Welcome to the
71st Annual ICA Conference
Welcome Notes

Welcome to the virtual 71st Annual Conference of the International Communication Association.

The ICA 2021 conference theme of Engaging the Essential Work of Care: Communication, Connectedness, and Social Justice calls for our examination of how care forms the fabric of our social and interconnected lives. From the moment that we enter this world we are completely dependent on the care of others, and as we move through our lives, the care of our teachers, doctors, leaders, and artists shape us into the adults that we are today. Even as we leave this earth, on our last days, we are comforted by the care of loved ones.
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International Communication Association aims to advance the scholarly study of human communication by encouraging and facilitating excellence in academic research worldwide. ICA began more than 50 years ago as a small association of U.S. researchers and is now a truly international association with more than 4,500 members in 80 countries. Since 2003, ICA has been officially associated with the United Nations as a non-governmental association (NGO).
About the Annual ICA Conference

The virtual 71st Annual Conference of the International Communication Association will be from 27-31 May 2021.

Throughout the virtual five-day conference, an estimated 2,000 scholars will attend and interact with each other while asynchronously watching video presentations.

Moving ICA to a digital platform allows the Association to continue to bring you a full conference that encourages networking with peers, while safeguarding the health and wellbeing of our members, staff and conference attendees. It also allows participants to stay informed and connected from the comfort of their own home! We are excited to embrace the opportunities offered by modern technology. Our digital platform provides a robust forum through which to share knowledge and research. Exhibitors will be able to interact with attendees using the chat feature as well as upload videos and pdf’s to the platform. We look forward to meeting you where you are.

Make your reservations today, as opportunities are limited! Deadline to reserve your advertising space is March 19. Deadline to reserve to exhibit space is April 22.
Attendees

Our attendees are from all around the world and consist of academics, scholars, professors, teachers, students, and publishers. The number of conference attendees grows exponentially each year. Attendance at our most recent in-person conference, in May 2019, was over 3,800. And there were over 2,000 attendees in our 2020 virtual conference.

Attendees include:

- Graduate students looking to expand and establish their careers.
- University faculty such as professors, department chairs, and program directors.
- Representatives from organizations who focus

<table>
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<tr>
<th>Year</th>
<th>PRAGUE</th>
<th>WASHINGTON DC</th>
<th>VIRTUAL</th>
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<tbody>
<tr>
<td>2018</td>
<td>3,500</td>
<td>3,800</td>
<td>2,317</td>
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<tr>
<td>2019</td>
<td></td>
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<tr>
<td>2020</td>
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Exhibiting

Organizations interested in reaching university educators, graduate students, and organizations whose focuses are in the wide range of communication. Typical exhibitors are university departments and publishers of university-level texts, journals, and periodicals. But we are not limited to just universities and publishers. We would love to expand the variety of exhibitors at our conferences and encourage all sorts of organizations or businesses to exhibit.
Advertising

The official printed conference program will be in the form of a full pdf program for the virtual conference. In addition, many institutional members place copies of the printed program in their libraries for students and faculty to peruse in learning what is being talked about at scholarly meetings.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Ad Rate</th>
<th>Specs</th>
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<tbody>
<tr>
<td>Quarter Page</td>
<td>$USD300</td>
<td>3.5” (89mm) W x 4.5” (114mm) H</td>
</tr>
<tr>
<td>Half Page</td>
<td>$USD600</td>
<td>7.25” (184mm) W x 4.5” (114mm) H</td>
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<tr>
<td>Full Page</td>
<td>$USD1,000</td>
<td>7.25” (184mm) W x 10” (254mm) H</td>
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<tr>
<td>Inside Back Cover*</td>
<td>$USD1,500</td>
<td>7.25” (184mm) W x 10” (254mm) H</td>
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<tr>
<td>Inside Front Cover*</td>
<td>$USD1,500</td>
<td>7.25” (184mm) W x 10” (254mm) H</td>
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<tr>
<td>Outside Back Cover*</td>
<td>$USD2,000</td>
<td>7.25” (184mm) W x 10” (254mm) H</td>
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PAGE FORMAT: Color pages must have 1/8” bleed. Images must be 300 dpi or higher. The final output will be 175 line screen. Black and white pages must have ¼” bleed. Images must be 300 dpi or higher. The final output will be 150 line screen. All matter must be ¼” from final trim.

*All ads are in black and white. Only the Inside Front, Inside Back and Outside Back Covers are 4-color ads.

- Acceptable electronic formats are TIFF, EPS or PDF. PDF is preferred.
- All fonts and images must be included. Color images must be CMYK. Images can not be RGB or Index color. The resolution must be 300 dpi or greater.
- PDF files must be created using Press Optimized in Adobe Acrobat. Fonts and high resolution images must be embedded in the PDF. Please be sure that the PDF does not contain any security passwords.

