

# 2026

## Partnering with ASA Sponsorship, Exhibitor and Advertising Opportunities



**ASA** American  
Sociological  
Association

**ASA Meeting Services**  
meetings@asanet.org  
(202) 247-9871

# Connect with the Leaders Shaping the Future of Sociology

The American Sociological Association (ASA) advances sociology as a science and profession while promoting its contributions to society. Since 1905, ASA has built a vibrant community of more than 9,000 members across academia, government, nonprofits, and the private sector. With fifty-three specialized sections, ASA connects experts and thought leaders across every area of sociological inquiry.

## Showcase your brand at one of the largest gatherings of sociology professionals

ASA's Annual Meeting—the largest global gathering of sociology professionals and students—draws over 5,000 attendees, 600 sessions, and 3,000 research presentations. This premier event offers exhibitors, sponsors, and advertisers unparalleled opportunities to build brand awareness, generate leads, and engage directly with faculty, administrators, researchers, and students shaping the future of sociology.

Secure your exhibiting, sponsorship, and advertising opportunities today to elevate visibility, foster engagement, and demonstrate your organization's commitment to the sociological community.

### Contact Us

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9,000+  
Current  
Members

5,000+  
Conference  
Attendees

53  
Specialized  
Sections



## Exhibitor Packages

Space	Rates
10 x 10	\$3,000
10 x 20	\$3,500
10 x 30	\$4,000
10 x 40	\$4,500

### Booth Rental Includes:

- One 6' skirted table
- Two contour chairs
- 17" x 11" booth identification sign
- 8' back drape and 3' side rails
- Company listing on the ASA website and in the online program
- Annual Meeting registration for up to three exhibitors per 10' x 10' booth

**NEW!**

### Let's Chat Station — \$2,000

Connect with attendees in a relaxed, conversational environment designed to spark meaningful dialogue and build relationships. This package includes:

- One round table and two chairs
- Company listing on the ASA website and in the online program
- Complimentary Annual Meeting registration for one exhibitor

121ST ASA ANNUAL MEETING

# DISRUPTING THE STATUS QUO

PUTTING SOCIOLOGY TO WORK FOR  
A MORE EQUITABLE SOCIETY



### 2026 ASA Annual Meeting

August 7-11, 2026

New York City

[asanet.org/annual-meeting](https://asanet.org/annual-meeting)

### EXHIBIT HALL

Rhineland Gallery

Hilton Midtown

1335 6th Ave.

New York, NY 10019

### SETUP HOURS

- Friday, Aug 7 | 3 PM - 7 PM
- Saturday, Aug 8 | 8 AM - 12 PM

### EXHIBIT HALL HOURS

- Saturday, Aug 8 | 12 PM - 4 PM
- Sunday, Aug 9 | 9 AM - 4 PM
- Monday, Aug 10 | 9 AM - 4 PM
- Tuesday, Aug 11 | 9 AM - 12 PM

### TEAR-DOWN HOURS

- Tuesday, August 11 | 12 PM - 4 PM

# Sponsorships: Premier Packages

Premier sponsorships offer high-impact opportunities with broad visibility. This level also includes three conference registrations.

Premier	Rates
ASA Pavilion	\$20,000
Wi-Fi	\$15,000
Lanyard	\$12,000
Reception	\$10,000

## ASA Pavilion Sponsor (\$20,000)

Prominently feature your brand at the hub of Exhibit Hall activity.

- **Logo placement** on ASA Pavilion
- **Onsite commercial** mounted on ASA pavilion
- **Social media & email recognition** before and during conference
- **Acknowledgment** on the ASA website, and in conference newsletters and online program
- **Three conference registrations**

## Wi-Fi Sponsor (\$15,000)

Provide seamless connectivity across all meeting areas.

