

**#EISAPEC23**

**THE 16TH EISA PAN-EUROPEAN  
CONFERENCE ON  
INTERNATIONAL RELATIONS**

**5-9 SEPTEMBER 2023**

**E** **I** European  
International  
**S** **A** Studies  
Association

**UNIVERSITY OF POTSDAM, GERMANY**

## Sponsorship and Exhibition Prospectus

**European International Studies Association**  
Office

**Address:** c/o C-IN, Prague Congress Centre, 5. kvetna 65, 140 21 Prague 4, Czech Republic  
**E-mail:** [info@eisa-net.org](mailto:info@eisa-net.org), **Web:** [www.eisa-net.org](http://www.eisa-net.org), **Tel:** +420 261 174 314

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## WELCOME STATEMENT

**Dear Colleagues and Partners,**

We are delighted to invite you to the **16th EISA Pan-European Conference on International Relations (PEC)**, to be held in **Potsdam, Germany at University of Potsdam, 5–9 September 2023.**

The theme of the conference is **Envisioning a New Normal.**

The 16<sup>th</sup> edition of our signature event will bring together the burgeoning EISA community to shape the future of International Studies. This year's conference will host more than 50 thematic sections, covering a wide range of topics from global health and peace studies to the politics of multilateral negotiations and science and technology studies, including a one-day virtual section on 5 September to enable remote participation. In addition to the wide range of thematic sections on offer, the conference will feature high-profile plenary sessions featuring leading scholars, Early Career Workshops and professional development events.

**We are keen to cementing the status of PEC as the largest International Relations conference in Europe and looking forward to welcoming nearly 1,200 colleagues to Potsdam.**

Given the profile of the conference and the growing scholarly community it continues to cultivate, **we would be delighted to receive new sponsors and renew our existing links with our previous partners.** This document offers an overview of the sponsorship and exhibition packages we provide at PEC. In addition to the listed packages, we would be more than happy to discuss bespoke sponsorship options, including sponsoring mobility grants as part of our reinvented Mobility and Inclusion scheme.

Thanks for being a part of the EISA community. We look forward to welcoming you in Potsdam!

**Cemal Burak Tansel** (Newcastle University) - EISA President

**Dagmar Vorlíček** (Universität Wien) - Programme Chair

**Matthias Leese** (ETH Zürich) - Programme Chair

**Andrea Liese** (University of Potsdam)- Local Organizer

**Thomas Sommerer** (University of Potsdam)– Local Organizer

## ABOUT EISA – European International Studies Association

**The European International Studies Association (EISA)** is Europe's largest academic association for scholars and professionals working in international studies. EISA is a membership-based association serving the International Studies community in Europe and around the world. We currently have more than 1,300 members and are expanding our membership across the world. EISA supports the International Studies community by organising annual events, such as our flagship **Pan-European Conference (PEC)** and **European Workshops in International Studies (EWIS)**, as well as the Early Career Researchers' Workshops and Rapallo Exploratory Symposia. We also provide grants and funding opportunities, particularly aimed at early career colleagues. EISA is a non-profit association registered in Switzerland.

## ABOUT POTSDAM

Potsdam is the largest city of the German state of Brandenburg and a part of the Berlin/Brandenburg Metropolitan Region. Potsdam lies embedded in a hilly morainic landscape dotted with many lakes, around 20 of which are located within Potsdam's city limits. It lies some 25 kilometres southwest of Berlin's city centre.

The city, which is over 1000 years old, is widely known for its palaces, its lakes, and its overall historical and cultural significance. Landmarks include the parks and palaces of Sanssouci, Germany's largest World Heritage Site, as well as other palaces.

Babelsberg, in the south-eastern part of Potsdam, was already by the 1930s the home of a major film production studio and it has enjoyed success as an important center of European film production since the fall of the Berlin Wall. The Filmstudio Babelsberg, founded in 1912, is the oldest large-scale film studio in the world.

Potsdam developed into a centre of science in Germany in the 19th century. Today, there are three public colleges, the University of Potsdam, and more than 30 research institutes in the city.

