

dance
studies
association

DANCING IN
2019 CONFERENCE

2019 EXHIBITOR AND ADVERTISER PROSPECTUS

AUGUST 8-11, 2019

NORTHWESTERN UNIVERSITY

EVANSTON, IL.



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CONFERENCE OVERVIEW

The Dance Studies Association (DSA) holds its third annual conference, “Dancing in Common,” at Northwestern University on August 8-11, 2019. Thinking about our different experiences and understanding of the commons, scholars and dance artists gather on the shores of Lake Michigan to reflect, move, and create. We expect around 500 participants from Chicago, the US, and the world.

Our programming includes an array of presentations including plenary panels, lecture demonstrations, roundtables, working groups—and a format specially designed for 2019, Gatherings for Common Practices. EXPLODE!—a series of events on- and off-campus—considers how dance scholarship looks different when queer folks actively author spaces for gathering. Evening programs curated by In/Motion Dance Film Festival reflect on the conference theme. Exhibits at the Northwestern library highlight resources for dance research in the John Cage Collection and the Melville J. Herskovits Library of African Studies.

Chicago is a city of the common: at the intersection of rail lines connecting East and West, North and South, the city saw intensive labor union activism and massive immigration in the late 19th and early 20th centuries and became a destination for the Great Migration of African Americans from the 1910s through the 1960s. Chicago is also a city of the uncommon, including the turn-of-the-century feat of engineering that reversed the flow of the Chicago River. What might it mean to speak about the common and the uncommon in relation to dancing bodies?

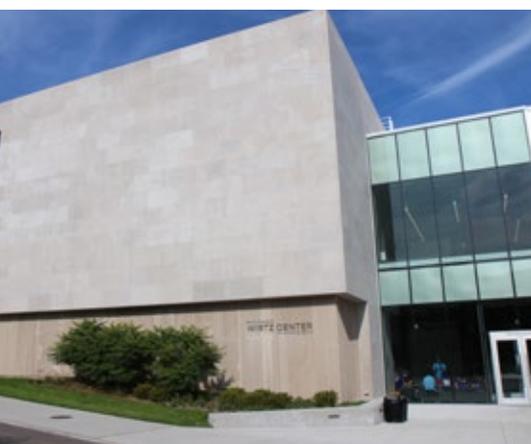
Cover Photo by Jeff Goldberg
Above Photo by Jeff Hancock



DANCE STUDIES ASSOCIATION (DSA) OVERVIEW

The Dance Studies Association (DSA) is an international organization of dance scholars, educators, and artists that aims to strengthen the visibility of dance as embodied practice, creative endeavor and intellectual discipline. Formed in 2017 as the merged entity of the Congress on Research in Dance (CORD) and the Society of Dance History Scholars (SDHS), DSA is both grounded in and extends the work of those two organizations. Bringing the field of dance studies into the twenty-first century, DSA showcases the tremendous growth of research and publication over the past fifty years. Annual conferences draw together hundreds of scholars and artists to share research, award path-breaking scholarship, and discuss pressing issues in a global and diverse field.

As a constituent member of the American Council of Learned Societies (ACLS), DSA advances the field of dance studies through research, publication, performance, and outreach to audiences across the arts, humanities, and social sciences.



DANCE AND DANCE STUDIES AT NORTHWESTERN UNIVERSITY

Dance and dance studies have a long history at Northwestern University. While the current Dance Program was founded in 1979 within the Department of Theatre, the history of dance on campus goes back more than a century. By 1900, students across disciplines fulfilled physical culture requirements in Delsarte, free movement, and aesthetic gymnastics courses. By 1920 the university introduced a major in physical education and continued to add dance classes. Like many colleges across the United States, Northwestern hosted concerts and lecture demonstrations by, among others, Doris Humphrey, José Limón, Charles Weidman, and Erick Hawkins. The current Dance Program, rooted in a dual focus on practice and scholarship, offers both a major and minor and is housed in the School of Communication. The year 2017 saw capital improvements that resulted in a new black-box theater, studio spaces, and classrooms - bringing dance, dramatic theatre, music theatre, and performance studies into closer collaboration.



Beyond the studio, Northwestern was an early incubator for dance studies. Dancer and ethnographer Katherine Dunham studied with anthropologist Melville Herskovits as she prepared to undertake fieldwork in the Caribbean in 1935-36. Herskovits also advised Joann Kealiinohomoku's 1965 master's essay on interrelations between African and African American movement styles. More recently, doctoral students have pursued dance research under the auspices of Theatre and Performance Studies as well as within Anthropology, History, Musicology, Screen Cultures, and Sociology. From 2012 to 2018 Northwestern housed the Mellon-funded initiative Dance Studies in/and the Humanities, a multi-campus initiative designed to invest in the rising cohort of scholars in the field. DSA 2019 will build on the momentum of the Mellon initiative by hosting a preconference for emergent scholars.

Top: Photo by Jeff Hancock

Middle: Photo by Tom Harris



Photo by Jeff Hancock

PUBLISHERS' EXHIBIT OPPORTUNITIES

With an estimated 500 dance scholars and educators in attendance, DSA's 2019 conference offers publishers an excellent venue to promote dance and performance titles.

