



2024 Supporter Prospectus





Get ready for a customized supporter experience

We're so excited that you're interested in supporting the American Sociological Association! ASA and Showcare are joined forces to create the ultimate experience for you. This is not cookie cutter support; our focus is to deliver results based on your goals. You're in the driver's seat and ASA and Showcare are your trusty co-pilots! We want to ensure that this opportunity is tailored to deliver ROI for you.

So, what's next? We're glad you asked. Keep turning (ok, scrolling) through these pages to explore our support opportunities menu suitable for any palate. From there, let's have a conversation. We'll explore how we can tailor your selections based on what's most important for you.



What Is ASA?

The American Sociological Association, founded in 1905, is the national professional membership association for sociologists and others who are interested in sociology. ASA members include students, faculty working in a full range of institutions, and people working in government agencies and nonprofit and private sector organizations.

ASA works toward accomplishing this mission through a wide range of programmatic activity, from publishing journals to hosting an Annual Meeting, from advocating for public policy on issues that impact our discipline to creating networking opportunities for sociologists, from disseminating sociological scholarship to a public audience to offering extensive professional development resources to our members—and more.



ASA's mission is to serve sociologists in their work, advance sociology as a science and profession, and promote the contributions and use of sociology to society.

5 reasons to support ASA

1 Get in front of your target audience
Since all human behavior is social, sociology touches every industry. ASA members represents academic, government, non-profit, and private sectors. Moving away from conference-oriented support will allow you to get exposure to a vast variety of your chosen audience.

Extend your reach

We are no longer restricted to event-based support. Reach a much larger audience and engage with them before, during, and after each event with our year-round support.

2

3 Engage in thought leadership
Show your industry that you are leading the conversation with native content delivered straight to your target audience.

Get results

With a strong focus on driving attendees to exhibitors and sponsors, we ensure that you get the exposure and results you want.

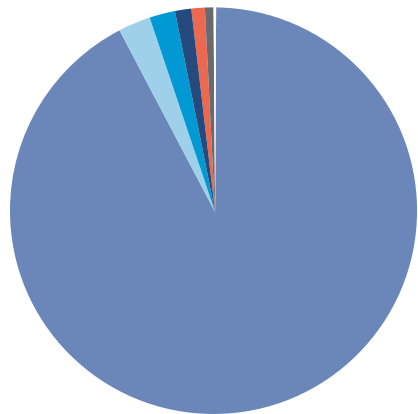
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5 Get support

ASA offers collaboration with their sponsors and exhibitors, ensuring you feel welcome and get the most out of your experience.

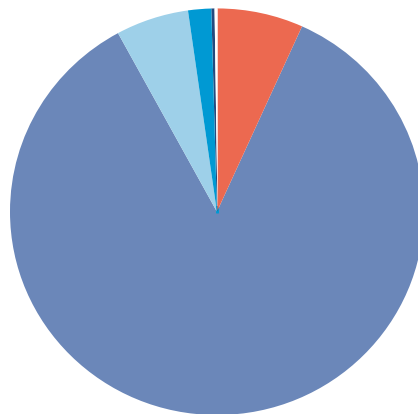
Stats from ASA

Employment sector



- Four Year College or University
- Nonprofit organization
- Community College
- Other
- Government agency
- Private sector company
- Self-owned business employing others & High school

Employment type



- Academic/teaching appointment
- Postdoctoral fellowship
- Research position
- Administrative position
- Applied, non-research position
- Writing/editorial position & other non-sociological work

Top countries by attendance:

United States

Canada

United Kingdom

Hong Kong

Germany

Japan

Taiwan

United Arab Emirates

Korea

Breakdown of assets



Annual Meeting

Annual Meeting Newsletter

ASA Awards Program

Badge and Lanyard

Coffee Break

Event Website Logo

Exhibit Booth

Honorary Reception

Luggage Check

Meeting Daily



Mobility Device Sponsor

Plenary Sponsor

Registration

Student Reception

Video on Demand

Water Cooler

Welcome Reception

Wi-Fi Sponsor

Mobile App

Mobile App Sponsor

Banners

Ads



Website

Leaderboard Ad

Native content

Skyscraper Ad

“What is” page

Login page

Social/Online Media

Purchase Post

Retweet a Twitter post

Reshare a LinkedIn post

Reshare in Threads

Reshare on Facebook

Reshare on Instagram

Bundle (3 reshares)



Newsletters

(Member News and Notes,
Footnotes, This Month in Journals)

Website Logos

Horizontal Ads

Job Bank

Page Sponsor

Ads

Pavilion

Talks- 30 minutes

Talks- 45 minutes

Online Program

Rotating banner ads

Main login page





This is just the beginning.

Everything is customizable and we're excited to explore the possibilities with you.

Get ready for a custom, multiyear support opportunity for your community!

Please note that certain offerings are limited.

Contact [Veronika Hotton](#), to discuss how we can tailor your ASA Supporter journey!