- **Branded wi-fi network name** (e.g., ASA2026\_WiFi\_by\_SponsorName)
- **Branded login experience**
- **Logo and clickable banner ad** in online conference program
- **Branded table tents and signage** thanking sponsors and acknowledging Wi-Fi sponsor
- **Social media & email recognition** before and during conference
- **Acknowledgment** on the ASA website and in conference communications and program
- **Three conference registrations**

## Lanyard Sponsor (\$12,000)

A prominent logo on all attendee lanyards offers unmatched visibility.

- **Logo placement** on lanyards
- **Onsite signage** acknowledging Lanyard Sponsor in registration/badge pick-up areas
- **Clickable banner ad** in online conference program and newsletters
- **Social media & email recognition** before and during conference
- **Three conference registrations**

## Receptions Sponsor (\$10,000)

Achieve high visibility at ASA's most popular networking events. **Choose from one of three reception events: Welcome Reception, Student Reception, and Honrary Reception.**

- **Onsite signage and branded table tents** at the reception
- **Social media & email recognition** before and during the event
- **Exclusive association** with a specific reception
- **Three conference registrations**

# Sponsorship Opportunities: Signature Level

Signature sponsorships offer high-impact opportunities with broad visibility. Includes two conference registrations.

Signature	Rates
Awards Program	\$7,500*
Registration Kiosk	\$5,000
Lounge Area	\$5,000
Headshot Lounge	\$4,000

## Awards Program Sponsor (\$7,500 exclusive or \$2,500 shared)

Align your brand with one of the most prestigious events at the Annual Meeting. **Exclusive option available or purchase one of three shared sponsorships.**

- **Prominent logo placement** in the ASA Awards Program
- **Branded signage** at the event
- **Clickable banner ad** in the Annual Meeting newsletter
- **Acknowledgment** on the ASA website, in conference communications, and the program
- **Two conference registrations**

## Registration Kiosk Sponsor (\$5,000)

From badge pickup to check-in, the Registration area is everyone's first stop in the conference experience.

- **Branded kiosk panels** with logo (and messaging, pending approval)
- **Logo placement** on badge printing machine screens
- **Onsite signage** in registration area
- **Clickable banner ad** in online program
- **Social media & email recognition** before and during the event
- **Two conference registrations**

## Lounge Area Sponsor (\$5,000)

Support a welcoming space for attendees to relax, recharge.

- **Onsite signage** leading to the lounge area
- **Logo and clickable banner ad** in the online program
- **Social media & email recognition** before and during the event
- **Acknowledgment** on the ASA website, in pre-event emails and newsletters, and the program
- **Two conference registrations**

## Headshot Lounge Sponsor (\$4,000)

Let's feature your brand in a popular Exhibit Hall destination where attendees receive complimentary professional photos.

- **Onsite signage** in the Headshot Lounge area
- **Logo placement and clickable banner ad** in the online program
- **Social media & email recognition** before and during the event
- **Acknowledgment** on the ASA website, in pre-event emails and newsletters, and the program
- **Two conference registrations**

# Sponsorship Opportunities: Targeted Level

Targeted sponsorships provide focused visibility with practical attendee engagement. Includes one conference registration.

Targeted	Rates
Coffee/Snack Break	\$3,500
Mobility Device	\$2,500
Pen	\$2,000
ASA Pavilion Talk	\$1,000

## Coffee/Snack Break Sponsor (\$3,500)

Help spark networking and connect in the Exhibit Hall with high-traffic refreshment breaks. **Multiple sponsors may purchase.**

- **Onsite signage** at the break station with sponsor acknowledgment
- **Social media & email recognition** before and during the event
- **Acknowledgment** on the ASA website, in pre-event emails and newsletters, and the program
- **One conference registration**

## Mobility Device Sponsor (\$2,500)

Your brand promotes equitable access and gains meaningful visibility throughout the event.

- **Logo placement** on mobility devices and charging station
- **Onsite signage** in registration and mobility assistance areas
- **Social media & email recognition** before and during the event
- **Acknowledgment** on the ASA website, in pre-event emails and newsletters, and the program
- **One conference registration**

## Pen Sponsor (\$2,000)

Distributed at registration, this giveaway offers lasting visibility during and beyond the event.

