

The 8th AAS-in-Asia Conference

2023 AAS-in-Asia

June 24^{Sat} – 27^{Tue}, 2023

Daegu, KOREA



Sponsorship Guidelines

Asia in Motion :
Memory, Preservation
and Documentation

Welcome Address

It is our pleasure to welcome you at the Kyungpook National University Institute of Humanities Studies where the 2023 AAS-in-Asia Conference in Korea will take place. The Institute of Humanities Studies was established in 1973 as a Research Center of Human Sciences. Currently it houses 10 different research centers, including the government sponsored Humanities Korea Plus Project (HK+). The institute conducts research in all humanities fields, such as literature, history, philosophy, and linguistics. In order to establish more cooperation with institutions outside of Korea, the institute began an annual academic conference, building a network of affiliate institutions in various Asian countries such as China, Japan, Vietnam, and India. In its effort to promote Asian studies worldwide, along with the Department of Archaeology and Anthropology, the institute is also co-hosting the Worldwide Conference of the Society for East Asian Archaeology in 2022.

As part of the Institute's vision to play a significant part in the globalization of Asian humanities and support the humanities in taking a leadership role during the Fourth Industrial Revolution, we are delighted to host the next AAS-in-Asia conference in Daegu.

As one of the three largest Korean cities and with over 54 nearby universities, Daegu is a well-known city of higher education. In addition, with 14 UNESCO World Heritage Sites in the local vicinity, the city is a perfect destination to experience Korea's 5,000-year-old history and culture. Since traditional and contemporary cultures co-exist, we believe Daegu to be a perfect city to host international conferences.

Along with the city of Daegu, the Korea Tourism Organization, the Daegu Convention Bureau, and other academic institutions in Korea, the KNU Institute of Humanities Studies promises that AAS-in-Asia would receive the highest level of support to carry out the conference in Daegu in 2023.

We understand that the current pandemic has made it impossible for all participants to attend conferences in person, but we hope that we could soon share our research in a coronavirus-free world in 2023. We also wish to have opportunities to work with you for promoting humanities studies in Asia.

Thank you.

Sincerely yours,



Jaeseug Yun

The President of KNU Institute of Humanities Studies
The chair of the organizing committee in AAS in Asia

About AAS | Association for Asian Studies

1. Introduction

The Association for Asian Studies (AAS) is a scholarly, non-political, non-profit professional association open to all persons interested in Asia and the study of Asia. With approximately 5,500 members worldwide, representing all the regions and countries of Asia and all academic disciplines, the AAS is the largest organization of its kind.

Through its publications, online resources, regional conferences, and annual conference, the AAS provides its members with a unique and invaluable professional network.

The AAS was founded in 1941, originally as publisher of the Far Eastern Quarterly (now the Journal of Asian Studies). It has gone through a series of reorganizations to serve better the broadening disciplinary and geographical interests of its membership.

In 1970 four elective Area Councils—China and Inner Asia (CIAC), Northeast Asia (NEAC), South Asia (SAC), and Southeast Asia (SEAC)—were established to guarantee each area constituency its own representation and a proportionate voice on the Board of Directors. In 2022, the Board of Directors voted to rename CIAC the East & Inner Asia Council (EIAC).

In 1977 a Council of Conferences (COC) was established as a liaison with several regional conferences which serve the needs of Asian studies scholars in different parts of the U.S. and abroad.

The AAS is a member of the American Council of Learned Societies, actively participating with its sister societies in a wide range of activities, including joint participation in research and informational exchanges.

2. AAS in Asia Conference History

2020 – Kobe, Japan – *Virtual*

2019 – Bangkok, Thailand – *Thammasat University*

2018 – Delhi, India – *Ashoka University*

2017 – Seoul, South Korea – *Korea University*

2016 – Kyoto, Japan – *Doshisha University*

2015 – Taipei, Taiwan – *Academia Sinica*

2014 – Singapore – *National University of Singapore*

Introduction to 2023 AAS in Asia

1. Outline

Date	June 24 th (Sat) – 27 th (Tue) in 2023 / for 4 days
Venue	Kyungpook National University (KNU), Daegu, Republic of KOREA
Theme	The globalization of Asian humanities and support the humanities in taking a leadership role during the Fourth Industrial Revolution
Path	In-Person (It could be possible to be in-person, virtual, or both depending on the Covid-19 situation)

