DID YOU KNOW?

Our annual conference regularly draws more than 2,300 attendees and is the only meeting dedicated to showcasing the latest feminist scholarship.

Attendees come from all over the world:
- Chairs and Directors
- University Staff
- Faculty
- Scholars
- Activists and Community Organizers
- Graduate and Undergraduate Students

And registration is always growing!
PACKAGE OPTION A

Virtual Exhibit Hall "Booth"
A virtual version of a standard conference exhibit hall booth - attendees can click on your logo to learn more about you. You can also provide scheduled events through your booth for things like book launches, program announcements, and more!

Embedded Email Advertisement
Include an advertisement in one of our email blasts, at the bottom of an NWSA email to 12,000+ subscribers, prior to conference time!

Costs
Grassroots: $100
Non-Profit (Below $250K): $225
Non-Profit (Below $500K): $475
For Profit/Non-Profit Above $500K: $975

PACKAGE OPTION B

Virtual Exhibit Hall "Booth"
A virtual version of a standard conference exhibit hall booth - attendees can click on your logo to learn more about you.

Embedded Email Advertisement
Include an advertisement in one of our email blasts, at the bottom of an NWSA email to 12,000+ subscribers, prior to conference time!

Reception & Happy Hour Sponsor
Be a sponsor for one of our happy hour events throughout the conference.
Your logo will be included with the following:
All Email and Social Media event promotion
Webinar Waiting Room Screen

Costs
Grassroots: $400
Non-Profit (Below $250K): $525
Non-Profit (Below $500K): $775
For Profit/Non-Profit Above $500K: $1,275
PACKAGE OPTION C

Virtual Exhibit Hall "Booth"
A virtual version of a standard conference exhibit hall booth - attendees can click on your logo to learn more about you. You can also provide scheduled events through your booth for things like book launches, program announcements, and more!

Plenary Event Sponsor
Be a sponsor for one of our plenary events! These keynote events will take place on the Saturdays of the conference.

Your logo will be included with the following promotional types for the plenary event:
Email and Social Media
Webinar Waiting Room Screen

Embedded Email Advertisement
Include an advertisement in one of our Welcome email blasts kicking off the conference day to 12,000+ subscribers.

Costs
Grassroots: $600
Non-Profit (Below $250K): $775
Non-Profit (Below $500K): $1,075
For Profit/Non-Profit Above $500K: $1,675

Connect With Us!

@nwsa
@nationalwomensstudiesassoc
@nationalwomensstudiesassoc

#nwsa2021
GRADUATE PROGRAM
INSTITUTIONAL PACKAGE

**MA/PhD Virtual Reception Table**
Host a virtual booth for our annual graduate student reception, and share information about your program!

**Embedded Email Advertisement**
Include an advertisement in one of our email blasts, at the bottom of an NWSA email, prior to conference time!

The email will be sent to our 12,000+ subscribers.

**Dedicated Social Media Blast**
Advertise across all of our social media platforms! Take the chance to promote a new book release, an application deadline, or just general information across our broad platform.

Cost: $425

UNDERGRADUATE PROGRAM
INSTITUTIONAL PACKAGE

**Embedded Email Advertisement**
Include an advertisement in one of our email blasts, at the bottom of an NWSA email, prior to conference time!

The email will be sent to our 12,000+ subscribers.

**Dedicated Social Media Blast**
Advertise across all of our social media platforms! Take the chance to promote a new book release, an application deadline, or just general information across our broad platform.

Cost: $150
UNPACKAGED OPTIONS

Purchase exhibit booths, ads, or sponsorships separately.

Virtual Exhibit Hall Booth Only
A virtual version of a standard conference exhibit hall booth - attendees can click on your logo to learn more about you.

Grassroots: $75
Non-Profit Budget below $250K: $150
Non-Profit Budget below $500K: $300
For Profit/Non-Profit Above $500k: $400

Advertisements Only

Embedded Email Advertisement
Include an advertisement in one of our email blasts, at the bottom of an NWSA email to 12,000+ subscribers, prior to conference time!

Grassroots: $50
Non-Profit Budget below $250K: $100
Non-Profit Budget below $500K: $200
For Profit/Non-Profit Above $500k: $400

Welcome Email Advertisement
Include an advertisement in one of our Welcome email blasts kicking off the conference day to 12,000+ subscribers.

Grassroots: $75
Non-Profit Budget below $250K: $150
Non-Profit Budget below $500K: $300
For Profit/Non-Profit Above $500k: $600

Reception & Happy Hour

Sponsorship Only
Be a sponsor for one of our events throughout the conference (price by type of event). Your logo will be included with the following promotional types for one of the events (below):

Email and Social Media
Webinar Waiting Room Screen

Plenary: $500
Reception/Happy Hour: $300
OTHER INFO

AD SPECIFICS

*All graphics, text, and links for social media or email advertising must be provided to the NWSA from the advertiser through nwsaoffice@nwsa.org.

**All graphics must be in JPG or PNG format. All text must be in TXT or DOC format.

Twitter
Image Size: 1600 x 900 pixels
Character Limit: 280 Maximum

Instagram
Image Size: 1080 x 1350 Pixels
Character Limit: 150 Recommended, 22,000 Maximum

Facebook
Image Size: 1200 x 630 pixels
Character Limit: 80-100 Recommended, 63,206 Maximum

Non-Dedicated Email
Image Width: 264 Pixels
Word Limit: 100 - 150

PAYMENT SPECIFICS

Payment must be made via the NWSA website or via check.

To pay via the NWSA Website, visit this link: https://www.nwsa.org/store/
To pay via check, contact the NWSA Office at nwsaoffice@nwsa.org