PDF deadline is 19 March 2021
New Sponsorship Opportunity: CORPORATE SPOTLIGHT SESSION (US$750 per session)

New this year, ICA will now allow registered exhibitors/sponsors to hold up to three paid sessions at the conference (pending room availability). The rules for the awarding of these sessions are as follows:

- The company must be a paid current exhibitor and/or Sponsor of the conference.
- Approved sessions will be listed in the main program among the regular educational sessions, and each will be designated as a "CORPORATE SESSION: HOSTED BY: _______
- The cost for each session is US $750. Sessions are typically 75 minutes. The company must submit payment for the session fees (and booth or sponsorship) prior to 1 April, or the sessions will be removed from the program.
- Based on past experience, companies hosting sessions are encouraged to offer ICA member discounts on products as a means of increasing attendance.

To book a corporate session, please use this link to submit your request and you will be contacted for further information if needed. In the final text box on the form, please mention that this is a corporate session and your company name.
There is only one Platinum sponsorship available for purchase. The Platinum sponsorship package contains:

**Advertisement**
- two full-page ads in the Conference Program
- inclusion of the sponsor page of the conference program
- ICA will send an email to pre-registered conference attendees promoting sponsor

**Online Media**
- sidebar ad on the ICA website for four months
- two full-page ad in the online ICA Newsletter

**Exhibit**
- right to first exhibit booth selection
- 10'x10' (3mx3m) space in the conference exhibit area and/or virtual booth
- four conference registrations
- logo displayed on entrance unit to exhibit hall and/or logo displayed in virtual conference

The Gold sponsorship package contains:

**Advertisement**
- one full-page ad in the Conference Program
- inclusion of the sponsor page of the conference program
- ICA will send an email to pre-registered conference attendees promoting sponsor

**Online Media**
- sidebar ad on the ICA website for three months

**Exhibit**
- 10’x10’ (3mx3m) space in the conference exhibit area and/or virtual booth
- four conference registrations
- logo displayed on entrance unit to exhibit hall and/or logo displayed in virtual conference
### SILVER APP SPONSORSHIP

<table>
<thead>
<tr>
<th><strong>$7,500</strong></th>
<th><strong>SEVEN THOUSAND FIVE HUNDRED USD</strong></th>
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</table>

The Silver sponsorship package contains:

**Advertisement**
- one half-page ad in the Conference Program
- inclusion of the sponsor page of the conference program
- ICA will send an email to pre-registered conference attendees promoting sponsor

**Online Media**
- sidebar ad on the ICA website for two months

**Exhibit**
- 10’x10’ (3mx3m) space in the conference exhibit area and/or virtual booth
- four conference registrations
- logo displayed on entrance unit to exhibit hall and/or logo displayed in virtual conference

### BRONZE SPONSORSHIP

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<th><strong>$5,000</strong></th>
<th><strong>FIVE THOUSAND USD</strong></th>
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The Bronze sponsorship package contains:

**Advertisement**
- one quarter-page ad in the Conference Program
- inclusion of the sponsor page of the conference program
- ICA will send an email to pre-registered conference attendees promoting sponsor

**Online Media**
- sidebar ad on the ICA website for one month

**Exhibit**
- 10’x10’ (3mx3m) space in the conference exhibit area and/or virtual booth
- four conference registrations
- logo displayed on entrance unit to exhibit hall and/or logo displayed in virtual conference
## Sponsorship Options

<table>
<thead>
<tr>
<th>Platinum Sponsorship</th>
<th>Gold Sponsorship</th>
<th>Silver Sponsorship</th>
<th>Bronze Sponsorship</th>
</tr>
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<tbody>
<tr>
<td>(Only one available)</td>
<td><strong>US$15,000</strong></td>
<td><strong>US$10,000</strong></td>
<td><strong>US$7,500</strong></td>
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<td><strong>US$10,000</strong></td>
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<td><strong>US$7,500</strong></td>
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<tr>
<td><strong>US$5,000</strong></td>
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### Advertisement in the Conference Program

- Two full-page ads in the Conference Program
- One full-page ad in the Conference Program
- One half-page ad in the Conference Program
- One quarter-page ad in the Conference Program

### Sidebar Ad on the ICA Website

- Four month ad
- Three month ad
- Two month ad
- One month ad

### Right to First Exhibit Booth Selection

- 

### Two Full-Page Ads in the Online ICA Newsletter

- 

### One Full-Page Ads in the Online ICA Newsletter

- 

### Inclusion on the Sponsor Page of the Conference Program

- 

### 10'x10' (3mx3m) Space in the Conference Exhibit Area and/or Virtual Booth

- 

### Four Conference Registrations

- 

### ICA Will Send an Email to Pre-Registered Conference Attendees Promoting Sponsor

- 

### Logo Displayed on Entrance Unit to Exhibit Hall and/or Logo Displayed in Virtual Conference

-
The information provided below will help you prepare for your exhibit at the 71st ICA Annual Conference to be held as a virtual event. Dates for the meeting are 27-31 May 2021. Please read the information below carefully. We look forward to having you at our virtual conference.

