



# 2025 Exhibitor & Sponsorship Opportunities

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MSS Annual Meeting  
March 13-16, 2025  
Chicago, IL

# Meet Us

Midwest Sociological Society serves professional and student sociologists as they learn, grow, and serve our communities. Our membership is centered in the Midwest, but includes numerous individuals and institutions across the United States and around the world. Each year we offer an annual meeting where members and guests come together to share research, celebrate colleagues, and grow the community of sociology.



**Jennifer Talarico**

Executive Director



**Laurie Linhart**

2024 Program Chair



**Jennifer Pearson**

2024-25 MSS President

## Event Portfolio

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### **Presentations**

Presentations of all types share research, teaching advice, student support, and much more.

### **Keynotes**

Three keynote addresses highlight important topics for sociologists.

### **Networking**

Sharing community through exhibits, receptions, socials, activities, and breaks.

## Membership

# 961

MSS Members in 2023

11 countries  
43 US states  
40% students

## #MSS2024

# 595

Registered attendees at  
MSS's 2024 Annual Meeting

4 days, 192 sessions,  
countless connections, and  
priceless memories

- 40% student attendees  
*including...*
  - 96 Undergraduate Students
  - 31 Master's-level Graduate Students
  - 58 Doctoral Students
- 55% professional attendees  
*including...*
  - 254 Full-time Faculty
  - 8 Applied Sociologists
  - 16 Part-time and Adjunct Faculty

# 2025 Conference Activities

Alongside presentations, panels, workshops and more, our conference hosts a variety of activities onsite and in the local community.

## Thursday

- Welcome Reception
- Keynote: Dr. Diane Pike

## Friday

- Keynote: Dr. Michel Estefan
- Local Tours
- Poster Sessions\*
- Ice Cream Social\*
- Awards Ceremony
- Presidential Address and Reception

## Saturday

- MSS Business Meeting\*
- Author Showcase\*
- Local Tours
- Queer Mixer
- Peter Hall Lecture

## Sunday

- MSS Board of Directors Meeting
- Specialized student programming
- Student Resources Fair\*

\*These events will take place in  
the MSS Commons.

# Exhibitor Packages

The MSS Commons serves as our common gathering space for attendees and as our exhibit hall.

Please plan to secure your belongings as needed during the non-exhibit hours. We will not supply pipe and drape. Please plan accordingly for signage and promotional items. WiFi is available throughout the space at no charge. A power drop is available to your exhibit table for an extra fee.

## Full Conference Exhibitor

- Visit with our attendees the duration of the conference (Thurs-Sun).
- Two (2) exhibitor passes\*
- One (1) table and two (2) chairs in MSS Commons
  - *(additional tables available for \$25 each)*
- Half-page add in program book
- Recognition and Exhibitor Link in Meeting App

**\$500**

## Single Day Exhibitor

- Visit with our attendees either Friday or Saturday of the conference. Selection of date will occur when reservation is made.
- One (1) exhibitor pass\*
- One (1) table and two (2) chairs in MSS Commons
  - *(additional tables available for \$25 each)*
- Half-page add in program book
- Recognition and Exhibitor Link in Meeting App

**\$250**

### **GRADUATE SCHOOLS and NONPROFITS**

Use code GRAD25 for 25% off exhibitor rates.

**[Click here to reserve your exhibit table.](https://mss.memberclicks.net/2025exhibits)**

<https://mss.memberclicks.net/2025exhibits>

*\*Exhibitor passes provide access to the MSS Commons (exhibit space) and the plenary speaker sessions only. These passes do not serve as admission for the entire conference.*

# Author Showcase

MSS Commons / Exhibit Hall

Saturday, March 15

1:00 PM – 3:00 PM

Do you have a new or recent book to share with your colleagues?

The Author Showcase is an opportunity for authors to meet and greet attendees, share their book, and network with publishers and vendors.

Sales of books are not allowed during the Author Showcase. If you would like to sell your book, please consider our exhibit hall.

Interested in Sponsoring this event? We'll work with your budget to provide a unique opportunity to promote your organization!

## Author Showcase

- Table space and chair during the Author Showcase
- Book and author listing in meeting app

*Table reservation must be made by January 15.*

**FREE with paid  
registration!**

**[Click here to sign up for the Author Showcase.](https://mss.memberclicks.net/2025authorshowcase)**

<https://mss.memberclicks.net/2025authorshowcase>

# Sponsorship Packages

## All Sponsorships include:

- Recognition on Event Signage
- Sponsor Link on Website and in App
- Sponsor Table in MSS Commons (exhibit hall)
- Logo displayed on 2025 digital program and MSS website

### **WiFi & Meeting App Sponsorship**

- WiFi password code will include your organization's name
- Logo displayed in meeting app and at registration

### **Special Event Sponsorship**

- Choice of sponsorship of one of the following events:
  - Welcome Reception
  - Ice Cream Social
  - Presidential Reception
  - Trivia Night
  - Author Showcase
- Logo displayed in meeting app and at special event

### **Keynote Speaker Sponsorship**

- 2 speaker sponsorships available
- Logo displayed in meeting app and on keynote speaker signage

### **Coffee Break Stations**

- Sponsor coffee break stations in MSS Commons
- 4 available
- Name recognition in meeting app and push notification of break

## **Interested in learning more?**

Email Jennifer at [themss@themss.org](mailto:themss@themss.org). We will work with your budget to find the best opportunity for you!

# Logos & Advertisements

Advertisements are available for organizations, businesses, and institutions. All advertisements will be shared digitally in color on the website and meeting app, as well as in black and white print in the program book.

## Logo and Advertisement Specifications :

Provide JPG, PDF, or PNG files in color and black and white. Files must be high resolution, suitable for print and enlargement on signage and other displays. Files for print (black and white) must be submitted no later than February 5. Color advertisements and logos for the digital program/meeting app must be received by March 1. *If a logo is not provided, one will be lifted from your website.*

### Advertisement Prices:

|                 | <u>Half-page ad</u> | <u>Full-page ad</u> |
|-----------------|---------------------|---------------------|
| Paid Exhibitor: | Included!           | \$200               |
| Non-Exhibitor:  | \$300               | \$500               |

### GRADUATE SCHOOLS and NONPROFITS

Use code GRAD25 for 25% off advertising rates.

**[Click here to purchase an advertisement.](https://mss.memberclicks.net/2025exhibits)**

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## Important Dates

January 15 ..... Author Showcase reservations due

February 1 ..... Exhibitor reservations due

February 1 ..... Sponsor reservations due

February 5 ..... Deadline for *print* logos and advertisements

March 1 .....Deadline for *digital* logos and advertisements



For questions and additional sponsorship or  
exhibit information, please contact:

Jennifer Talarico  
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[themss@themss.org](mailto:themss@themss.org)