



Congress 2024 Sponsor, exhibit & advertise Prospectus

federationhss.ca/congress2024
#Congressh



FEDERATION FOR THE
HUMANITIES AND
SOCIAL SCIENCES

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Overview

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

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

Congress 2024

Congress 2024 will take place from June 12 to June 21, 2024, at McGill University in Montreal.

Under the theme of *Sustaining shared futures*, Congress will explore how 'sustainability' transcends the immense challenges posed by climate change, urging recognition of the interconnectedness of human existence and global action on the overlapping social, economic, environmental, and technological issues that threaten our future. It will invite participants to reflect as members of the global community on what must be done to bring forth solutions for today and sustain systems of tomorrow.

Read the full theme description at www.federationhss.ca/congress2024.

Partnering with Congress

Congress is a prime opportunity to promote your products or services to thousands of scholars from an array of disciplines. The Congress brand is well established - an event with considerable reputation and recognition both in Canada and internationally.

Depending on your chosen package, as a Congress sponsor and exhibitor, you can benefit from complimentary registration for Congress, invitations to major networking events, and access to exciting Congress programming.

Congress audience and reach

The Congress audience includes students and researchers in the humanities and social sciences, universities and the wider academic community, policymakers and thought leaders, and the public.

Your organization can benefit from the following visibility and promotion:

- 8,000+ attendees
- 200,000+ Congress website visitors with nearly 900,000 page views (2023 stats)
- Media reach of over 300 million (impressions, 2023 stats) with coverage from hundreds of print, radio, online, social media, and TV outlets
- Social media reach of 236.2K via Congress channels

Communication channels

Official Congress website

The Congress website is housed within the Federation's website: federationhss.ca/en/congress2024.

The website receives hundreds of thousands of visits throughout the year, with the largest amount of traffic between January (when Congress registration opens) and May/June (during Congress), peaking in the weeks leading up to, and during, Congress.

Email newsletters

The Federation sends a series of Congress newsletters between January and May/June. The newsletters reach 30,000+ recipients including past Congress attendees, registered attendees, and the larger humanities and social sciences community.

Social media

Congress is promoted via the Federation's X (Twitter), Instagram, LinkedIn, and Facebook channels via the tag @federationhss and using #congressh. Sponsors and exhibitors are recognized and mentioned in accordance to their sponsored event or series, or Expo package.



Media

In the lead up to and during Congress, the Federation undertakes a rigorous media outreach program. Congress sponsors benefit from recognition in media advisories and releases related to series or events they sponsor.

Onsite visibility

Congress had over 10,000 attendees in 2023. When booking onsite signage and advertising, or by exhibiting at Expo, your organization will be highly visible to this large visiting audience each day of the event.

With an international audience composed of leaders and change-makers, and numerous broadcast channels, partnering with Congress gives you visibility before a large and influential audience with optimum impact.

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 sponsorship@federationhss.ca to customize an option that works best for you.

Congress programming available for sponsorship and exhibiting



The Big Thinking series is held throughout Congress and brings together leading scholars and public figures who present forward-thinking research, ideas and solutions to the critical questions and issues of our time. Presented as keynote lectures and panel discussions, the series is open to all Congress attendees.

Big Thinking speakers and sessions are announced through the autumn and winter of the preceding year. Previous Big Thinking speakers include:

- David Suzuki
- Alanis Obomsawin, CC GOQ
- Right Honourable Michaëlle Jean, 27th Governor General of Canada
- Sheila Watt-Cloutier
- Esi Edugyan
- The Honourable Ethel Blondin-Andrew
- Chantal Hébert



Career Corner is a professional development workshop series where everyone from graduate students to established faculty members can learn how to publish and market their research, improve their lesson planning and teaching skills and find out about careers outside of academia.

Led by industry experts, these workshops include a range of topics, from publishing and communicating research to advancing academic careers and discovering career options outside of academia.

Expo

Congress Expo is Canada's largest showcase of academic books, where attendees can visit and browse booths from over 50 exhibitors. Open to all Congress attendees, Expo visitors can network with a variety of publishing companies, and retail offerings.

Full Big Thinking and Career Corner lineups, and Expo exhibitors are posted as announced at www.federationhss.ca/en/congress/programming.

Opportunities

Packages at a glance

LEADING SPONSOR

- Series sponsorship for Big Thinking or Career Corner
- Comprehensive communications package with maximum web, marketing and on-site visibility across series materials
- Introduction of a Big Thinking event
- All-access pass to Congress programming and networking events
- Six (6) complimentary passes

PRESENTING SPONSOR

- Single event sponsorship for Big Thinking
- Comprehensive communications package with visibility across web, marketing and on-site materials for the event
- Networking events
- Four (4) complimentary passes

SUPPORTING SPONSOR

- Custom sponsorship of Congress through a combination of a la carte items
- Visibility on Congress sponsor acknowledgements
- Networking events
- Two (2) complimentary passes

EXPO PACKAGE 1

- Exhibiting booth at the Congress Expo
- Web listing on the Exhibitors page
- One (1) mention in Congress marketing materials
- Web listing for in-booth events
- Three (3) complimentary passes

EXPO PACKAGE 2

- Exhibiting booth at the Congress Expo
- Web listing on the Exhibitors page
- Two (2) events in the Expo theatre + web listing for events + event promotion
- Mentions in Congress marketing materials
- Three (3) complimentary passes

+ à la carte items for individual advertising or to supplement packages

Sponsorship

If you are looking to make a lasting impact on Congress 2024, Congress sponsorship could be the right option for you.