[Source](#)



## CONTACTS

### Conference Secretariat

#### C-IN

Prague Congress Centre  
5. kvetna 65  
140 21 Prague 4  
Czech Republic  
Tel.: +420 296 219 600



Website: <http://pec2023.eisa-net.org/>  
E-mail: [info.pec23@eisa-net.org](mailto:info.pec23@eisa-net.org)

#### **Sponsorship and Exhibition Manager:**

Odile Poulain  
Tel.: +420 725 949 873  
Email: [Odile.Poulain@c-in.eu](mailto:Odile.Poulain@c-in.eu)

### Venue

#### **University of Potsdam**

Campus Griebnitzsee, house 6

Potsdam, Germany



## IMPORTANT DEADLINES

<b><i>Partners' enrolment</i></b>	<b><i>14<sup>th</sup> April 2023</i></b>
<b><i>Exhibitors' enrolment</i></b>	<b><i>30<sup>th</sup> June 2023</i></b>
<b><i>Sponsor/Exhibitor company logo in printable format, company profile, advertisement and bag inserts</i></b>	<b><i>28<sup>th</sup> July 2023</i></b>

## PARTNERSHIP PROGRAMME

### WHY BECOME A PARTNER

**THE PAN-EUROPEAN CONFERENCE (PEC) is the largest International Relations conference in Europe !** With more than 1,100 academics in Athens (2022), Virtual conference (2021), Sofia (2019) and more than 1,300 attendees in Prague (2018), it has become the key event in the annual IR calendar and thus an unmissable opportunity for sponsors. For academic sponsors, particularly publishers, this is a great opportunity to reach a large number of academics in a professional and carefully-curated setting.

### SPONSOR AND EXHIBITOR RECOGNITION

The exhibition is an integral part of PEC. Exhibiting at PEC 2023 gives you an opportunity to present your company, cultivate established relationships, identify your new business contacts and increase your company's profile.

The exhibition will be located in close vicinity to the meeting rooms and will be combined with food and beverage buffet areas to guarantee a constant flow of visitors to your stand.

### SPONSORSHIP CATEGORIES

Various partnership options are listed on the following pages. **Potential partners can design their partnership package putting together different options to cater to a variety of budgets.** Depending on the total sum of contribution, companies will be recognized as an official partner of the event.

<b>Gold Sponsor</b>	<b>5.000 EUR and more</b>
<b>Silver Sponsor</b>	<b>3.000 EUR and more</b>
<b>Bronze Sponsor</b>	<b>2.000 EUR and more</b>

***Your participation as a sponsor or exhibitor will automatically include the following benefits:***

- Listed as a sponsor or as an exhibitor including your company's logo and web link on the official website of the Conference.
- Listed as a sponsor or as an exhibitor including your company's logo and company profile in printed materials.
- Visibility on roll up banners dedicated to sponsors.
- Expression of thanks at the Opening and Closing Ceremonies.
- Logos on slides during breaks in the lecture rooms depending on level of the sponsorship.



## MAIN SPONSORSHIP OPPORTUNITIES

### EXHIBITION PACKAGE

945 EUR

The Exhibition package includes the following benefits:

- 4 sqm exhibition space and table with chair
- 1 complimentary conference registration
- Placement of the Partner's logo and URL on the official website
- Description (max. 100 words) in the programme

All exhibitors can purchase additional conference registration for a special price of **220 €** each including:

- Access to the sessions
- Access to the exhibition area
- Grand reception
- Water stations
- Access to the virtual section

#### Exhibition Floorplan and Technical Manual

An Exhibition Floorplan and Technical Manual outlining all technical aspects of exhibiting will be circulated 3 months prior to the Conference and will include:

- Technical details about the Venue and final exhibition details
- Contractor details
- Services available to exhibitors and order forms

### REGISTRATION PACKAGES

This option allows you to secure full delegate registrations (non-EISA member registrations) at the discounted price for your employees or other interested participants including invitations to the Conference social functions and recognition as a Conference partner.

**5 registrations**

**1 750 EUR**

**4 registrations**

**1 360 EUR**

**3 registrations**

**1 020 EUR**

## NEW BOOK LAUNCH / WORKSHOP WITH EDITORS

**1 500 EUR**

Book launches and workshops with editors\* are another way to sponsor our conference. These events have a great potential to attract scholars from all career levels and offer opportunities for personal engagement. Sponsors will also have more space and time to present their brand and give more detailed information to the attendees.