2. Program

1) June 24th(Sat)

Time	Program	Location		
		HKH	TC	GP
9:00~18:00	Registration	1F		
	Exhibition Hall			
10:00~11:50	Panel sessions 1-30	Rm#101~303	Rm#305~410	
11:50~13:00	Lunch			
13:00~15:00	Opening ceremony			2F Hyo-seok Hall
15:00~16:00	Coffee break			
16:10~18:00	Panel sessions 31~60	Rm#101~303	Rm#305~410	
	KNU Special roundtable 1: Wooden tablets sponsored by Korean Foundation	Rm#B102		
18:30~21:00	Welcome Reception	Terrace 1F~2F		

2) June 25th(Sun)

Time	Program	Location		
		HKH	TC	GP
9:00~18:00	Registration	1F		
	Exhibition Hall			
9:00~10:50	Panel sessions 61~90	Rm#101~303	Rm#305~410	
10:50~11:10	Coffee break			
11:10~13:00	Panel sessions 91~120	Rm#101~303	Rm#305~410	
	Special roundtable sponsored by Stanford	Rm#103		
13:00~14:00	Lunch			
14:00~15:50	Panel sessions 121~150	Rm#101~303	Rm#305~410	
	KNU Special roundtable 2: Metal Printing by Korean Foundation	Rm#B102		
15:50~16:10	Coffee break			
16:10~18:00	Panel sessions 151~180	Rm#101~303	Rm#305~410	
19:00~21:00	Gala Dinner	Inter-bulgo EXCO Hotel		

3) June 26th(Mon)

Time	Program	Location		
		HKH	TC	GP
9:00~18:00	Registration	1F		
	Exhibition Hall			
09:00~10:50	Panel sessions 181~210	Rm#101~303	Rm#305~410	
	Special lecture by Asian Culture Centre	Rm#103		
10:50~11:10	Coffee break			
11:10~13:00	Panel sessions 221~240	Rm#101~303	Rm#305~410	
13:00~14:00	Lunch			
14:00~15:50	Panel sessions 241~271	Rm#101~303	Rm#305~410	
	KNU Special roundtable 3: K-culture by Korean Foundation	Rm#B102		
15:50~16:10	Coffee break			
16:10~18:00	Special lecture by Tang Prize Foundation	Rm#B103		
18:00~20:00	Closing ceremony/Film festival	Rm#B101		

4) June 27th(Tue)




Time	Program	Location		
		HKH	TC	GP
10:00~18:00	Official Tour			

3. Venue



KNU | Kyungpook National University, Daegu, Republic of KOREA




4. Sponsorship Packages

Item	Benefits	Price (VAT free)
 Platinum	<ol style="list-style-type: none"> 1. Banquet Sponsor 2. Symposium Sponsorship 3. Logo display on the Photo zone 4. Logo display on the Conference bag 5. 2 Complimentary Booths incl. 4 Complimentary Registrations 6. Ad in the Abstract Book (Inside page) 7. Break Time Ad 8. Banner Ad on the webpage 9. Logo display on the Webpage 	<p>KRW 20,000,000 (USD 15,000)</p>
 Gold	<ol style="list-style-type: none"> 1. Corporate Workshop 2. Logo display on the Conference bag 3. 1 Complimentary Boot incl. 2 Complimentary Badges 4. Ad in the Abstract Book (Inside page) 5. Banner Ad on the webpage 6. Logo display on the webpage 	<p>KRW 10,000,000 (USD 8,000)</p>
 Silver	<ol style="list-style-type: none"> 1. Corporate Workshop 2. 1 Complimentary Booth incl. 2 Complimentary Badges 3. Ad in the Abstract Book (Inside page) 4. Logo display on the webpage 	<p>KRW 8,000,000 (USD 6,400)</p>
 Bronze	<ol style="list-style-type: none"> 1. 1 Complimentary Booth incl. 2 Complimentary Badges 2. Ad in the Abstract Book (Inside page) 3. Banner Ad on the webpage 	<p>KRW 5,000,000 (USD 4,000)</p>