Display by Table – Publisher's Exhibit Table

Make an impact as an exhibitor. This opportunity gives you the ability to network, advertise, promote and sell your books, products, and services to a captive audience which is highly invested in the study of dance.

Each six-foot display table includes two chairs, wastebasket, and name badges for booth attendants. Display tables must be attended for the duration of the Exhibit.

First table, \$375.00

Additional tables, \$175.00 each

Display by Publication

This is the perfect opportunity to promote one of your books to dance scholars and educators from around the world!

Display books or materials on the DSA Scholars Table.

Each display item is \$30.00. *(You may display a book and an order form for the \$30 price; additional display items subject to the \$30 fee.)*

SPONSORSHIPS

Sponsor a conference event and become part of the action. During three plenary sessions, an opening reception, and our annual awards luncheon, all 500+ attendees gather together at one time. By sponsoring one of these events you will have the opportunity to be seen by all. You will receive signage at the event, public announcement of your sponsorship, program credit, and website credit. There are only five opportunities for event sponsorship.

- **Plenary I, Opening and Indigenous Land Acknowledgement, Thursday 8/8 from 4:30-6:00 PM: \$750**
- **Plenary II, Dance Works for the Commons, Friday 8/9 from 4:30-6:00 PM: \$750**
- **Plenary III State of the Field, Sunday 8/11 from 12:30-2:00 PM: \$750**
- **Membership Awards Luncheon, Saturday 8/10 from 12:30-2:00 PM at Orrington Hotel: \$2000**
- **Opening Reception, Thursday 8/8 from 6-8:00 PM at the Orrington Hotel: \$2000**

DEADLINE FOR EXHIBITORS AND SPONSORSHIPS IS JUNE 15, 2019

Contact Lizzie Leopold with questions at conference@dancestudiesassociation.org

PROGRAM ADVERTISING

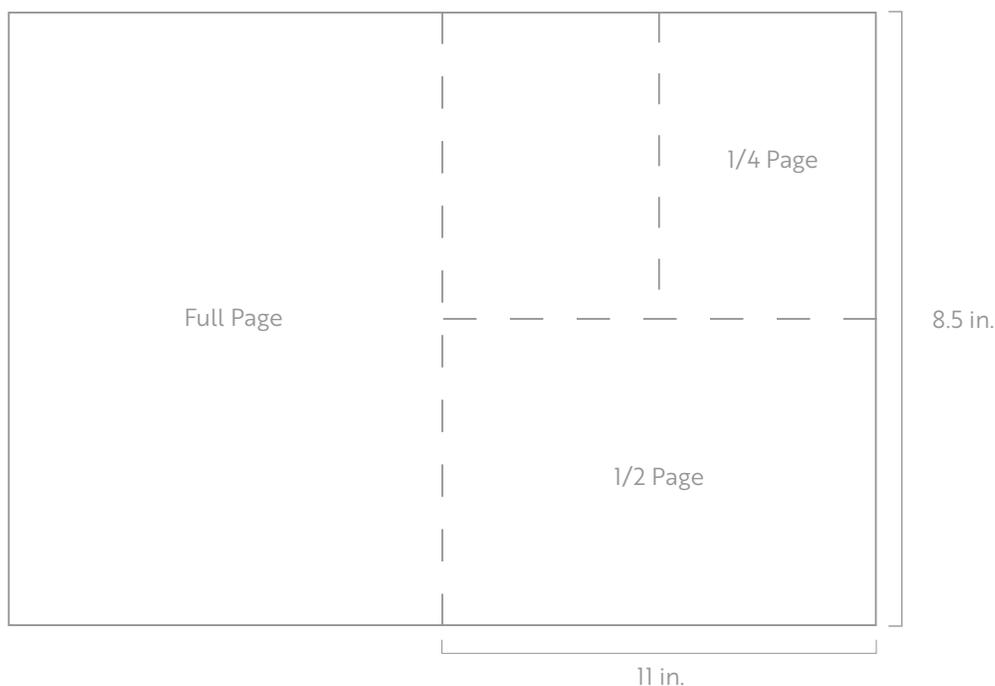
Market and endorse your books, products, events, and services by placing an ad in the program guide. This program guide is distributed to and used by each attendee.

The following sizes are available in the Conference Program Guide:

- **Back Cover: \$750**
8.5" W x 11" H with .125 in bleed
- **Inside front and inside back covers: \$700**
8.5" W x 11" H with .125 in bleed
- **Full Page: \$600**
7.5" W x 10" H
- **Half Page: \$300**
7.5" W x 4.75" H
- **Quarter Page: \$150**
3.5" W x 4.75" H

Please submit ALL ad artwork as full color, press-ready, high-resolution PDF files and logos as vector art or highest resolution file available to Lizzie Leopold at conference@dancestudiesassociation.org

Conference Program Guide



***ALL ARTWORK MUST BE RECEIVED NO LATER THAN JUNE 15, 2019**
Please send to Lizzie Leopold at conference@dancestudiesassociation.org