



# 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.

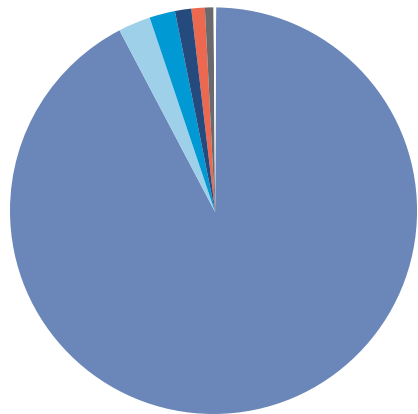
**4**

## **5 Get support**

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

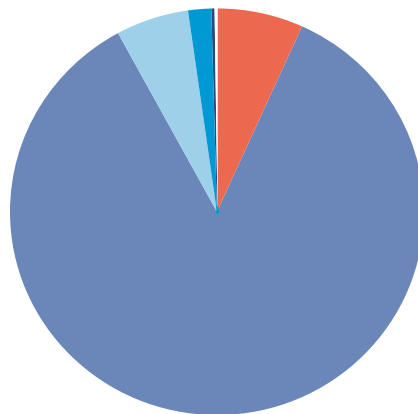
## Stats from ASA

### 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

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Canada

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United Kingdom

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Hong Kong

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Germany

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Japan

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Taiwan

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United Arab Emirates

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Korea

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# Breakdown of assets



## Annual Meeting

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Annual Meeting Newsletter

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ASA Awards Program

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Badge and Lanyard

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Coffee Break

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Event Website Logo

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Exhibit Booth

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Honorary Reception

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Luggage Check

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Meeting Daily

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Mobility Device Sponsor

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Plenary Sponsor

---

Registration

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Student Reception

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Video on Demand

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Water Cooler

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Welcome Reception

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Wi-Fi Sponsor

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## Mobile App

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Mobile App Sponsor

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Banners

---

Ads

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## Website

---

Leaderboard Ad

---

Native content

---

Skyscraper Ad

---

“What is” page

---

Login page

---

## Social/Online Media

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Purchase Post

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Retweet a Twitter post

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Reshare a LinkedIn post

---

Reshare in Threads

---

Reshare on Facebook

---

Reshare on Instagram

---

Bundle (3 reshares)

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## Newsletters

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

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Website Logos

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Horizontal Ads

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## Job Bank

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Page Sponsor

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Ads

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## Pavilion

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Talks- 30 minutes

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Talks- 45 minutes

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## Online Program

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Rotating banner ads

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Main login page

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## 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!