- Opportunity to organize your own event at PEC in a dedicated room.
- Promotion on conference website and the final programme.
- Increased visibility via EISA social media and newsletter.
- Visibility on roll up banners dedicated to sponsors.

*\* Please note that this sponsorship does not include catering. If you would like to offer refreshments, we are happy to help with the organization.*

## GRAND RECEPTION

**3 000 EUR**

Sponsors will have the opportunity to promote their organizations through the Grand Reception on the Saturday evening to which all registered attendees are invited. Hospitality and other activities provided will be in compliance with all relevant industry codes.

- Sponsor's logo on sign at the entrance to the Grand Reception.
- Opportunity to provide items bearing company logo for use at the event.
- Support will be acknowledged in the Sponsors and Exhibition section of the programme, on the event website, and with signage during the event.

## SECTION CHAIRS' RECEPTION

1 000 EUR

The Section Chairs' Reception will take place on Friday evening. This is a very prestigious social event of the Conference and a great opportunity for exclusive sponsorship.

Sponsor's benefits:

- Sponsor's logo will be included on the invitations.
- Sponsor's name will be acknowledged in the Final Programme.
- Opportunity to include branded pop up banner in the section chair's reception room.
- Free ticket to the reception included in the package.

## SOCIAL NETWORKING EVENINGS OR HAPPY HOUR (TBD)

The organizers want to provide other opportunities for delegates to gather and network. Based on previous experience, many participants will attend these events and as such they are a good opportunity to increase sponsor visibility.

Sponsors will get the following benefits:

- Special Mailing with Invitation to the event including sponsors' logo.
- Sponsor's name will be acknowledged in the Final Programme and on the conference website.
- Opportunity to include branded pop up banner in the evening venue.



## COFFEE BREAK

3 000 EUR

Opportunity to host a coffee break with your own company logo during a break in the exhibition area. Hospitality provided will be in compliance with all relevant industry codes.

- Opportunity to have a one-day display of company's logo at the catering point located within the exhibit area.
- Opportunity to provide items bearing company logo for use during the supported break or sponsor
- Support will be acknowledged in the Sponsors and Exhibition section of the programme, on the event website, and with signage during the event.



## BRANDED ITEMS SPONSORSHIP

### WATER STATION SUPPORT

TBD

We offer you the opportunity to sponsor eco-friendly water bottles, which will be available to all delegates for free.

- Company logo printed on **bottled water** that will be distributed throughout the conference.
- Logo placed on water refill stations inside the venue.
- Heightened visibility.
- Limited to 2 sponsors maximum.



### CONFERENCE BAGS

2 000 EUR

As partner for the Conference bags you will have your company logo printed in a prominent position on the bag along with the Conference logo\*.

- Support will be acknowledged in the Sponsors and Exhibition section of the programme, on the event website, and with signage during the event.

*\* Type, size and colour of the bags as well as position and size of the logo will be at the organizers' discretion.*

### CONFERENCE LANYARDS

Place your logo on each lanyard and accompany all delegates throughout the Conference. Should you wish to supply your own lanyards, the amount can be reviewed. **SPONSOR CAN PROVIDE THEIR OWN LANYARDS.**

- Support will be acknowledged in the Sponsors and Exhibition section of the programme, on the event website, and with signage during the event.

## NOTEPAD AND PENS

800 EUR

Sponsor will provide the participants' notepads and/or pens. Notepads and pens will be branded with the Company name / logo.

- Support will be acknowledged in the Sponsors and Exhibition section of the programme, on the event website, and with signage during the event.
- Sponsor to cover shipping costs and fulfil shipping instructions and deadlines.

## ADVERTISING OPPORTUNITIES

*Advertisements are available in the following Conference publications:*

### Inside cover for the pdf 1 500 EUR (Exclusive)

Opportunity to provide an advertisement to be placed on the back cover of the pdf programme that will be available online on the conference website.

- Alternatively, sponsorship will be acknowledged on the back cover as: "Sponsored by and [a company logo only]."
- Sponsorship will be recognized in the Partnership section of the programme, on the event website, and on signage during the event.