A sponsorship with the Federation is a way to connect with our community of 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.

The three sponsorship packages available for Congress 2024 are **Leading, Presenting, and Supporting**.

The Federation also welcomes sponsors interested in broad, whole-conference Congress partnerships. To discuss partnerships email us at sponsorship@federationhhss.ca.

Leading sponsorship

Leading sponsorship supports the entirety of the Big Thinking or Career Corner series. The comprehensive communications package that accompanies this sponsorship means maximum visibility for your organization across all public-facing Congress materials.

Digital communications

- Logo on Congress sponsor acknowledgements on the website and virtual platform
- Logo on the series webpage
- Acknowledgements any time the series is mentioned in email newsletters to registered and prospective attendees
- Acknowledgements in media advisories when the series is mentioned
- Tags on social media when the series is mentioned across the Federation's channels
- One (1) web ad on the Congress website

On-site visibility

- Logo in the printed guide given to all on-site attendees
- Banner on stage, or at theatre entrance, for the series throughout Congress
- Logo on event slideshow throughout the series

Additional benefits

- Invitation to introduce one (1) Big Thinking event
- All-access pass to Congress programming and networking events including the Opening Reception and any Meet and Greet networking receptions (year dependent)
- Post-event analytics reports
- Six (6) complimentary passes

Cost: \$20,000 for Big Thinking series; \$10,000 for the Career Corner series

Booking deadline: March 1, 2024

Presenting sponsorship

Presenting sponsorship supports one event in the Big Thinking series. The comprehensive communications package that accompanies this sponsorship provides excellent visibility for your organization across public-facing Congress materials.

Digital communications

- Logo on Congress sponsor acknowledgements on the website and virtual platform
- Acknowledgment of the event listing
- Acknowledgements any time the event is mentioned in email newsletters to registered and prospective attendees
- Acknowledgements in media advisories when the event is mentioned
- Tags on social media when the series is mentioned across the Federation's channels

On-site visibility

- Logo in the printed guide given to all on-site attendees
- Banner on stage, or at the theatre entrance, during the sponsored event
- Logo on event slideshow during the sponsored event

Additional benefits

- Invitation to the Opening Reception and one (1) Meet and Greet networking reception (year dependent)
- Access to any open Congress events (Big Thinking and Career Corner)
- Post-event analytics reports
- Four (4) complimentary passes

Cost: \$9,000 for Big Thinking events

Booking deadline: March 1, 2024

Supporting sponsorship

Supporting sponsorship is a customizable package that includes several à la carte items. In addition to the selected à la carte items, this package includes:

- Logo on Congress sponsor acknowledgements on the website and virtual platform
- Invitation to the Opening Reception (year dependent)
- Access to any open Congress events (Big Thinking and Career Corner)
- Post-event analytics reports
- Two (2) complimentary passes

Determining applicability for supporting sponsorship is subject to the Federation's discretion.

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

Cost: Custom

Booking deadline: March 1, 2024

Advertising & à la carte items

These items may be added to existing sponsor packages, purchased alone as advertising opportunities, or combined as part of supporting sponsorship.

Exempting web ads, which are hosted on the Congress website, all the opportunities below will be located in the Congress Hub. At Congress 2024, the Hub will be in the McLennan Library. This space is the central meeting point for Congress, which includes Registration and is visited by all 8,000+ attendees.

Web ads

Booking deadline: Rolling basis

A limited number of ad slots are available in the following high-traffic areas, for your desired period. If you'd like to place your ad on an alternate page to better reach your target audience, send us an email at sponsorship@federationhss.ca.

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

- [Congress home page](#) (2)
- [Register](#) (3)
- [Programming & events](#) (2)
- Plan your experience – live autumn 2023 (3)

Pricing per period

Opportunity	3 months	6 months	1 year	Specs
Web ad	\$880.00	\$1,650.00	\$2,970.00	500 px by 200 px
Web badge	\$600.00	\$1,000.00	\$1,900.00	300 px by 300 px

Retractable banner advertising

Cost: \$500 per banner

Booking deadline: March 22, 2024

Your organization's retractable banner will be displayed from Wednesday, June 12, 2024 – Thursday, June 20, 2024, in a highly visible area as a part of the Congress Hub where attendee traffic is highest.

Currently, there are **twelve (12)** banner advertising opportunities available.

The retractable banner must be the standard 24" W x 72" size. You can ship directly to McGill University (must be received between June 3 and June 7, 2024).

Further shipping instructions will be provided at the time of booking.