NO ASSIGNMENT
The rights of an exhibitor are not assignable to any other persons or firm whatsoever.

CHARACTER OF EXHIBITS
The Executive Director of the International Communication Association, Inc., reserves the exclusive right to decline or prohibit any exhibit, part of an exhibit, person, advertisement, souvenir or other feature or action deemed objectionable and/or potentially harmful to the high standards of the Annual ICA Conference. ICA endorses equal employment opportunity practices and accepts, on a priority basis, only exhibit applications from organizations that are not discriminatory on the basis of race, color, sex, religion, age, national origin, veteran status, physical ability, marital status, mental disability, or sexual orientation.

GDPR
By contracting to exhibit at ICA, you have opted in to receive emails from ICA (and our official vendors) about our events, products, services and conference related logistics. We do not share, sell, or rent email addresses. Each communication from ICA will come with a link to unsubscribe or modify your preferences. The new European Union General Data Protection Regulation (GDPR) provides protection of natural persons with regard to the processing of personal data and on the free movement of such data, effective 25 May 2018. GDPR sets new standards and compliance requirements for every company that holds or processes personal data. ICA is committed to high standards of information security, data privacy, and transparency, and to managing data in accordance with legislation and regulation, including but not limited to GDPR. ICA attests that it will comply with applicable GDPR regulations, and we encourage our exhibitors to become familiar with GDPR and to adapt their business processes, data management practices, and integrations to meet their GDPR obligations.

TERMS AND CONDITIONS OF PAYMENT FOR EXHIBITING, ADVERTISING AND SPONSORSHIPS
Full payment must accompany this form. All advertising copy/artwork to be included in the conference program must be received no later than 19 March 2021. Cancellation deadlines are as follows:

- Full refund for cancellations received on or prior to 19 March 2021.
- No refund for cancellations received after 19 March 2021.

CONTRACTUAL AGREEMENT
All matters and questions not covered by these regulations are at the discretion of the ICA Conference Committee and/or Management and may be amended at any time. Any amendments to this document shall be equally binding upon publication on all parties affected by them, as are the original regulations. In the event of a dispute between an Exhibitor and the Conference Director, it is agreed that the dispute may be referred to the Executive Director of the International Communication Association for binding arbitration.

FORCE MAJEURE
Neither party share be held responsible for delays or non-performance caused by activities or factors beyond its reasonable control, including without limitation, war, weather, pandemics, strikes, lockouts, fires, acts of God, terrorism, cancellation of the Event, or any other activities or factors beyond its control that makes it inadvisable, impractical or impossible to hold the event, whether similar or dissimilar to any of the foregoing. If the event is completely cancelled through no malfeasance of exhibitor, exhibitor shall be entitled to a refund of any fees paid. It shall not, however, be entitled to reimbursement for out-of-pocket expenses incurred in connection with the event.
VIRTUAL BOOTH
The Exhibitor agrees to design, construct, and operate its virtual exhibit in good taste and in accordance with the reasonable standards established by ICA and communicated to the Exhibitor. Exhibitors shall not permit non-exhibiting companies’ representatives to promote goods or services from Exhibitor’s space at the virtual exhibition. Exhibitor’s failure to occupy or be present in its virtual space shall not relieve Exhibitor of the obligation of paying the Total Charges.

It is the sole responsibility of each Exhibitor to manage the content of their virtual Exhibit Booth. Paid in full exhibiting companies will receive more details on dates and deadlines of the virtual booth setup. Booth setup includes, but is not limited to:

- Adding company name
- Adding company description
- Adding company logo to own Exhibitor page
- Uploading videos
- Uploading PDF’s
- Including links to social media

All virtual exhibit booths are expected to be fully operational before 27 May 2021. Prior to providing access to virtual booth setup, Show Management will provide supporting documentation and/or guides to assist exhibitors in configuring their virtual exhibit spaces and becoming familiar with the various functions and capabilities, and if necessary will connect exhibitors with the virtual platform vendor to address technical questions.