5. Sponsorship Items

Items	Benefits	Price (VAT Free)								
<p>Banquet Sponsor</p>	<p>Banquet Sponsor in the annual conference. 2 persons from sponsorship can attend and get a speech</p> 	<p>KRW 4,000,000 (USD 3,200)</p>								
<p>Corporate Workshop</p>	<p>Corporate workshop with lunch box</p> 	<p>KRW 3,000,000 (USD 2,400)</p>								
<p>Symposium Sponsorship</p>	<p>Supporting or Co-organizing a symposium : Logo display on the symposium in the abstract book, slides, and the webpage</p> <p style="text-align: center;">Friday, February 17</p> <p style="text-align: center;">8:00am – 9:30pm (ET)</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid black; width: 50%;">MORNING</th> <th style="text-align: left; border-bottom: 1px solid black; width: 50%;">AFTERNOON</th> </tr> </thead> <tbody> <tr> <td> Session Block V1 (100-114) 8:00am – 9:30am ET </td> <td> Session Block 2:00pm – 3:30pm </td> </tr> <tr> <td> Session Block V1 (200-213) 10:30am – 12:00pm ET </td> <td> Plenary Session 5:30pm – 7:00pm </td> </tr> <tr> <td></td> <td> Session Block 8:00pm – 9:30pm </td> </tr> </tbody> </table> <p style="text-align: center; color: red; font-weight: bold; font-size: small;">Supported by Company Logo</p>	MORNING	AFTERNOON	Session Block V1 (100-114) 8:00am – 9:30am ET	Session Block 2:00pm – 3:30pm	Session Block V1 (200-213) 10:30am – 12:00pm ET	Plenary Session 5:30pm – 7:00pm		Session Block 8:00pm – 9:30pm	<p>KRW 2,000,000 (USD 1,600)</p>
MORNING	AFTERNOON									
Session Block V1 (100-114) 8:00am – 9:30am ET	Session Block 2:00pm – 3:30pm									
Session Block V1 (200-213) 10:30am – 12:00pm ET	Plenary Session 5:30pm – 7:00pm									
	Session Block 8:00pm – 9:30pm									

<p>Excellent Poster Award</p>	<p>Award given by the name of sponsored company. Labeling of company name on Award</p> 	<p>KRW 4,000,000 (USD 3,000)</p>
<p>Logo Display</p>	<p>Logo display on the Photo zone</p> 	<p>KRW 3,000,000 (USD 2,400)</p>
<p>Logo Display</p>	<p>Logo display on the Conference bag</p> 	<p>KRW 4,000,000 (USD 3,200)</p>
	<p>Logo display on giveaways</p>	<p>KRW 2,000,000 (USD 1,600)</p>

<p>Exhibition Booth</p>	<p>Package Booth (Space and basic items included) - 2m*2m (2(W)*2(D)*2.5(H)) - A table(1200*600), A Tablecloth, 2 Chairs, Floor Carpet</p> 	<p>KRW 2,000,000 (USD 1,600)</p>
<p>Program Ad (Size: A4 / Color)</p>	<p>Advertisement on the inside page Advertisement on the back cover Advertisement on the front end-paper Advertisement on the back end-paper</p>	<p>KRW 1,000,000 (USD 800) KRW 3,000,000 (USD 2,400) KRW 2,500,000 (USD 2,000) KRW 2,000,000 (USD 1,600)</p>
<p>Break Time Ad</p>	<p>Post promotional video during break time</p>	<p>KRW 2,000,000 (USD 1,600)</p>
<p>Banner Ad on the website</p>	<p>Banner Ad on the webpage</p>  <p>Logo Display on the webpage</p> 	<p>KRW 2,400,000 (USD 1,900)</p> <p>KRW 1,200,000 (USD 950)</p>

* Application form is attached.

*** AD FILE GUIDELINES**

All Ads should be in PDF. All transparency and layers should be flattened. All fonts should be embedded. Image resolution at 300dpi. Bleed and crop marks are required for cover ads only. The color format required is CMYK. Hyperlinks must be added to the PDF file prior to submission. REQUIRED Filename format: CompanyAdNameAdSize, e.g. ColumbiaUniversityPressFullPageAd.pdf

6. Payment Information

Serial Number	504-82-76221
Bank Name	DAEGU BANK
Bank Address	2310, DALGUBEOL-DAERO, SUSEONG-GU,DAEGU,SOUTH KOREA
Swift Code	DAEBKR22
Beneficiary Name	KNUIOHS
A/C No.	532-10-157007-8
Address	41566, 80 Daehakro, Bukgu, Korea 314, Humanities Korea Hall
Tel No.	+82-53-950-6740