



**congress 2023**

OF THE HUMANITIES AND SOCIAL SCIENCES

Reckonings & Re-Imagining

**congrès 2023**

DES SCIENCES HUMAINES

Confronter le passé, réimaginer l'avenir

# Sponsorship, Expo & Advertising Opportunities at Congress 2023

**MAY 27 - JUNE 2 | TORONTO, ONTARIO**



FEDERATION FOR THE  
HUMANITIES AND  
SOCIAL SCIENCES

FÉDÉRATION  
DES SCIENCES  
HUMAINES

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## 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: [www.federationhss.ca/en/congress/about-congress](http://www.federationhss.ca/en/congress/about-congress)



## 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, Canada's largest gathering of academics, bringing together more than 8,000 participants each year.

Find out more at: [www.federationhss.ca/en/about-us/about-federation](http://www.federationhss.ca/en/about-us/about-federation)



## **Congress 2023 will take place from May 27 to June 2, 2023 at the York University in Toronto at the Keele and Glendon campuses.**

### **The theme for Congress 2023 will be Reckonings and Re-Imaginations.**

Drawing on the lessons of Black Lives Matter, Idle No More, the Truth and Reconciliation Commission and the Inquiry into Missing and Murdered Indigenous Women and Girls, Congress 2023 will focus on new reckonings for how to live in non-hierarchical relationships that respect our human differences, while protecting the environment we depend on.

The Congress of the Humanities and Social Sciences 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:

- 8,000+ attendees
- 87,000+ Congress website visitors (2022 stats)
- 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](mailto:expo@federationhss.ca) to customize an option that works best for you.

**Apply today! [Expo Application](#)**

**Apply today! [Advertising Application](#)**





## Advertising

### Website

A limited number of ad slots are available in the following high-traffic areas, for your desired time period. 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](mailto:expo@federationhss.ca).

We currently have ads available on the following Federation website pages:

- Congress home page (2)
- Register (3)
- Program (2)
- Plan your experience (3)

#### Pricing per time period

Opportunity	3 months	6 months	1 year	Specs
Web ad	\$850	\$1,500	\$2,700	550 px by 200
Web badge	\$600	\$1,000	\$1,900	300 px by 300

Apply today! [Advertising Application](#)



## Retractable banner advertising

**Banner advertising cost: \$500 per banner**

**Banner advertising booking deadline: March 3, 2023**

Your organizations' retractable banner will be displayed from Friday, May 26, 2023 – Friday, June 2, 2023 in a highly visible area as a part of the Congress Hub where attendee traffic is highest.

Advertisers wishing to display their organizations' banner can do so for \$500 per banner. Currently there are only **twelve (12)** banner advertising opportunities available.

The retractable banner must be the standard 24" W x 72" size. You can ship directly to York University (must be received between May 8 to 17, 2023).

Further shipping instructions will be provided at time of booking.

**Apply today! [Advertising Application](#)**



## Registration stanchion advertising

**Registration Stanchion advertising cost: \$1,000 per stanchion**

Registration Stanchion advertising booking deadline: March 10, 2023

Registration Stanchion advertising artwork deadline: March 24, 2023

Registration Stanchion advertising is a new advertising opportunity at Congress 2023!

Your advertising material will be featured on registration stanchions from Friday, May 26, 2023 – Friday, June 2, 2023, providing 8,000+ attendees with something interesting to look at or read while in queue to collect their Congress badge.

Advertisers wishing to display their advertisement on a stanchion can do so for \$1,000. Currently there are only **six (6)** stanchion advertising opportunities available.

Further instructions will be provided at the time of booking.

**Apply today! [Advertising Application](#)**



## Publications table

Publication Table cost: \$500 per item

Booking deadline: April 21, 2023

Advertisers wishing to distribute materials to Congress attendees may do so for \$500 per item. Items will be displayed prominently on the Publications Table just inside of the Congress Hub, located in Vari Hall. This space also houses the registration area where all 8,000+ attendees check in and has great visibility.

You will receive a maximum two feet of space at the publications table to accommodate the one item provided. Examples include a magazine, brochure, handout, or other printed materials.

Advertisers must cover shipping costs for printed materials. You can ship directly to York University (must be received between May 8 to 17, 2023). Further shipping instructions will be provided at time of booking.

Please note that we do need to approve the publication that is going on the table, so we kindly ask that you send any content to [expo@federationhss.ca](mailto:expo@federationhss.ca) for approval by no later than April 28, 2023.

### In-kind advertising

The Federation is open to in-kind advertising arrangements, whereby your organization and the Federation secure online advertising space with the Federation, and vice versa. In-kind (or other reciprocal) advertising arrangements are negotiated on a case-by-case basis.

Contact us for more information at [expo@federationhss.ca](mailto:expo@federationhss.ca).

**Apply today! [Advertising Application](#)**



## 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 display your company and network with thousands of scholarly and community attendees about their research, potential publishing opportunities, and more!

### Exhibitor Benefits

- Link to your company website from the Congress website
- Access to the Expo Event Space\* for your special events, a book launch, or a new product launch.

*\*Subject to availability*

- Access to attend all association conferences, and Congress events including *Big Thinking* lectures, President's Receptions, *Career Corner* workshops, and university programming!

