



GALVANIZING DANCE STUDIES

building anti-racist praxis, transformative connections,
and movement(s) of radical care

2021 ANNUAL CONFERENCE
OCTOBER 14-17, 2021
RUTGERS UNIVERSITY, NEW BRUNSWICK NJ, USA

2021 EXHIBITOR, ADVERTISER,
AND SPONSOR PROSPECTUS

dance
studies
association

CONFERENCE OVERVIEW

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The Dance Studies Association (DSA) holds its fifth annual conference, “Galvanizing Dance Studies: Building Anti-Racist Praxis, Transformative Connections, and Movement(s) of Radical Care,” as a hybrid in-person/virtual gathering at Rutgers University from October 14-17, 2021. Performances, break-out sessions, and receptions will be held variously across Rutgers University’s campus and the Hyatt Regency New Brunswick, as well as virtual and livestreamed events.

As our first major gathering since the cancellation of our 2020 conference due to the global pandemic, we look forward to welcoming participants across platforms and spaces. As a community of dance artists and scholars who prioritize shared movement and performance experiences, our membership is anxious to gather over these urgent themes of anti-racist rebuilding and connection. The 2021 conference theme is a part of DSA’s ongoing work to reckon with the white supremacist histories of our discipline and to rebuild through critical and careful anti-racist action.

Our conference programming includes plenary panels, lecture demonstrations, working groups, and more. We begin with embodied workshops led by a team from AI4Afrika, a consortium dedicated to the inclusion of African talent and perspective in the development trajectory of Artificial Intelligence. Kyle Marshall of Kyle Marshall Choreography, a 2018 Juried Bessie Award winner and NJ State Council on the Arts Fellow, will present evening performances. And additional events give focus to global indigenities, as well as the second year of five-year internationalizing initiative “Provincializing Dance Studies” curated by senior scholar Susan Leigh Foster.

The Program Committee has collectively re-imagined this international conference as a vessel that builds, explores, collaborates, performs, and agitates current practices within the field(s) of dance. Specifically, as our first COVID-times conference, it is important that our work responds to our current global crises. This is the start of a long process of holding ourselves to account. From this generative yet fractious position, dancers, choreographers, activists, curators, pedagogues, technologists, scholars, and those who otherwise engage with dance and movement practices will interrogate the many embodied, disembodied, and colonial laden conversations around the urgent needs of our current moment, by putting theory into action.

Cover Visual Art:

Created and provided by Quentin Sledge.

Above Photo:

Joan, Kyle Marshall Choreography

Photographer: Robert Torres

Performers: Oluwadamilare Ayorinde
and Bria Bacon



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 these 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.

In the past year DSA has navigated the chaotic challenges of global pandemic and political unrest with a clarified mandate to increase member access, center BIPOC voices, call out and undo violent white supremacist culture around and within us, and support an increasingly contingent work force. This work began with the relaunch of our membership fee structure and continues with new editorial voices and an overall transparency of operations. Throughout 2021 we are undertaking an Equity Audit; an open-access archive of CORD, SDHS, and DSA histories and data is the first step towards a more equitable future.

Through this work, DSA continues to grow. Our membership is nearly 800 strong, new members joining from adjacent fields of anthropology, musicology, sociology, performances studies, area studies and more. 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.

Above Photo:
Horizon, Kyle Marshall Choreography
Photographer: Myssi Robinson
Performers: Miriam Gabriel and Kyle Marshall



PUBLISHERS' EXHIBIT OPPORTUNITIES

With an estimated 500 dance scholars and educators in attendance, DSA's 2021 conference offers publishers an excellent venue to promote dance and performance titles both virtually and in-person.

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.

All exhibitors will also receive a virtual table on our DSA mobile app. This includes images, texts, and links provided by the publisher.

First table, \$400 • Additional tables, \$200 each

Display by Publication – Virtual or In-Person

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 in-person DSA Scholars Tables. **Each display item is \$50.00.** (You may display a book and an order form for the \$50 price; additional display items subject to the \$50 fee.)