### PPT slide in the main hall 1 000 EUR

Opportunity to provide an advertisement to be placed on the screen in the main hall during social events

### Bag insert 500 EUR

- Inclusion of promotional material, 1-page leaflet, which will be handed out with the program upon registering to the Conference.
- Material should be provided by Sponsor and approved by the Secretariat.
- Support will be acknowledged in the Industry Sponsor and Exhibition section of the programme, on the event website, and with signage during the event.

### Bookmark 300 EUR

Opportunity to brand a bookmark which will be insert to the final programme and handed out in the Conference bags. Note that the material should be provided by Sponsor and must be approved by the Secretariat.

- Support will be acknowledged in the Industry Sponsor and Exhibition section of the programme, on the event website, and with signage during the event.

## Promotional material on display table 200 EUR

Opportunity to place up to 500 flyers on the Conference display table.

Note that the material should be provided by Sponsor and must be approved by the Secretariat.



## SPECIAL OFFER

### COMBINED OFFER FOR 2 YEARS PARTNERSHIP

Become a partner of EISA-PEC in 2023 and 2024 and get **30% discount** from the actual price.

This offer is valid till the end of July 2023.

*We are aware that the partnership opportunities listed in this document may not exactly fit your company's needs. Please do not hesitate to contact us should you have your own idea how to promote your activities as we can offer tailored packages to suit your wishes.*

## PARTNERSHIP ORDER FORM

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

POSTAL ADDRESS: \_\_\_\_\_

ZIP CODE AND CITY: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

VAT NUMBER: \_\_\_\_\_

Sponsored item	Pcs	Price
<b>Exhibition Package</b>		€
<b>Registration Package</b>		€
<b>New Book Launch/Workshop with Editors</b>		€
<b>Grand Reception</b>		€
<b>Section Chair Reception</b>		€
<b>Social Networking Evening/Happy Hours</b>		€
<b>Coffee Break</b>		€
<b>Branded items:</b>		€
<b>Advertising:</b>		€
<b>Other:</b>		€

**TOTAL (VAT excluded) \_\_\_\_\_ €**

**Kindly note that all prices listed in this document do not include VAT.**

Partnership category based on the chosen packages:

**Gold partner**

**Silver partner**

**Bronze partner**

Please fill in the order form and send it to [Odile.Poulain@c-in.eu](mailto:Odile.Poulain@c-in.eu) . The advance invoice will be sent to you upon receiving the filled order form.

**Please send your company logo in curves format and your weblink along with the order form.**

## CONTRACT

- Provisional Booking – The item will be released if not confirmed within 14 days.
- Please send me a contract and first deposit invoice

### TERMS OF PAYMENT

**60% upon receipt of first invoice**

**40% by 5 March 2023 (6 months before the Conference)**

All payments must be received before the start date of the Conference. Should the Sponsor fail to complete payments prior to the commencement of the Conference, the Organizer will be entitled to cancel the reservation while cancellation will be subject to cancellation fees as determined below.

- Reservations made less than 6 months before the Conference will be subject to 100% payment upon reservations.

**Companies registered in the EU with a valid VAT number will be charged without VAT upon the Reverse Charge policy.**

### PAYMENT METHODS

**Option 1:** Payment by **Bank Transfer**. Please make drafts payable to: EISA 2023. Bank account and other details for this payment will be stated on the invoice. Bank charges are the responsibility of the payer.

**Option 2:** Payment by online **Credit Card** payment (please note this option in the order form and the link for the payment will be sent to you).

## CANCELLATION / MODIFICATION POLICY

Cancellation / modification of items must be made in writing to the Exhibition and Sponsorship Manager: Odile Poulain [Odile.Poulain@c-in.eu](mailto:Odile.Poulain@c-in.eu)

The organizers shall retain:

- € 10% of the agreed package amount if the cancellation/ modification is made before 15 April 2023, inclusive
- € 50% of the agreed package amount if the cancellation/ modification is made between 15 April 2023 and 26 June 2023, inclusive
- € 100% of the agreed package amount if the cancellation/ modification is made after 26 June 2023

**We accept the contract terms and conditions (listed below) and agree to abide by the Guidelines for Industry Participation for the Conference.**

**I am authorised to sign this form on behalf of the applicant/Company.**

**Signature:**

**Date:**