



## 2021 Sponsor and Virtual Exhibitor Prospectus

### **About AUPresses**

The Association of University Presses advances the essential role of a global community of publishers whose mission is to ensure academic excellence and cultivate knowledge.

AUPresses has more than 150 [members](#) located around the world. These nonprofit scholarly publishers meet [high editorial and professional standards](#) and stand with a [common mission](#) to ensure academic excellence and cultivate knowledge.

### **About AUPresses 2021**

The 2021 AUPresses Annual Meeting will be held virtually from June 7-18. The [2020 virtual meeting](#) had near record attendance with almost [800 registrants](#) and [132 member publishers](#) represented.

In 2021, the program will include educational sessions, virtual collaboration labs, and networking opportunities. We are expanding the opportunities for companies to connect with attendees through virtual exhibit booths with dedicated exhibit hours. We are also offering event sponsors the opportunity to organize a 30 minute session that will be broadcast on the virtual platform during a designated time slot. Only 4 sponsorship slots are available, so reserve your slot soon!

# Sponsorship Opportunities

## **Platinum Sponsor      \$7,000**

*Closed caption provider* (1 platinum sponsorship available)

Help make the AUPresses accessible by supporting the cost of live-captions

Platinum Sponsor Benefits:

- One (1) 30 minute session with up to 3 panelists to be broadcast during the meeting in designated time slot AND available to view on-demand. Topics should be educational and must be approved AUPresses.
- Acknowledgement in welcome remarks by Executive Director
- Logo on event website, virtual platform provider, digital program guide, Registrant's newsletter, 2021-2022 Annual Report.
- Acknowledgement on social media
- 30-second promotional video aired at the beginning of an educational session (sessions assignments will be determined by AUPresses). Sponsor is responsible for creating video.
- One virtual booth in the exhibit hall (includes 2 complimentary meeting registrations).
  
- Two (2) complimentary [2021 Digital Membership Directories](#)
- Conference attendee list pre-and post-event (opt-ins only)

## **Gold Sponsor                \$5,000**

*Plenary session sponsor* (1 gold sponsorship available)

Gold Sponsor Benefits

- One (1) 30 minute session with up to 3 panelists to be broadcast during the meeting in designated time slot AND available to view on-demand. Topics should be educational and must be approved by AUPresses.
- Acknowledgement at start of plenary sessions.
- Logo on event website, virtual platform provider, digital program guide, Registrant's newsletter, 2021-2022 Annual Report
- Acknowledgement on social media
- 30-second promotional video aired at the beginning of an educational session (sessions assignments will be determined by AUPresses). Sponsor is responsible for creating video.
- One virtual booth in the virtual exhibit hall includes (includes 2 complimentary meeting registrations)
- Two (2) additional complimentary meeting registrations (approx.\$300 value)
- Two (2) complimentary [2021 Digital Membership Directories](#)
- Conference attendee list pre-and post-event (opt-ins only)

**Silver Sponsor                    \$3,000**

*Financial support*    (2 silver sponsorships available)

**Silver Sponsor Benefits**

- One (1) 30 minute session with up to 3 panelists to be broadcast during the meeting in designated time slot AND available to view on-demand. Topics should be educational and approved by AUPresses.
- 30-second promotional video aired at the beginning of an educational session (sessions assignments will be determined by AUPresses). Sponsor is responsible for creating video.
- Logo on event website, virtual platform provider, digital program guide, Registrant's newsletter, 2021-2022 Annual Report
- Acknowledgement on social media
- One virtual booth in the virtual exhibit hall includes (includes 2 complimentary meeting registrations)
- One (1) additional complimentary meeting registration (approx. \$150 value)
- Two (2) complimentary [2021 Digital Membership Directories](#)
- Conference attendee list pre-and post-event (opt-ins only)

**Event Supporter                    \$500 and up**

Companies or individuals who would like to support AUPresses, but don't want to manage a virtual exhibit booth, can become an event supporter.

**Supporter Benefits**

- Recognition on event website, virtual platform provider, digital program guide, Registrants newsletter, and on social media
- One (1) complimentary meeting registration (approx. \$150 value)
- One (1) complimentary [2021 Digital Membership Directory](#)
- Conference attendee list pre-and post-event (opt-ins only)

# Virtual Exhibits

Connect with publishing professionals by participating as a virtual exhibitor. Exhibiting companies will be listed alphabetically in the exhibit hall area of the virtual event platform. Virtual booths will be accessible to meeting registrants throughout the 2 week meeting, but dedicated exhibit hours are *tentatively* scheduled for the following dates and times.

