



**IPSA**  **AISP**

**26th World Congress of Political Science**  
**26ème Congrès mondial de science politique**  
**26º Congresso Mundial de Ciência Política**  
**10-14 | 07 | 2021** **Lisbon, Portugal**



UNIVERSIDADE  
**NOVA**  
DE LISBOA

**APCP**  
ASSOCIAÇÃO PORTUGUESA  
DE CIÊNCIA POLÍTICA

# Exhibitors, Advertising and Sponsorship Kit



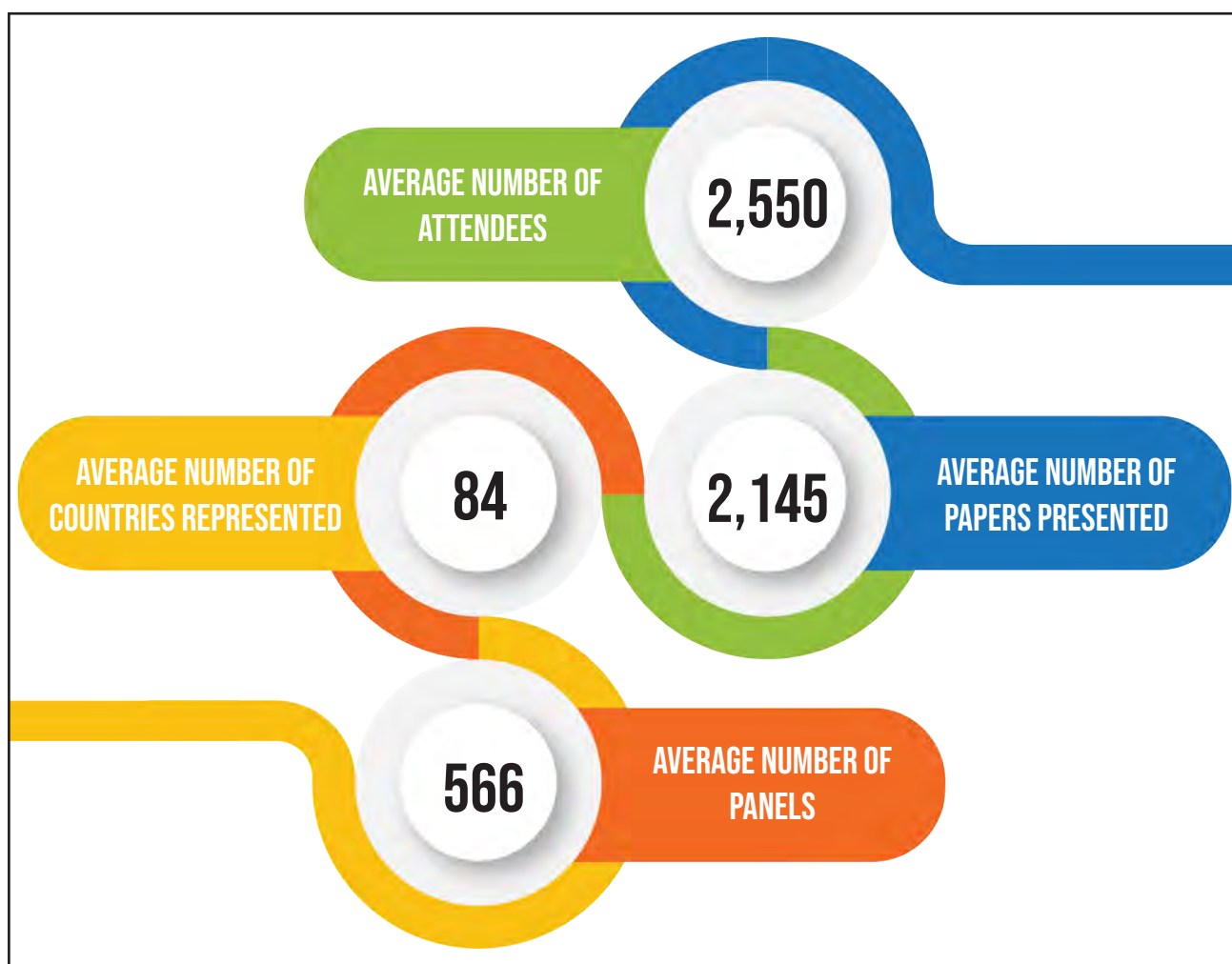
## International Political Science Association

The International Political Science Association (IPSA), founded under the auspices of UNESCO in 1949, is an international scholarly association devoted to the advancement of political science throughout the world. IPSA has 58 national and regional association members, over 90 institutional and 3,000 individual members.