Registration stanchion advertising

Cost: \$1,000 per stanchion

Booking deadline: March 8, 2024

Artwork deadline: March 22, 2024

Your advertising material will be featured on registration stanchions from Tuesday, June 11, 2024 – Thursday, June 20, 2024, for 8,000+ attendees to see while in the queue to collect their Congress badge.

There are limited stanchion advertising opportunities available. We encourage early booking to ensure availability.

Publications stand

Cost: \$500 per item

Booking deadline: April 12, 2024

Items will be displayed prominently on the Publications stand just inside the Congress Hub.

You will receive a maximum of one to two feet of space at the publications stand 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 McGill University (must be received between June 3 and June 7, 2024). Further shipping instructions will be provided at the 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 for approval by no later than April 26, 2024.

Ad on digital signage

Cost: \$500 per item

Booking deadline: April 12, 2024

Artwork deadline: May 1, 2024

A limited number of ad slots are available on digital signage screens in the Congress Hub. These screens display programming information to Hub visitors and are located centrally in a high-traffic area.

Artwork specs will be provided upon booking. Subject to availability.

Events hosted in the Expo theatre

Cost: \$2,000 per event

Booking deadline: Tuesday, April 30, 2024

Organizations can choose to hold events open to all Congress attendees in the Expo theatre, located near the Congress Hub and Expo, which sees high visitor traffic throughout Congress.

Includes event + comms (web listing, email mention, social post). Event hosting times and dates are subject to availability. Timeslots will be released on Monday, April 1, 2024.

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!

Packages

Expo package 1

- Exhibiting booth at the Congress Expo
- Web listing on the Exhibitors page
- Listing in Congress guide given to all on-site attendees
- One (1) mention in one (1) Congress marketing material, exclusive to social media, email
- In-booth event hosting
- Web listing for in-booth events
- Three (3) complimentary passes per organization

Expo package 2

- Exhibiting booth at the Congress Expo
- Web listing on the Exhibitors page
- Listing in Congress guide given to all on-site attendees
- One (1) mention across each Congress marketing material, exclusive to social media, email
- In-booth event hosting
- Web listing for in-booth events
- Up to two (2) events in the Expo theatre + web listing + event promotion. A high-traffic option for a book launch, or a new product launch.
- Three (3) complimentary passes per organization

Note: complimentary pass totals apply to whole organizations, not booths.



Expo Schedule

Set up and Tear down Schedule

Thursday, June 13	17:00 – 22:00 Full week / Partial week 'A' move-in
Friday, June 14	7:30 – 9:30 Full week / Partial week 'A' move-in
Monday, June 17	17:00 – 22:00 Partial week 'A' move out
Tuesday, June 18	7:30 – 9:30 Partial week 'B' move in
Thursday, June 20	17:00 – 22:00 Full week / Partial week 'B' move-out

Expo Show Schedule

Friday, June 14	(10:00 – 17:00)
Saturday, June 15	(9:00 – 17:00)
Sunday, June 16	(9:00 – 17:00)
Monday, June 17	(9:00 – 17:00)
Tuesday, June 18	(9:00 – 17:00)
Wednesday, June 19	(9:00 – 17:00)
Thursday, June 20	(9:00 – 17:00)

Booth purchase rates and specifications

- Full week (June 14 to June 20)
- Partial week A (June 14 to June 17)
- Partial week B (June 18 to June 20)
-

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 booths – 5% booth discount
- Three booths – 10% booth discount

Due to space restraints, the maximum number of booths each exhibitor may apply for is three (3).

Booth package (all booths are hardwall)	Week	Early bird pricing**	Standard pricing
Expo package 1	Full week: June 14 – June 20	\$2,100.00	\$2,300.00
Expo package 1	Partial week A: June 14 – June 17	\$1,800.00	\$2,000.00
Expo package 1	Partial week B: June 18 – June 20	\$1,600.00	\$1,800.00
Expo package 2	Full week: June 14 – June 20	\$2,800.00	\$3,000.00
Expo package 2	Partial week A: June 14 – June 17	\$2,400.00	\$2,600.00
Expo package 2	Partial week B: June 18 – June 20	\$2,200.00	\$2,400.00

The early bird deadline for pricing is **Thursday, February 1, 2024.

***Expo applications must be submitted by **Friday, March 1, 2024.**

Expo à la carte items

Exhibitors can supplement their package with any of the à la carte items listed above in Advertising & à la carte items.

Additionally, the following à la carte items can be added to Expo packages only:

- Additional expo event promotion (one (1) each email + social post) - \$100
- Additional expo booth promotion (one (1) social post) - \$100
- Event hosting package in Expo space (addition to package 1 or 2): event + comms (web listing, email mention, social post); dependent on availability (see **à la carte** above)

Get in touch

Congress is built by our friendly and helpful team and made possible thanks to the generous support of sponsors, advertisers, and exhibitors like you. Most of our partners go on to create effective and rewarding relationships in support of Congress year after year. Take part in this exceptional event by connecting with the Congress team team at sponsorship@federationhss.ca.