Display hyperlinked titles on the virtual DSA Scholars Table, housed on the DSA website and promoted across our platforms. DSA reaches nearly 4,000 users across our social media, website and mobile app platforms. **Each title and URL listing is \$25.00.**

Above Photo:
Elizabeth Ross Johnson
Theater at The New Brunswick
Performing Arts Center (NBPAC)



SPONSORSHIPS & DIGITAL ADVERTISING

In 2019, DSA successfully launched our mobile conference app. As we continue to green our conferences, we move away from printed programs and advertising and towards more adaptive, interactive, and environmentally conscious modes of communication. To that end, support DSA and share your message with our attendees through sponsorship opportunities and/or digital advertising.

SPONSORSHIPS:

DUE AUGUST 2, 2021

During three plenary sessions, two internationalization conversations, an opening reception, and our annual awards event, all attendees (virtual and in-person) gather together at one time. Through conference sponsorship, you will have the opportunity to be seen by all.

Conference Sponsorship: \$2500

Conference sponsors make this entire event possible. Your support ensures that we can keep registration costs accessible for all, furthering our mission of equity and community building with reduced financial barriers. Sponsor benefits include:

- one dedicated e-blast to our 3000+ listserv
- signage and announcement at all conference events and locations
- public announcement of your sponsorship via eblast, website, and social media
- sponsor profile in the mobile app used by all attendees
- placement for product or promotional materials on our registration desk/website
- one annual DSA membership
- two complimentary conference registrations

Above Photo:
Dance Department Studio 112,
Nicholas Music Center,
Mason Gross School of the Arts

SPONSORSHIPS & DIGITAL ADVERTISING *CONTINUED*

Opening Reception: \$1000

The Opening Reception will take place on Thursday evening, October 14th, at the Hyatt Regency New Brunswick. Over cocktails and appetizers, our members and conference attendees will gather and mingle. This reception follows a Land Acknowledgement and African Libation Ceremony. As a reception sponsor, you will help us kick off our conference. Sponsor benefits include:

- signage and announcement at the opening reception
- public announcement of your sponsorship via eblast, website, and social media
- sponsor profile in the mobile app used by all attendees
- placement for product or promotional materials on our registration desk/website
- two complimentary conference registrations

Sponsor a Plenary Presentation \$500

DSA will host three plenary panel presentations over the course of our four-day conference, curating a group of dance scholars and practitioners from across the globe to address conference themes of anti-racist praxis and transformative connection. Sponsors will choose which plenary presentation to sponsor, or sponsor all three!

- Plenary I: Global Indigeneities
- Plenary II: AI4Afrika
- Plenary III: Sex and Power in Dance Studies

Sponsor benefits include:

- signage and announcement at the plenary event(s)
- public announcement of your sponsorship via eblast, website, and social media
- sponsor profile in the mobile app used by all attendees
- two complimentary conference registrations

Membership and Awards Luncheon, Table-Sponsor: \$250/table

Our annual Membership and Awards Dinner is an opportunity to share Association updates and honor publication awardees in the field. Each sponsor will receive signage on an individual table, as well as public thanks from the podium. Sponsor benefits include:

- signage on a single luncheon table and announcement at the event
- sponsor profile in the mobile app used by all attendees

SPONSORSHIPS & DIGITAL ADVERTISING CONTINUED

DIGITAL ADVERTISING:

DUE AUGUST 2, 2021

Market and endorse your books, products, events, and services by placing an ad in the conference app or in a push notification – as a part of our targeted communication with conference attendees.

The DSA app replaces our printed programs as a part of a greener conference. The branded mobile app, launched at our 2019 conference with a nearly 100% adoption rate. It is a dynamic platform for the conference schedule, book exhibitors, abstracts, bios, social connections, and more. The DSA app is our portal between virtual and in-person attendance, and thus a vital part of our hybrid conference planning.

DSA Mobile App, Banner Ad

Banner advertisements scroll on the homepage of our conference app and are hyperlinked to a URL of your choosing. (Size: 950x400 pixels)

\$200/month (August or September placement)

\$300/month (October placement)

\$500 for banner ad to run from app launch through conference

Sponsored Push Notifications

Custom text push-notification will go out to all app-users, hyperlinked to a URL of your choosing. Promote your book exhibit or event, in real-time. You chose the date. In order to respect our app-users' time and space, these sponsored notifications are limited, so reserve early.

\$100/notification (August or September)

\$150/notification (October, excluding conference days)

\$250/notification (October 15-18)

Above Photo:
Photographer: Keith Muccilli
The New Brunswick Performing
Arts Center (NBPAAC)