### Invitation to Partner with the 2021 IPSA World Congress of Political Science

- An opportunity for you to network with expert scholars from various disciplines, government representatives, international organizations, NGOs, institutions, associations, research centers, tech companies and journalists.
- Exposure to an interested and influential audience in an informal yet informative environment.
- Promote your organization, support your brands and maintain a high profile among delegates.
- The 2021 IPSA World Congress will take place at Nova University's Campolide Campus and will have a strong European and North American participation.

### IPSA WORLD CONGRESS BY THE NUMBERS (Last 4 Congresses)



EXHIBITION & SPONSORSHIP OPPORTUNITIES • July 10-14, 2021 • LISBON, PORTUGAL

# Summary of Products

## SPONSORSHIP OPPORTUNITIES

Congress Plenary Session	US \$2,500	p. 4
Sponsored Session/Workshop	US \$1,500	p. 4
Contribution to Travel Grants	US \$5,000	p. 5
Printed Congress Program	US \$5,000	p. 5
Logo on Delegate Bag	US \$5,000	p. 6
Internet Café	US \$2,500	p. 6
Exhibit Hall Coffee Break	US \$2,500	p. 6
Volunteer T-shirt	US \$2,500	p. 7
Name Badge	US \$2,500	p. 7
Name Badge Lanyard	US \$2,500	p. 7

## EXHIBITION OPPORTUNITIES

Exhibition Booth (3m x 3m)	US \$1,500	p.8
Exhibition Table	US \$1,000	p.8
Shared Book Display	US \$250	p.8

## ADVERTISEMENT IN PRINTED CONGRESS PROGRAM

Print Ad - Inside Back Cover (Color)	US \$1,500	p.9
Print Ad - Inside Front Cover (Color)	US \$1,500	p.9
Print Ad - Full Page Advert (B & W)	US \$1,000	p.9
Print Ad - Half Page (B & W)	US \$600	p.9

## DIGITAL ADVERTISEMENT

Mobile App Main Screen (1 spot)	US \$1,500	p.10
Mobile App Rotating Ad (4 spots)	US \$750	p.10
Banner on the Congress website for 30 days (2 spots)	US \$750	p.10

## OTHER OPPORTUNITIES

Customized Email to Congress Delegates	US \$1,000	p.10
Congress Delegate Bag Insert	US \$500	p.10

# Sponsorship Opportunities

## All Sponsorship packages include:

- Logo in the Congress program, promotion on the Congress website, IPSA's social media accounts and Congress Mobile App.
- One insert in the delegate bags (No bigger than A4 and maximum four double pages.)
- Two (2) sponsor badges (access to the Exhibition Hall and Congress sessions)



## Congress Plenary Sessions

Align your organization with four Keynotes Speakers presenting at the Congress. No other activity takes place during Plenary Sessions.

- Logo on the screen before the Plenary Session
- Banner at the entrance to your Congress partnered speaker session room.\*

**\$2,500  
US**

## Sponsored Session/Workshop

Organize speaker(s) and a program of your choice for a 1:45 min. session. The package includes the cost of room hire and basic AV facilities for up to 200 delegates.

- Exclusive name rights to your sponsored session
- Banner at the entrance to your Congress partnered speaker session room.\*
- Acknowledgement as a sponsor of the session in the Congress Program.
- Company name against the speaker's name on the Congress Mobile App

**Please note:** Speaker's costs, catering and additional AV are at the sponsor's expense. Catering options will be provided by IPSA, from which the sponsor can make a selection.

**\$1,500  
US**

\* Banner is 2m high by 1m wide, free-standing. Should be provided by the sponsor and approved by IPSA.

