

MESA Sponsor Benefits

- **B**ooth Signage (if you are an Exhibitor) identifying you as a Sponsor
- **A**cknowledgement on MESA's Online Preliminary Program
- **P**rogram Listing* as a "MESA Annual Meeting Sponsor"
- **P**rominent Signage at the event, activity, or on the item
- **M**obile App Banner Ad
- **S**PONSOR Badge Ribbon



MESA's annual meeting is the single largest gathering of experts on the Middle East. These are scholars who have been in the field, studied the people, and know the ins and outs and all the complexities of the region. They assemble each year to share their research and plan future collaborations, and you could have their undivided attention!

If your target audience is Middle East studies academics, you do not want to miss the opportunity to exhibit at MESA '17. Take advantage of these advertising opportunities to make your company stand out.

WiFi Lounge Sponsor(s)
\$9,000 for 4 days or \$2500 for 1 day

WiFi Lounge is a cherished resource that allows attendees to get online and stay in touch. It's also an informal gathering place for scholars. The sponsor's URL will be used as the desktop wallpaper on all computers, and the sponsor may provide mouse pads and/or memo pads with their company name. In addition to the Sponsor benefits mentioned above, WiFi Lounge Sponsors receive:

- Signage prominently displayed in the WiFi area
- First choice of booth location (if arranged prior to booth lottery)

Tote Bag Sponsor
\$4,000 (1 color, 1 location*)

Imagine each MESA attendee carrying around a handsome tote bag bearing your company name and logo. Your exposure continues long after the meeting is over as attendees continue using these handy bags. In addition to the Sponsor benefits mentioned above, Tote Bag Sponsors receive your Company Name & Logo* printed on each tote bag with the option to include one promotional item (such as flyer, magnet or pen to be provided by you) inside each bag.

*Other print options available for an additional fee.

Mobile App Sponsor
\$5,000

Being a Mobile App Sponsor is a great interactive way to promote your message to attendees. Your banner ad will appear at the bottom of MESA's Mobile App "Table of Contents" page. At your request, we will send up to two "Sponsored Alerts" per day throughout the meeting to advertise your business. As a Mobile App sponsor, you will get your logo displayed on the Mobile App Sponsor page in addition to having your logo printed on signage placed throughout the event venue promoting the app. As an extra bonus for being a MESA Exhibitor, you will receive a "Featured Exhibitor" display and be listed at the top of the exhibitor page.

Lanyard Sponsor
\$3,000

Lanyards are another great marketing opportunity offered by MESA. If you are an exhibitor, you can even add your booth number to the lanyard! MESA Lanyard Sponsors receive the above mentioned Sponsor benefits in addition to having your Company/Institution name and web URL prominently printed on every lanyard and distributed to registered MESA attendees

SPONSORSHIP FORM

MESA's 51st Annual Meeting
November 18-21, 2017
Marriott Wardman Park
Washington DC



Middle East Studies Association
3542 N Geronimo Ave
Tucson AZ 85705(USA)
520.333.2577
fax: 520.207.3166
www.mesana.org

PLEASE TYPE or PRINT CLEARLY

Name of Company/Institution

Contact Person

Address

City State Zip Country

E-mail Website

Phone Fax

MESA '17 SPONSORSHIP LEVELS

This year's attendance is anticipated to be around 2400.

Wi-Fi Lounge Exclusive Sponsor (4 days) = \$9,000

Wi-Fi Lounge Sponsor (1 day) = \$2,500

Mobile App Sponsor = \$5000

Tote Bag Exclusive Sponsor = \$4,000 **SOLD**

Lanyard Exclusive Sponsor = \$3,000

PAYMENT

Payments made via check or money order must be drawn on a US bank, be in US dollars and needs to be made payable to MESA. For inclusion in the printed program, please note that this sponsorship form and payment in full must be received by **October 9, 2017**.

Check Enclosed

Charge Credit Card VISA • MASTERCARD • AMERICAN EXPRESS • DISCOVER

Charge Amount \$ _____

Cardholder's Name CVV Code

Card Number Exp Date

Billing Address (if different than above)

City, State Country Zip Code

Signature

For more information
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