- **Branding** printed on pens
- **Onsite signage** in Registration area thanking Pen Sponsor
- **Sponsor logo and company description** in Sponsor Thank You section of program
- **Social media & email recognition** before and during the event
- **Acknowledgment** on the ASA website, in pre-event emails and newsletters, and the program
- **One conference registration**

## ASA Pavilion Talk Sponsor (\$1,000)

Lead a 45-minute session, sharing insights, showcasing expertise, and engaging directly with attendees.

- **45-Minute Talk** in the ASA Pavilion
- **Clickable banner ad and logo** in the online program
- **Social media & email recognition** before and during the event
- **Acknowledgment** on the ASA website, in pre-event emails and newsletters, and the program
- **One conference registration**

# Advertising Opportunities

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Digital advertising options are described below. The character and content of all exhibits, advertisements, sponsorships, and sales are subject to approval by the ASA Executive Officer or their designee. ASA reserves the right to refuse, curtail, or cancel any application or activity that does not align with these standards. See page 7 for ASA Advertising Policy information.

## Annual Meeting Online Program Banner Ad (\$600)

Feature your clickable, rotating banner ad in the online conference program.

- 600 x 70 px
- 300 dpi
- PNG or JPEG

## Annual Meeting Bulletin Newsletter Ad (\$800)

Promote your message in ASA's pre-meeting newsletter, distributed monthly leading up to the Annual Meeting, with two editions in June and July. **One ad placement per issue; multiple placements available.**

- 650 x 200 px
- 300 dpi
- PNG or JPEG

## Annual Meeting Show Daily Newsletter Ad (\$1,000)

Reach attendees each morning of the conference with an ad featured in the daily email sent to all registrants and posted in the online program. **One ad placement per edition; multiple placements available.**

- 600 x 70 px
- 300 dpi
- PNG or JPEG

## Annual Meeting Web Ad (\$2,000)

Gain premium visibility across high-traffic webpages, including registration, accessibility, hotels, and travel. **Two ad sizes are available.**

- Square ad: 250 x 250 px
- Banner ad: 1000 x 300 px
- Resolution: 300 dpi
- PNG or JPEG



# ASA Policy for Exhibits, Sponsorships, and Advertisements

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## Advertising Policy

All items exhibited, advertised, sponsored, or sold under the auspices of the American Sociological Association (ASA)—including at the Annual Meeting, in Footnotes, or through direct mailings to ASA members—must meet one or more of the following criteria:

1. Serve as “tools of the trade” for sociologists in their professional roles as faculty, students, or practitioners.
2. Provide a clear benefit to individual members.
3. Contribute to the mission or benefit of the ASA.

The character and content of all exhibits, advertisements, sponsorships, and sales are subject to approval by the ASA Executive Officer or their designee. ASA reserves the right to refuse, curtail, or cancel any application or activity that does not align with these standards. This includes, but is not limited to, inappropriate displays, advertisements, or sales of novelties and souvenirs, as well as unprofessional conduct by exhibitors or their representatives.

Visit the [ASA website](#) to learn more about the 2026 ASA Annual Meeting Liability Waiver, Meetings Code of Conduct, recording and Social Media Use Policy.

## ASA Diversity Statement

The American Sociological Association is dedicated to fostering a diverse membership and creating an equitable, inclusive, and welcoming environment for all. Our commitment extends to individuals of all cultures, ages, races, ethnicities, sexual orientations, gender identities, socioeconomic backgrounds, religions, physical or mental abilities, and political affiliations, as well as first-generation students and faculty. We also value diversity across employment statuses and types of work.

As a national association, ASA is committed to dismantling power inequalities and ensuring that diverse experiences are represented and respected across all programs, activities, and organizational practices.

## Additional ASA Marketing Opportunities

Contact [meetings@asanet.org](mailto:meetings@asanet.org) to learn more about additional marketing options.