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- One insert in the delegate bags (No bigger than A4 and maximum four double pages.)
- Two (2) sponsor badges (access to the Exhibition Hall and Congress sessions)

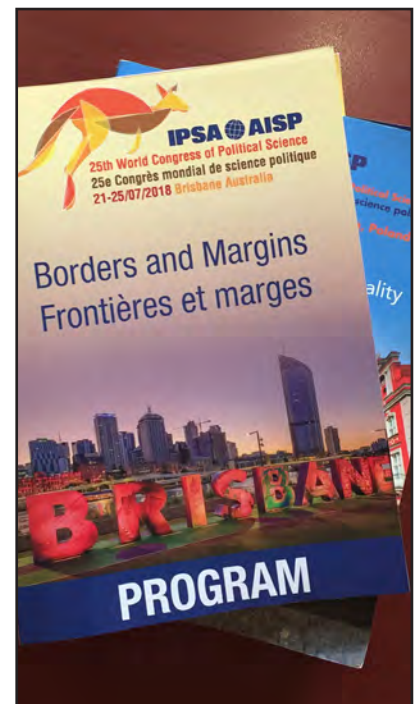
## Printed Congress Program

Each registered delegate who wants to have a printed Congress Program will receive it upon registration. The program book provides required information about all the sessions, panels and exhibitors and it is usually kept as a reference book after the event.

**\$5,000  
US**

- Logo on cover of the program book (subject to printing deadlines, size and placement of logo will be at the discretion of IPSA)
- Full page (1) advertisement in inside back cover (colour) of the program book (subject to printing deadline, size and placement of logo will be at the discretion of IPSA)

**Please note:** Other partner advertisements will also appear in the Congress Program book.



## Contribution to Travel Grants

Support five (5) travel grants for young scholars from developing and underrepresented countries.

**\$5,000  
US  
each**

- Acknowledgement of sponsor at the Closing Ceremony during the distribution of awards and travel grants.
- Full (1) page black & white advertisement in the Printed Program

FOR FURTHER INFORMATION: [exhibition@ipsa.org](mailto:exhibition@ipsa.org)

# Sponsorship Opportunities

## All Sponsorship packages include:

- Logo in the Congress program, promotion on the Congress website, IPSA's social media accounts and Congress Mobile App.
- One insert in the delegate bags (No bigger than A4 and maximum four double pages.)
- Two (2) sponsor badges (access to the Exhibition Hall and Congress sessions)

### Logo on Delegate Bag

(only 2 available)

Each delegate will receive a delegate bag upon registration.

Logo on the delegate bag – Size and placement of logo will be at the discretion of IPSA

**\$5,000  
US**



### Internet Café

(only 1 available)

The Internet Café will be available in the exhibition area and it will be frequently used by the delegates, speakers, and exhibitors.

- Naming rights to Internet Café
- Logo on signage at Internet Café
- Logo on screensavers on each computer
- Opportunity to distribute promotional materials at Internet Café

**\$2,500  
US**

### Exhibit Hall Coffee Break

(per break)

Sponsor a coffee break beside your booth to meet our delegates in the Exhibition Hall (at 10:30 am or 3 pm just after Plenary Sessions).

- Coffee/tea and pastries for up to 200 people.
- Sponsor banner on site (provided by the sponsor).
- Branded coffee cups/sleeves (if provided by the sponsor).

**\$2,500  
US  
per break**

# Sponsorship Opportunities

## All Sponsorship packages include:

- Logo in the Congress program, promotion on the Congress website, IPSA's social media accounts and Congress Mobile App.
- One insert in the delegate bags (No bigger than A4 and maximum four double pages.)
- Two (2) sponsor badges (access to the Exhibition Hall and Congress sessions)

### Name Badge

(only 1 available)

**\$2,500  
US**

Every registered delegate will receive an official Congress name badge upon registration. Delegates will need to wear their name badge and lanyard to gain access to the exhibition and sessions.

- Logo on name badge (size and placement of logo will be at the discretion of IPSA)
- Logo in Congress Program (subject to printing deadlines)



### Lanyard

(only 1 available)

**\$2,500  
US**

Opportunity to place your company logo on the lanyards.

