

The ICAS 10 Asian Studies Book Fair

ICAS 10 in Chiang Mai, Thailand, 2017, will host our first ever Book Fair, focused on Asian studies publications. The ICAS Asian Studies Book Fair will not only provide a platform for books in the English language, but also in Chinese, French, German, Korean and Japanese, to reflect those now eligible for the ICAS Book Prize. It will be the perfect showcase for all your Asian studies publications.

ICAS 10

The International Convention of Asia Scholars is the largest international gathering in the field of Asian studies, ranked among the top five percent of conferences worldwide in terms of attendance (source: ICCA). It attracts participants from over 60 countries to engage in various dialogues on Asia that transcend boundaries between disciplines and geographic areas.

ICAS 10, hosted by Chiang Mai University, will take place from 20-23 July 2017. 1250-2000 participants are expected to attend. ICAS 10 will offer a unique opportunity for participating institutions and individuals from various academic, cultural and political domains, to explore outside of their specialisations and engage with professionals and civil society actors from Thailand, Southeast Asia and beyond.

Application forms are now available from www.icas.asia

For ICAS 10 registration fees visit: icas.asia/registration-fees-icas-10

Reserve your place at the Book Fair

Exhibition booths can be reserved for the duration of the Book Fair, providing you with an area to display and sell products as well as showcase your services to potential clients, authors and collaborators. Trasvin Jittidecharak of Silkworm Books will be our local host extraordinaire for all exhibition-related issues.

The price for a booth has been kept to a minimum at only €400, which includes 1 free registration. Additional booth personnel can register at a discounted amount of €125 per person.

For a comprehensive book fair info package visit: <http://icas.asia/en/sponsorship-and-exhibition>

Become an ICAS 10 co-convenor

Institutions and publishers are invited to build and sponsor a programme of activities to enhance their visibility at ICAS 10. A tailor-made institutional programme will increase exposure and deliver a richer experience, with more opportunities for interaction with potential partners. A programme could consist of a mix of panels, roundtables, workshops, a booth at the Book Fair, exhibitions, book presentations, performances, documentary screenings, receptions, and so on. All ideas

are welcome. This same opportunity applies to individual participants, who are free to design (and sponsor) a broader programme of activities. Proposals for Programmes will be duly reviewed by the ICAS 10 Organising Committee. The deadline for all proposals is 10 October 2016.

Suggested activities

ICAS book presentation carousel

This exciting event is designed for Asia scholars and Asian studies publishers who want to present books/series published between June 2015 and June 2017 (or those titles to be included in the 2017 fall catalogue). Presenters will be allotted a one hour time slot and may be accompanied by a commentator to encourage discussion. At the end of the carousel authors will have the opportunity to sign their books.

ICAS dissertation pitch

Designed for young scholars who have received their doctorate in the two years prior to the convention, participants will be given 30 minutes to present their dissertation to a panel of potential publishers.

Participating in either the book presentation carousel or dissertation pitch will not exclude you from presenting at panels or roundtables, as the schedule will take this into account.

Extra activities

All participants are welcome to organise (and sponsor) public activities. For example, documentary films screenings, photographic exhibits, cultural performances, or social meetings. ICAS will review all proposals and facilitate where necessary.

The Wild Ideas Lab

Join in the fun at the Wild Ideas Lab, where you will be given a 6-minute time slot to pitch your ideas with regard to research, discoveries, projects, events, or thoughts in general. Time your words and slides perfectly to meet the time limit – or risk being cut off mid-sentence!

Contribute to the ICAS 'sponsor a scholar' fund

The ICAS 10 Organising Committee has established a fund for low income scholars, to facilitate their ICAS 10 attendance. Institutions and individuals have the opportunity to donate to this fund to help even more scholars attend. Donors will be thanked by name, or remain anonymous if preferred.

Advertising with IIAS/ICAS

The International Institute for Asian Studies (IIAS), based in the Netherlands, is a global humanities and social sciences institute, which supports programmes that engage Asian and other international partners. IIAS runs a fellowship programme, facilitates academic events, publishes multiple book series, produces the scholarly periodical *The Newsletter*, and administers newbooks.asia, our academic book review website for Asian Studies publications. IIAS also hosts the ICAS Secretariat at its offices in Leiden.

Contact us via iiasnews@iias.nl about all our advertising opportunities, including discounts for multiple issues or combination packages.

The Newsletter

Print run of 8000; global readership of 50,000
Freely accessible in print and online:

iias.asia/the-newsletter (prices per printed issue)	
Full page 280x360 mm	€750
Half page 280x180 mm/140x360 mm	€375
Quarter page 280x90 mm/140x180 mm	€225

Websites

(price per month)	
IIAS website, homepage	€600
(yearly page views: 95,000)	
IIAS website, fellowship page	€300
(yearly page views: 20,000)	
newbooks.asia	€300
(yearly page views: 45,000)	

Digital updates

(price per mailing, 20,000 addresses)	
The IIAS Update (monthly institutional news)	€300
The Paragraph (monthly update for newbooks.asia)	€300
ICAS Matters (conference updates)	€300

ICAS

ICAS 10 programme book	€250
ICAS 10 conference bag insert	€400
ICAS Matters	€300

The ICAS Book Prize 2017

The ICAS Book Prize is the largest region-transcending book prize in the field of Asian studies. To further improve the visibility of Asian studies publications, the IBP now welcomes in addition to English-language publications, titles in Chinese, German, French, Korean and Japanese, resulting in even better connections between the different academic communities focusing on Asia.

Authors and publishers are invited to submit their titles to compete in the IBP. Deadline: 10 October 2016. Submission portal: www.icas.asia/submit-IBP2017



The ICAS 10 Asian Studies Book Fair
Chiang Mai Convention Centre
Thailand, 20-23 July 2017
icas@iias.nl | www.icas.asia

Info package: <http://icas.asia/en/sponsorship-and-exhibition>



newbooks.asia

Newest titles - First reviews

Publishers – get in touch!

Provide us with a list of your latest Asian studies English-language publications, and we make them available to our reviewers. We order review hardcopies the moment one of our reviewers requests a title. Ideally we also ask for (pre-publication) PDFs to be sent to reviewers first. Reviews are posted online, shared through social media, and a selection is also published in *The Newsletter*.

Promote yourself

newbooks.asia offers a number of promotional opportunities: banners, discount codes, event announcements.

Reviewers

If you too would like to contribute to our growing collection of reviews, register as a reviewer and request a title.

The Paragraph

This is the newbooks.asia digital monthly update, informing subscribers of the newest reviews, available review titles, and a selection of publisher/book news. The Paragraph is sent to everyone on the IIAS/ICAS mailing list (20,000 addresses).

