during Congress ([@federation_hss](#) - over 7,200 followers).*

All advertisements must be static and can link out to a URL or PDF. Alternative text, in both English and French, must be submitted with advertisements.

Virtual platform advertising specs will be communicated once your ad space has been confirmed. All advertisers will be provided with post-event analytics reports.

You can elevate your Congress visibility by supplementing your advertising participation with one of our many Expo (pages 6-7) or sponsor (page 8) opportunities.

Expo

Congress Expo provides an opportunity for registered attendees to browse Canada's largest showcase of academic books, and network with a variety of other publishers and companies. This is your chance, as an exhibitor, to showcase your company and network with thousands of scholarly and community attendees about their research, potential publishing opportunities, and more!

We heard your feedback from 2021 – This year, building your virtual booth will be simplified to improve your user experience.

Two exhibitor options are available for Congress 2022:

Features & benefits	Virtual booth \$1,200	Premium virtual booth \$1,700
Listing and logo in the Expo Hall	✓	✓
Customizable company profile (logo, description, unlimited documents, video slot)	✓	✓
Live text chat capability (chat with entire group of visitors or private chats with individuals)	✓	4
Live private video chat capability (video chat with individuals in your booth—great for Meet the Author experience!)	✓	✓
Complimentary registrations with all-access to association conference sessions + open programming (\$50 for each additional registration)	4	6
Leave-a-Business-Card function (great for lead generation and giveaways)	✓	✓
Company name/logo/website link on Congress website	✓	✓
Social media recognition (at least one shared exhibitor social media post)	✓	✓
Live help via pop-up chat	✓	✓
1:1 support with web developer to help you build your booth*	✓	✓
2-D booth template: pre-determined background image OR 3-D booth template: customizable background image	✓	✓
Your own Zoom meeting room for the duration of Congress (access during Congress Expo hours)	—	✓
Host up to three open events in your Zoom room per day	—	✓
One open event as part of Congress open programming	✓	—

**Note the developer will not contribute to graphic design but can input text and images that you provide and work with you to ensure your booth is set-up the way you want it to be.*

Dedicated staffed hours

The virtual Expo Hall will be open to attendees throughout Congress. Exhibitors should staff their virtual booth during Expo hours (11:00 - 16:00 daily).

Please note that Congress Expo hours take place in Eastern Time (ET) and are subject to change.

Booth-building resources

The Federation will provide additional resources and information in the months and weeks leading up to Congress, including how to register staff and panelists.

FORJ, the event platform provider, will be providing one-on-one booth-building support where you can ask questions and be supported in the building of your booth. Please note that this support does not include graphic design or content development.

Alternatively, you can attend booth-building webinars and access more support resources (FAQ's, booth specs, company profile info, etc.) here:

https://app.forj.ai/en/about_us/booth-demos-and-faqs_kb9syi8r.html

Accessibility for online events

The base audio-visual package, automated closed-captioning, and the support of an Event Technician is included.

Additional accessibility features such as, simultaneous interpretation, live closed-captioning (by a real-time translator), and/or ASL/LSQ are available for an additional cost.

You can elevate your Congress visibility by supplementing your Expo participation with one of our many Advertising (pages 4-5) or Sponsor (page 8) opportunities.

Sponsorship

If you are looking to make a lasting impact on Congress 2022, or are interested in a yearly or multi-year partnership, Congress sponsorship could be the right option for you.

A sponsorship with the Federation is a way to connect with our attendees, researchers within the social sciences and humanities field, and our members, including Canadian universities. We offer a mix of unique opportunities and welcome an open conversation on how we can mutually benefit through partnership.

Opportunities include, but are not limited to:

Sponsor levels and benefits	Participating sponsor \$5,000+	Big Thinking sponsor \$10,000+	Accessibility partner \$10,000+	Congress partner \$25,000+
Premium virtual booth in the Expo Hall	✓	✓	✓	✓
Logo and URL on Federation sponsor webpage	✓	✓	✓	✓
Recognition in communications as one of our accessibility partners	—	—	✓	—
Logo and URL in the virtual Congress lobby	\$	\$	\$	✓
Logo and URL in the virtual Congress Hall	\$	\$	\$	✓
Federation website advertisement	3 months	6 months	12 months	12 months
Featured blog	\$	\$	\$	✓
Story in Federation monthly newsletter	—	—	—	✓
Logo in virtual platform access email	—	—	✓	✓
Logo in daily Congress emails	✓	✓	✓	✓
Items in the virtual event bag	1 item	2 items	2 items	4 items
Logo on the registration form and confirmation email	\$	\$	\$	✓
Logo on welcome screen at <i>Big Thinking</i> sessions	\$	✓	\$	✓
Complimentary Congress passes	✓	✓	✓	✓
Host a <i>Career Corner</i> session	\$	✓	✓	✓
Host an open event for all Congress attendees	✓	✓	✓	✓
Post-event analytics reports	✓	✓	✓	✓

\$ indicates add-on opportunities



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We look forward to working with you to create fulfilling and impactful events that serve the humanities and social sciences community.

Connect with us at expo@federationhss.ca to customize your sponsorship.

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