- Logo on lanyard



### Volunteer T-shirt

(2 spots available)

**\$2,500  
US**

Over 100 students will be wearing their volunteer t-shirt and interacting with delegates.

- Monochrome logo on the t-shirt (with the Congress logo)

FOR FURTHER INFORMATION: [exhibition@ipsa.org](mailto:exhibition@ipsa.org)

# Exhibition Opportunities



## Exhibition Booth

- Exhibition booth (3m x 3m)
- One (1) table covered with drapes and two (2) chairs
- All open aisle frontages will have a fascia sign consisting of company name and stand number.
- Standard lettering in colour (maximum 30 characters)
- Company name listed in printed Congress Program and Congress website
- Two (2) electric sockets
- 1 x 1m carpet tiles
- One (1) wastebasket
- Two (2) exhibitor registrations (access to the Exhibition Hall and Congress sessions)

**\$1,500  
US**



## Exhibition Table

- One (1) table covered with drapes and two (2) chairs
- A digital print fascia sign consisting of company name and stand number. Standard lettering in colour (maximum 30 characters)
- Company name listed in printed Congress Program and Congress website
- Two (2) electric sockets
- One (1) wastebasket
- Two (2) exhibitor registrations (access to the Exhibition Hall and Congress sessions)

**\$1,000  
US**



## Shared Book Display

A new exhibition opportunity is now available to publishing houses and universities! Exhibit your books or publications in the heart of the exhibition area at an affordable cost.

- Two books or publications.
- Order forms collected on your behalf by our volunteers.

**\$250  
US**



# Advertisement Opportunities

## Advertisement in Printed Congress Program

The Congress program provides detailed information about all the sessions, panels, speakers, and exhibitors. It is usually kept as a reference book after the event.

ITEM DESCRIPTION	RATE IN USD
Print Ad - Inside Back Cover (Color)	\$1,500
Print Ad - Inside Front Cover (Color)	\$1,500
Print Ad - Full Page Advert (Black and White)	\$1,000
Print Ad - Half Page (Black and White)	\$600

Specifications:

- Full Page: A4 size, 210 x 297 mm. Add 5 mm bleed: 220 x 307 mm
- Half Page: A4 size, 210 x 148,5 mm. Add 5 mm bleed: 220 x 158,5 mm
- Must be a PFD file and 300 DPI.

Deadline: May 1st, 2021



## Digital Advertisement

Advertising on the Congress Mobile App is an efficient way to reach out to our delegates and increase your visibility. By tapping your ad, delegates will be directed to your website.

The Mobile App was downloaded **1,239** times and launched **16,668** times during the 2018 IPSA World Congress in Brisbane.

ITEM DESCRIPTION	RATE IN USD
Mobile App Main Screen (1 spot)	\$1,500
Mobile App Rotating Ad (4 spots)	\$750
Banner on the Congress website for 30 days (2 spots)	\$750



FOR FURTHER INFORMATION: [exhibition@ipsa.org](mailto:exhibition@ipsa.org)

# Other Opportunities



## Customized Email to Congress Delegates (only 3 available)

Send a customized email exclusively to World Congress delegates (over 2,500).

\*Available starting from January 2021.

**\$1,000  
US**

## Congress Delegate Bag Insert

Opportunity to include a promotional insert in the delegate bag  
(maximum 1 x A4 double sided flyer).

**\$500  
US**



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## General Information

- Exhibitor personnel passes include a Congress bag, copy of the Congress Program and access to the exhibition and Congress sessions.
- Additional exhibitor registrations can be purchased and will have the same entitlements as above.
- Priority of placement within the exhibition will be offered to Congress partners first and then sold in accordance with the date of the sale.
- An exhibition manual containing information on move-in and move-out times will be distributed to exhibitors and Congress partners.

## Conditions of Payment

Full payment is required upon confirmation of your Congress partnership item and/or booth number.

Failure to do so may result in your Congress partnership item or exhibition stand being released again for sale.

## Further Information

For further information please contact:

**Tel:** +1 (514) 848 8701

**Fax:** +1 (514) 565 0529

**E-mail:** [exhibition@ipsa.org](mailto:exhibition@ipsa.org)