[View the 2023 Expo Floorplan](#)

Apply today! [Expo Application](#)



## Expo Schedule

### Set up and Tear down Schedule

<b>Thursday, May 25</b>	<b>9:30 – 17:30</b>	Full week / Partial week 'A' move in
<b>Friday, May 26</b>	<b>7:30 – 9:00</b>	Full week / Partial week 'A' move in
<b>Monday, May 29</b>	<b>19:00 – 21:00</b>	Partial week 'A' move out
<b>Tuesday, May 30</b>	<b>7:00 – 9:00</b>	Partial week 'B' move in
<b>Thursday, June 1</b>	<b>18:00 – 22:00</b>	Move out

### Expo Show Schedule

<b>Friday, May 26</b>	<b>10:00 – 17:00</b>
<b>Saturday, May 27</b>	<b>9:30 – 17:30</b>
<b>Sunday, May 28 *</b>	<b>9:30 – 17:30</b>
<b>Monday, May 29 *</b>	<b>9:30 – 17:30</b>
<b>Tuesday, May 30</b>	<b>9:30 – 17:30</b>
<b>Wednesday, May 31*</b>	<b>9:30 – 17:30</b>
<b>Thursday, June 1 *</b>	<b>9:30 – 17:30</b>

**\*President's reception held from 17:00 to 19:00 in Scott Library (adjacent to Congress Hub)**

**Apply TODAY! [Expo Application](#)**





## Booth purchase rates and specifications

Choose from three booth styles – pipe and drape, hardwall, or a premium hardwall.

- Full week (May 26 to June 1)
- Partial week A (May 26 to May 29)
- Partial week B (May 30 to June 1)

*Priority booth assignment will be for exhibitors who book for the full week.*

Booths are standard size, 10' x 6'6" (66 square feet), but can be purchased in multiples and joined together or not. **Full week** exhibitors will receive a discount for multiple booths purchased:

- Two—5% | Three—10% booth discounts
- Four booths 15% discount

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Booth Type	Week	Early bird pricing**	Standard pricing
Standard Pipe and Drape	Full week - May 26 to June 1	\$1,800.00	\$2,000.00
Standard Pipe and Drape	Partial week A - May 26 - May 29	\$1,500.00	\$1,700.00
Standard Pipe and Drape	Partial week B - May 30 to June 1	\$1,400.00	\$1,600.00
Premium Pipe and Drape***	Full week - May 26 to June 1	\$2,000.00	\$2,200.00
Standard Hardwall	Full week - May 26 to June 1	\$1,900.00	\$2,100.00
Standard Hardwall	Partial week A - May 26 - May 29	\$1,500.00	\$1,700.00
Standard Hardwall	Partial week B - May 30 to June 1	\$1,350.00	\$1,550.00
Premium Hardwall*	Full week - May 26 to June 1	\$2,100.00	\$2,300.00
Premium Hardwall*	Partial week A - May 26 - May 29	\$1,700.00	\$1,900.00
Premium Hardwall*	Partial week B - May 30 to June 1	\$1,550.00	\$1,750.00

\*Premium Hardwall and Pipe and drape location—Rotunda (Vari Hall)

\*\* Early bird deadline for pricing is **February 17, 2023**

\*\*\* Premium pipe and drape is only available for a full week



## Expo Features & benefits

Features & benefits	Pipe and Drape	Standard Hardwall	Premium Pipe and Drape	Premium Hardwall
Listing and logo in the Expo Hall	✓	✓	✓	✓
Network with other exhibitors, and Congress attendees	✓	✓	✓	✓
Complimentary registrations with all-access to association conference sessions + open programming (\$50 for each additional registration)	Two (2)	Four (4)	Two (2)	Six (6)
Company name/logo/website link on Congress website	✓	✓	✓	✓
Social media recognition (at least one (1) shared exhibitor social media post)	—	✓	✓	✓
Host up to two events in Expo event space	—	—	—	✓
One open event as part of Congress open programming	—	✓	✓	✓

Apply TODAY! [Expo Application](#)



## Sponsorship

If you are looking to make a lasting impact on Congress 2023, 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.

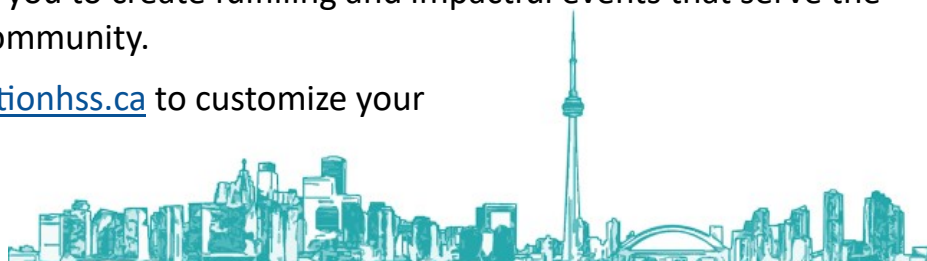
Opportunities include, but are not limited to:

\$ indicates add-on opportunities

Sponsor levels and benefits	Participating sponsor \$5,000+	<i>Big Thinking</i> sponsor \$10,000+	Accessibility partner \$10,000+	Congress Partner \$25,000+
Premium booth in the Expo Hall	✓	✓	✓	✓
Logo and URL on Federation sponsor	✓	✓	✓	✓
Recognition as accessibility partners	-	-	✓	-
<b>Federation website advertisement</b>	<b>3 months</b>	<b>6 months</b>	<b>12 months</b>	<b>12 months</b>
Featured blog	\$	\$	\$	✓
Story in Federation monthly	\$	\$	\$	✓
Logo in virtual platform access email	\$	\$	✓	✓
Logo in daily Congress emails	✓	✓	✓	✓
Logo on welcome screen at <i>Big</i>	\$	✓	\$	✓
Complimentary Congress passes	2	2	4	6
Host a <i>Career Corner</i> session	\$	✓	✓	✓
Host an open event for all Congress	\$	✓	✓	✓
Post-event analytics reports	✓	✓	✓	✓

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](mailto:expo@federationhss.ca) to customize your sponsorship.





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