Tuesday, June 8 11:00 AM-12:30 PM (ET)

Thursday, June 10 11:00 AM-12:30 PM (ET)

Tuesday, June 16 11:00 AM-12:30 PM (ET)

Thursday, June 17 11:00 AM-12:30 PM (ET)

[AUPresses Partner](#) Rate: \$525

General Rate: \$795

Each virtual exhibit booth will include

- Organization name, logo, contact details, and company information, (including documents and videos) on the virtual platform. Exhibitors will be able to customize their booth
- A “contact us” button on the virtual platform to collect leads and handle queries
- The ability to video-chat with attendees
- Conference attendee list pre-and post-event (opt-ins only)
- Two (2) complimentary meeting registrations (value approx. \$300 General; \$200 Partners)

## Deadlines

April 1, 2021 Proposed session topic, speakers, and description due (event sponsors only)

April 16, 2021 Payment Due

May 1, 2021 Deadline to set up your virtual booth

June 1, 2021 Representative registration deadline

## 2021 Sponsor and Exhibit Benefits

Benefits	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Virtual Exhibitor	Event Supporter
Company logo on meeting website, digital program, virtual platform	✓	✓	✓	✓	✓
One (1) 30 minute session with up to 3 panelists.	✓	✓	✓		
30-second promotional video aired at the beginning of an educational session	✓	✓	✓		
Virtual Exhibit Booth	✓	✓	✓	✓	
Conference attendee list pre-and post-event (opt-ins only)	✓	✓	✓	✓	✓
Recognition in the 2021-2022 AUPresses Annual Report and in the registrants e-newsletter	✓	✓	✓		
Total AUPresses complimentary 2021 meeting registrations	4	4	3	2	1
Complimentary digital 2021 AUPresses membership directories	2	2	1	1	1

## Terms and Conditions

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### **Exhibit/Sponsorship Terms and Eligibility**

Association of University Presses (AUPresses) reserves the right to control all aspects of the conduct of this event; and it reserves the right to determine the eligibility of any organization for inclusion as an event sponsor or virtual exhibitor.

Exhibitors and sponsors must meet all of the following criteria

- The products or services to be exhibited are of a professional or educational interest or benefit to registrants and are of interest to the University Press community.
- The company/organization is believed to be ethical and the goods and services are believed by AUPresses not to be harmful, ineffective, or illegal.
- The company and its representatives agree to comply with AUPresses Terms and Conditions.
- Fees and required documents and information are received prior to established deadlines.

AUPresses also reserves to the right to establish further regulations as may be deemed necessary to the success of the sponsorship/exhibit and meeting

### **Payment and Cancellation**

Full payment is due within 30 days upon receipt of an invoice and no later than **May 1, 2021**. Payment can be made by check, credit card, or ACH.

AUPresses must be notified in event of cancellation. Send cancellations to [adevoe@aupresses.org](mailto:adevoe@aupresses.org) or [spatton@aupresses.org](mailto:spatton@aupresses.org). Full refunds, less a \$50 processing fee will be issued if cancellations are received by April 30. If cancellation of exhibit or sponsorship occurs after April 30, no refunds will be issued.

Speakers and sessions may change without notice. In the unlikely event of meeting cancellation, AUPresses is not responsible for any costs, damages, or other expenses incurred by the exhibitor.

### **Conflicting Events**

No entertainment, social function, or meetings with more than 10 people may be scheduled conflict with official AUPresses program.

### **Code of Conduct**

Sponsors, Exhibitors, and Attendees must review and adhere to the Association's [Code of Conduct](#). Organizations or their representatives who fail to

observe the code may be removed from the event without warning or refund, in response to any incident of unacceptable behavior.

### **Meeting Accessibility**

AUPresses is committed to making its events accessible to the widest range of people. Exhibitors are responsible for ensuring that their materials resources ADA compliant. As you prepare your materials, please follow these guidelines to ensure that all attendees can access your materials.

A link to your company's website will be available virtual booth and meeting materials. Check to ensure your materials [are accessible and screen reader compatible](#).

Exhibitors may link to handouts and brochures within their virtual booth. All handouts should be created in accessible formats and compatible with screen readers. If your handouts are formatted in Microsoft Word or PDF, follow these guidelines for [Microsoft Word](#) and for [PDFs](#). Videos included in your booth should be closed captioned. There are a number of ways to [caption videos on your own](#). Or you can hire a captioning service. Exhibitors who may do presentations live in their booth or in dedicated session should make [presentations accessible](#).

### **Questions?**

Contact: Angelica DeVoe, [adevoe@aupresses.org](mailto:adevoe@aupresses.org) 917.244.2665 or Susan Patton [spatton@aupresses.org](mailto:spatton@aupresses.org). 917.244.1915.

**[Enroll as a 2021 AUPresses Sponsor or Exhibitor](#)**