



The Law and Society Association (LSA) is an interdisciplinary scholarly organization committed to social scientific, interpretive, and historical analyses of law across multiple social contexts. For Sociolegal scholars, law is not only the words of official documents. Law also can be found in the diverse understandings and practices of people interacting within domains that law governs, in the claims that people make for legal redress of injustices, and in the coercive power exercised to enforce lawful order. Sociolegal scholars also address evasions of law, resistance and defiance toward law, and alternatives to law in structuring social relations.

## About the LSA Annual Meeting



The Annual Meeting is a critical aspect of the Association's annual activities. At LSA meetings, participants are able to exchange ideas in many ways. Some participants present their papers in panels, or they participate in roundtables and freely debate ideas, or participate in Authors Meet Readers sessions, or general and service panel sessions. The LSA Annual Meeting provides a forum for those seeking to reach Sociolegal scholars, students, and others with an interest in the field. There are three easy ways to reach LSA attendees: exhibiting, advertising in the meeting Program Book, or by becoming a sponsor.

## Who Attends?

The Annual Meeting features a diverse and interdisciplinary mix of distinguished scholars:

- Average attendance is over 2100
- 34% of attendees are international
- 6 continents and 51 countries are represented
- 110 attendees for every 1 exhibitor representative
- 21% of attendees are PhD or Masters students
- 480 sessions scheduled over 4 days



# Sponsorship Opportunities

The Law and Society Association is pleased to announce the 2016 Annual Meeting sponsorship program. Maximize your organization's exposure with Sociolegal professionals and make the most of your marketing budget. Sponsorship allows you to make a lasting impression with our LSA Annual Meeting attendees.

## Benefits for all Sponsors

Sponsors at all package levels receive the following:

- Prominent recognition on signage at the opening evening Welcome Reception
- Your logo with a hyperlink to your chosen webpage displayed on the Annual Meeting Sponsors website
- Acknowledgement in the Annual Meeting printed program book which is distributed to all meeting attendees.
- Complimentary registration to the 2016 LSA Annual Meeting for sponsoring organization's representative
- Logo displayed on signage at the entrance to the Exhibit Hall

## Sponsorship Packages

BENEFIT	BRONZE \$1000	SILVER \$1500	GOLD \$3000	PLATINUM \$5000
Recognition on webpage dedicated to sponsor listing linked from Annual Meeting webpage (w/ logo and URL to sponsor website)	*	*	*	*
Recognition on webpage dedicated to Annual Meeting (w/ logo and URL to sponsor website)			*	*
Recognition in final printed program book	*	*	*	*
Listed as a sponsor of the Welcome Reception for all attendees	*	*	*	*
Name and/or Logo on on-site sponsor signage	*	*	*	*
One (1) complimentary registration	*			
Two (2) complimentary registrations		*	*	*
Complimentary insertion of a flyer or promotional piece in the conference tote bag			*	*
½ page display ad in the final printed program book		*		
Full-page display ad in the final printed program book			*	*
Listing as Sponsor at Plenary Sessions				*
Complimentary 8'x10' exhibit booth			*	*
Sponsor Information included on one (1) pre-Annual Meeting email blast			*	*
One (1) complimentary Law and Society Association Annual Membership (calendar year, for year of sponsored event)				*
Six (6) drink tickets for Welcome Reception			*	*
Two (2) tickets to the Presidents Luncheon				*
Two (2) President's Reception Invitations				*

## Additional Sponsorship Opportunities

### Tote Bag Inserts: \$500

Sponsoring a tote bag insert is the perfect way to expose your latest product, publication, or just your organization in general to all LSA attendees. Have your flyer or logo item (logo placed on pens, bookmarks and notepads) distributed in the conference tote bag to all attendees at the conference registration. *Sponsors are responsible for production of insert and supplying insert items to the conference hotel by the deadline provided. Contents of inserts are subject to approval by the Law and Society Association.*

### Poster Presentation: \$500

Your poster prominently displayed for the event in the conference registration lobby, and recognition in the Annual Meeting printed program. *Sponsors are responsible for supplying the printed poster by the deadline provided. The size of the posters may only be 24"x36" or 36"x 48" and must be mounted on a foam core board.*



### Coffee Break: \$1500 per break

One thing our members have in common is that they love coffee, and attendees value coffee breaks for their networking opportunities. Coffee stations will be placed in a common area on each floor of the meeting area and in the exhibit hall each day at both 10:15 a.m. and 4:30 p.m. As an additional option, have your logo printed on the napkins served at the coffee service tables (napkin production costs paid by sponsor). Sponsorship of one coffee break would include:

- Your logo displayed on signage at the coffee service tables
- Your company name listed in the printed program as a break sponsor

### Presidential Luncheon Sponsor: \$5,000 (or \$10,000 for exclusive)

The Presidential Luncheon is a notable tradition for LSA members. With a presidential address and the association awards presented, this luncheon honors distinguished LSA Leadership and Sociolegal professionals for their scholarship, mentoring, and service. Put your organization in front of these scholars by sponsoring the luncheon. A sponsor contribution to support the Presidential Luncheon allows LSA to reduce banquet ticket prices for attendees.

- Your logo prominently displayed in multiple locations at the Saturday afternoon event
- Acknowledgement from the podium at the Presidential Address
- Your logo included on the event program
- Recognition in the Annual Meeting printed program



## Internet “Buyout” for the LSA Annual Meeting: \$10,000

This sponsorship provides complimentary Wi-Fi access in the meeting rooms for attendees who bring their own devices while attending the LSA Annual Meeting.

