

2022 Exhibitor | Sponsor | Advertiser Prospectus

DANCE STUDIES ASSOCIATION ANNUAL CONFERENCE

DANCING RESILIENCE

Dance Studies and Activism in a Global Age
OCTOBER 13-16, 2022 | VANCOUVER, BRITISH COLUMBIA, CANADA

dance
studies
association



SIMON FRASER UNIVERSITY



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CONFERENCE OVERVIEW

The Dance Studies Association (DSA) holds its annual conference, “Dancing Resilience: Dance Studies and Activism in a Global Age,” across Vancouver, British Columbia from October 13-16, 2022. Performances, break-out sessions, and receptions will be held at Simon Fraser University’s Goldcorp Centre for the Arts and the Pinnacle Harbourfront Hotel. After a record number of attendees at the 2021 DSA conference, our first fully hybrid event, we expect more than 600 participants from around the world.

Our programming includes plenary panels, lecture demonstrations, working groups, and the continuation of a five-year “Provincializing Dance Studies” initiative led by senior scholar Susan Leigh Foster. Foster will curate two public conversations between local, Indigenous dance artists and scholars, and those from across the globe – live streamed as a part of the project’s mission for increased access. We will kick off our conference on Thursday October 13th with a plenary from dancemaker Karole Armitage entitled “Dance Climate Change and On the Nature of Things.”

At this conference in Vancouver, the first DSA gathering in Canada and postponed from 2020, presenters will explore dance and activism in localized and transcultural settings, and share strategies for productive change on the stage, street, screen and within the academy. Vancouver has long been a site of occupation, exchange, defiance and resilience. From time immemorial, it has been a location of trade and traversal across coastal Indigenous communities of the Pacific and, in more recent centuries, a place where diverse cultures from across the world have encountered each other and interacted through colonial pathways and settlement. In the same way that Vancouver serves as a powerful and complex example of both vexing histories and determined hope, participants will demonstrate how dance intervenes in a range of issues, including race relations, gender-related rights, and land disputes. We will share the frameworks of dancing and dance scholarship that provide space for optimism, activism, and social movement.

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.

Over the two years 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. “Dancing Resilience” – its themes, structures, and curation – is also a part of the work towards more equitable future.

Through this work, DSA continues to grow exponentially. Our membership is nearly 900 strong, new members joining from adjacent fields of anthropology, musicology, sociology, performances studies, area studies and more. The lowered cost of access is importantly changing the DSA community, increasing graduate student, contingent faculty, and independent artist/scholar membership. 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.

THE DANCE PROGRAM AT SFU'S SCHOOL FOR THE CONTEMPORARY ARTS

Dance has been part of the cultural and intellectual life of Simon Fraser University since the institution's founding in 1965. In SFU's first decade, non-credit workshops in dance were offered through the Centre for Communication and the Arts (CCA). Most were led by Iris Garland, then a faculty member in SFU's Physical Development Centre. The CCA's ambitious public event series also brought leading national and international artists to SFU's Burnaby Mountain campus, including Merce Cunningham, who collaborated with SFU researchers on the development and application of the choreographic software program LifeForms, now DanceForms.

In 1975, the Centre for the Arts was formed as an academic unit overseeing credit courses in dance, film, music, theatre, visual art, and art history. Garland, together with Santa Aloi, developed the dance program, the first BFA degree at SFU to offer a major. Grant Strate, former National Ballet of Canada principal dancer and the founding chair of York University's dance program, became Director of the Centre in 1980. Strate established a successful Choreographic Summer Institute and, with Aloi, formed the Off Centre Dance Company, a performance ensemble made up of senior dance students that toured the province of British Columbia giving lecture demonstrations to elementary and high school students.

The School for the Contemporary Arts (so renamed in 1989) moved into its new downtown Vancouver complex, the Goldcorp Centre for the Arts, in 2009. Here, amid a thriving Vancouver dance scene that has been actively shaped by SFU alums since 1981, the SCA Dance Program provides a unique opportunity to study, create, and perform dance within a collaborative, interdisciplinary department. Mentored by faculty who are award-winning choreographers, teachers, and researchers, undergraduate students also collaborate with local, national, and international guest artists.

MFA, MA, and PhD students conduct practice-based and scholarly research that explores the intersections between dance and cognate fields in the fine and performing arts, as well as anthropology, history, dance and technology, gender studies, and media studies.

Located on unceded Coast Salish territories in a diverse neighbourhood that also hosts growing communities from Asia, Africa, Europe, the Middle East and Latin America, the SCA Dance Program is part of a public-facing art school that understands contemporary aesthetic practices and theories to be entangled with the place-based histories that give rise to them. As DSA 2022 participants gather to explore the relationship between dance and activism, and as you move between events at the conference hotel and the Goldcorp Centre, we thus invite you to think about the different pathways of resilient assembly you are retracing.

WWW.SFU.CA/SCA

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PUBLISHERS' EXHIBIT OPPORTUNITIES: DUE AUGUST 2, 2022

With an estimated 600+ dance scholars and educators in attendance across places and platforms, DSA's 2022 conference offers publishers, department chairs, and presenters an excellent venue to promote books, events, departmental initiatives, and upcoming deadlines – 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 two attendants. Display tables must be attended for the duration of the Exhibit. In-person exhibitors will also receive a digital exhibitor page on the conference website (with options for embedded video, promotions, and a chat features for participants who want to connect directly).

First table: \$425.00

Additional tables: \$200.00 each

VIRTUAL EXHIBITOR'S PAGE

Can't make it to the conference? You can still be part of the action, with a virtual exhibitor page and profile on our conference website. This is a great way to promote publications, a departmental initiative, an upcoming performance event, and more.

You will have full access to maintain this site, with options for embedded video, promotions, and a chat feature for participants who want to connect directly.

Virtual Exhibit: \$150

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 conference 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.

SPONSORSHIPS: DUE AUGUST 2, 2022

In 2019, DSA successfully launched a 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.

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 on the conference website
- placement for product or promotional materials on our registration desk/website
- one annual DSA membership
- two complimentary conference registrations

OPENING RECEPTION AND OPENING PLENARY: \$1000

The Opening Reception will take place on Thursday evening, October 13th, at the Pinnacle Hotel in Vancouver. Over cocktails and appetizers, our members and conference attendees will gather and mingle. This reception follows an Opening Plenary by dancemaker Karole Armitage titled "Dance, Climate Change, and On the Nature of Things." 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 multiple 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 activism and resilience. Sponsors will choose which plenary presentation to sponsor, or sponsor all three!

PLENARY I: MOVEMENT ACTIVISM FRIDAY, OCTOBER 14

Ananya Chatterjea
Santee Smith

PLENARY II: RACE, RESILIENCE, AND REPRESENTATIONS OF DIVERSITY IN A GLOBAL CONTEXT SATURDAY, OCTOBER 15

Joseph Gonzales
Zab Mabougou

PLENARY III: MAPPING A COLLECTIVE PATH FORWARD: ACTION ITEMS FOR POSITIVE CHANGE SUNDAY, OCTOBER 16

Shamell Bell

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

[DASA.MEMBERCLICKS.NET/DANCING-RESILIENCE](https://dasa.memberclicks.net/dancing-resilience)

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