GENERAL
These regulations in their entirety, the official booth brochure, and enclosed attachments, if any, are a part of the contract between the exhibitor and the INTERNATIONAL COMMUNICATION ASSOCIATION. They have been formulated in the mutual interest of the exhibitor, ICA and the conference facility. The Association respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decisions of the Association. The Association reserves the right to make any changes necessary to the best interests of the conference. These rules are intended to be clear and complete. However, should any disagreement or controversy arise concerning interpretation of these rules, regulations and information, or should a situation arise not adequately or specifically covered by these rules and regulations, then it is expressly agreed that the interpretation or the decision of the authorized agent of the International Communication Association with reference to such situation shall be conclusive, final and binding on all parties concerned or otherwise involved. In the event the exhibitor desires to have the goods and other property brought upon the premises in which the conference is held insured against loss by fire or other casualty, he shall obtain such insurance at his own expense. The Association will not be responsible for the safety of such exhibits or the protection of such property against fire, theft, accident, damage in transit to the convention site or to the exhibitor’s booth or other cause. The exhibitor shall have the right, subject to the provisions herein contained, to arrange his exhibit within the space allotted to him in the manner deemed by him best fitted for displaying and demonstrating the goods not in any manner or for any cause be liable or responsible to the exhibitor for any injury or damage to him, his employees or his goods or other property brought upon the premises where the exhibit is held, and any and all claims for such injuries or damages are hereby waived. The exhibitor shall not assign or sublet any of the space granted to him as herein before set forth. ICA will make every effort to accommodate the space needs of exhibitors. It should be understood, however, that space is allocated on the basis of its availability at the time that a formal exhibit space contract is executed. Any estimates or other statements by ICA personnel concerning the anticipated availability of space are estimates only and do not serve to reserve, set aside or guarantee any space. ICA shall not be bound by any oral statement, but only by the formal space reservation agreement entered into between the Association and the exhibitor. In the event that the exhibitor desires to have the goods and other property brought upon the premises in which the conference is held insured against loss by fire or other casualty, he shall obtain such insurance at his own expense. The Association will not be responsible for the safety of such exhibits or the protection of such property against fire, theft, accident, damage in transit to the convention site or to the exhibitor’s booth or other cause. 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The exhibitor shall have the right, subject to the provisions herein contained, to arrange his exhibit within the space allotted to him in the manner deemed by him best fitted for displaying and demonstrating the goods
manufactured and/or sold by him. This right, however, is subject to the power and authority of the Association to require the exhibit to be arranged in such manner as not to interfere with other exhibits, and in particular those in close proximity to such exhibit of the exhibitor. The Association reserves the right to prohibit the arrangement of the exhibit or the display of any article therein in any manner that in its opinion is not in keeping with the nature and character of the entire conference or not in harmony with the other exhibits and the decorations of said building, to the end that the entire conference shall present unified appearance without any elements therein contained that will clash with or destroy in any way the advertising force of any other exhibit. The Association further reserves the right to prohibit any arrangement of the exhibit that in its opinion may in any way cause danger to persons attending the conference or any risk of injury to them.

For further information or assistance, please contact: Katie Wolfe, Manager of Conference Services, kwolfe@icahdq.org or conference@icahdq.org.
## 1) Sponsorship Packages**
- Platinum: US$15,000
- Gold: US$10,000
- Silver: US$7,500
- Bronze: US$5,000

**Refer to the attached Sponsorship Benefits/Events Package for a full listing of benefits.

## 2) Trade Show Exhibit Space/Virtual Booths
- Exhibit space & full-page program ad: US$1,600
- Exhibit space & half-page program ad: US$1,300
- Exhibit space & quarter-page program ad: US$1,000
- Exhibit space only (no program ad): US$900

## 3) Conference Program Advertising
- Quarter-page Ad: US$300
- Half-page Ad: US$600
- Full-page Ad: US$1,000
- Inside Back Cover: US$1,500
- Inside Front Cover: US$1,500
- Outside Back Cover: US$2,000

*Inside Front, Inside Back and Outside Back Covers are 4-color ads

## 4) Corporate Spotlight Session - US$750

## 5) Logo on Main Conference Website - US$2,500

### PAYMENT COMPUTATION
1) Total Sponsorship Packages
2) Total Exhibit Space
3) Total Program Advertising
4) Corporate Spotlight Session
5) Logo on Main Conference
TOTAL AMOUNT DUE (US)

### Authorization - Payment Due with Contract
- By signing below I am agreeing to abide by the ICA 2021 Conference Regulations outlined in this packet, and Conference Code of Conduct. Furthermore, I understand that the Conference Committee and/or management of ICA shall interpret all of said regulations, and the parties hereto shall be bound by such interpretation.

Signature: __________________________ Date: __________________________

Please bill my: □ Master Card □ Visa □ American Express □ Check enclosed made payable to ICA

Name as it Appears on Card: __________________________
Account Number: __________________________ Expiration Date: __________________________ CVV: __________________________

Return form to conference@icahdq.org. For more information, call +1.202.955.1444, fax +1.202.955.1448 or e-mail conference@icahdq.org.
We look forward to forging a valuable partnership with you.

Please contact us at conference@icahdq.org

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Email conference@icahdq.org
Website www.icahdq.org