- This opportunity includes a pop-up ad to be displayed whenever the network is accessed
- Your logo on the access cards that are distributed to all attendees
- Acknowledgement in the printed program book
- Inclusion on event signage

## Exhibit Opportunities

Whether you are an academic press or documentary film producer, a software publisher or research institute, if your target market includes Sociolegal scholars and affiliated professionals, you can't afford to miss the opportunity to participate in LSA's 2016 Conference Exhibit.

- For 2016, the exhibition space is conveniently located in a high traffic area by the conference registration site
- Provides a unique opportunity to interact with and build relationships with attendees
- Provides exposure via promotion on our website
- The Welcome Reception, open to all attendees, is held in the exhibit hall and adjoining space on Thursday evening
- Exhibit hall will have a complimentary coffee station available during exhibit hours

## Booth Package Rates

- Standard Booth (8'x10') - \$375 (each additional booth \$200)
- Premium Booth (8'x10') - \$500 (each additional booth \$200)

Exhibit booth fees include 8' high back drapes, 3' high side rails, one 7"x44" I.D. sign, one 6' draped table with two chairs, two name badges with complimentary registration, and listing on the LSA Annual Meeting website.

## Exhibit Hours

*Moving In and Setting Up:*

**Wednesday, June 1<sup>st</sup>, 2016: Noon – 5:00 p.m.** Drayage and delivery of shipped products will occur Wednesday morning.

*Show Hours:*

**Thursday, June 2<sup>nd</sup>, 2016: 9:45 a.m. – 4:45 p.m.**, re-opening during Welcome Reception event: **6:30 p.m. – 8:30 p.m.**

**Friday, June 3<sup>rd</sup>, 2016: 9:00 a.m. – 5:00 p.m.**

**Saturday, June 4<sup>th</sup>, 2016: 10:00 a.m. – 3:00 p.m.**

*Cleaning Up & Clearing Out:*

**Saturday, June 4<sup>th</sup>, 2016: 3:00 p.m. – 6:00 p.m.**



## Booth Assignments and Reservations

Booth reservations are accepted on a first-come, first-served basis. To receive a prime location, please return contracts, with payment, as soon as possible. Booth assignments are confirmed only after full payment has been processed.

To reserve space and make payments, please visit the LSA Exhibitor webpage for further instructions or contact Kris Monty, [monty@lawandsociety.org](mailto:monty@lawandsociety.org). All reservations, and full payment, for exhibit space is required no later than **April 10<sup>th</sup>, 2016**. Payment is accepted in US Dollars only, and payment can be made in the form of a check or by credit card (Visa, MasterCard or American Express).

Cancellations must be made, in writing, no later than April 18<sup>th</sup>, 2016, and refunds will be processed, less a 50% administration fee no later than (5) five business days after receipt of written notice of cancellation.

## Booth Staffing

Each booth receives two meeting registration badges. Additional badges (if needed) can be purchased for \$90 per badge by contacting Kris Monty at [monty@lawandsociety.org](mailto:monty@lawandsociety.org). Exhibitors must provide exhibit staff; LSA will not provide volunteers to staff your booth. Exhibit personnel can pick up their name badges from the conference registration area. Name badges allow access to all Annual Meeting functions.

## Additional Equipment

Electrical outlets, telephone access, audio visual or computer equipment, or additional setup equipment can be rented for an additional fee.

## Scholar's Choice

Publishers who are unable to attend, but wish to have a few titles exhibited should contact The Scholar's Choice. They will again be providing the combined book exhibit for our Annual Meeting in New Orleans, Louisiana. It may be possible for your recently-published books to be included in their display. Please contact Mary Lynn Howe by email

[mlh@scholarschoice.com](mailto:mlh@scholarschoice.com) or phone (585-262-2048 x.111) for more information.



Any attendees interested in having their book displayed at the upcoming meeting should contact their publisher between October 14th and February 14th. The Scholar's Choice displays on behalf of the publishers and all requests must come from them, not the individual authors. If they don't already have it, the press may request the appropriate paperwork by emailing Mary Lynn Howe at [mlh@scholarschoice.com](mailto:mlh@scholarschoice.com)

# 2016 Program Book Advertising Opportunities

The LSA final printed program book is distributed free to all registered attendees and is available on our website. The program book includes details of conference sessions, maps of the hotel, and announcements about LSA and special events. Attendees use the advertising section of the program book for current information on publications in their areas of interest as well as programs and grants for which they may be eligible.

## Reservation Deadlines

To reserve space and make payments, please visit the LSA Advertising webpage for further instructions or contact Kris Monty, [monty@lawandsociety.org](mailto:monty@lawandsociety.org). All reservations, and full payment, for advertising is required no later than **April 10<sup>th</sup>, 2016**. No advertising will be assigned space until full payment and print-ready and/or electronic art is received. Payment is accepted in US Dollars only, and payment can be made in the form of a check or by credit card (Visa, MasterCard or American Express).

Cancellations must be made, in writing, no later than April 18<sup>th</sup>, 2016, and refunds will be processed, less a 50% administration fee no later than (5) five business days after receipt of written notice of cancellation.

## Advertising Rates

Sizes	Rates
Full Page	\$350
Additional Full Page	\$250
Half Page	\$275
Inside Front Cover	\$500
Inside Back Cover	\$450

## Print Advertisement Guidelines

- **Full-page** advertisements must be 7.375" by 9.75" and submitted as a camera ready file with a minimum resolution of 300 dpi.
- **Half-page** advertisements must be 7.375" by 4.375" and submitted as a camera ready file with a minimum resolution of 300 dpi.

**Advertising copy must be received no later than April 10<sup>th</sup>, 2016**, to be included in the printed program.

