



## Veterans in Society Conference

March 14-15, 2024

University of South Carolina

Dear Friends of Veterans Studies,

I write to invite you to join the 200 anticipated attendees, the leadership of the Veteran Studies Association, and veterans and their allies from the South Carolina Midlands by being a sponsor of the 6<sup>th</sup> annual Veterans in Society Conference. The 2024 gathering will be held at the University of South Carolina and the program will focus on the theme of “Tidal Changes in the Sea of Goodwill.”

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Further below there is more information on the conference. Here is the plan regarding exhibiting.

The ViS exhibit hall is a great opportunity to visit with publishers, scholarly societies, and other discipline-related associations. Exhibitors will table from 8 a.m. to 5 p.m. on Friday, March 15, and will have an opportunity to share promotional materials at the events around the keynote on the evening of Thursday, March 14. Here are key details:

- \$250 for a five-foot table and \$100 for an additional five-foot table;
- Tables come with clothes and skirts, two chairs, and a wastepaper basket;
- Tables will be located in open and well-lit space in eighth floor conference facility in the Close-Hipp Building, 1705 College Street, centrally located on the USC campus;
- All of Friday’s panels will occur adjacent to the exhibiting space on the eight floor;
- Set-up on the eighth floor of 1705 College Street will start at 7 a.m. on Friday, March 15, in advance of the 8 a.m. opening of registration. (There is a chance that set-up on Thursday afternoon will be an option; more information is forthcoming.) Break-down begins at 5 p.m. on Friday, March 15, and should be complete by 6 p.m.;

- Exhibitors receive the following:
  - Gratis mentions in conference communications and advertising;
  - 25% discount on full-page space ad in conference program;
  - Complimentary listing of exhibitor's name, representatives' names, logo, and table location in the conference program and on the ViS conference website;
  - Complimentary registration for representatives;
  - Complimentary wi-fi;
  - Complimentary coffee and snack service;
  - Pre-conference mailing list (upon request);
  - Please also consult our sponsorship opportunities which will support your outreach at the ViS Conference.

Payment needs to be made—by check, credit card, or wire transfer—no later than **January 19, 2024**. The USC Office of Continuing Education and Conferences will process payment.

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On March 14 and 15, 200 scholars, activists, researchers, veterans, policy practitioners, and other experts with allied interests will spend two days in Columbia, South Carolina, and engage in discussions around the topic of the sea of goodwill, the remarkable fund of support, in public and private spheres, for the U.S. military forces in wake of September 11, 2001. Panelists and the audience at ViS will consider, challenged with growing isolationist sentiment and facing a stark recruitment crisis, if the loss of public and private support will affect both American war readiness and the experiences of veterans in years to come.

University of South Carolina is a natural home for this sort of engaged, critical discussion. USC understands the value that veterans and military service members bring to the university. Since USC created the Department of Veterans & Military Affairs, we've implemented an institutional commitment of Serving Those Who Serve and expanding programming, services, and resources, dedicated to this population. As a result, USC was named the #1 Best for Vets College in the country in 2022.

In sponsoring this year's ViS Conference, you assure that your organization gets national attention for its support of the interdisciplinary study of veterans' experience and the exploration of trends and policy programs that affect current and future veterans. Especially if you're local to Columbia, this is your chance to reach a national audience engaged with veterans affairs. The VSA, working in conjunction with co-hosts University of South Carolina Press and the Department of Veterans and Military Affairs, keeps membership and registration fees low to ensure that no one is priced out of the conversation. To make this work financially, we count on sponsors to help offset the costs

of the annual meeting. Every sponsorship dollar goes directly into programming and discounted registration fees for veteran-scholars at the early stages of their careers and heavily discounted admission for student veterans who want to attend the two-day program. Finally, your support of ViS 2024 will have an immediate impact on the ground in Columbia by encouraging visitors to explore the city and the Midlands region.

The Veterans Studies Association, which supports the meeting, promotes and publishes rigorous scholarship about critical issues shaping veterans' experiences—in any country and any historical era—to enhance public understanding, teaching, service, and advocacy. (More information about VSA, its mission, and its scope can be found on the VSA website.) University of South Carolina Press and the Office of Veterans and Military Services at the University of South Carolina are partnering with VSA in order to cohost ViS 2024.

Please reach out to me with any questions you may have. See the conference website or ask me about advertising, exhibiting, and lodging options associated with ViS 2024.

All best,

A handwritten signature in black ink, appearing to read "McGandy". The signature is fluid and cursive, with the first name "Michael" and last name "Gandy" clearly visible.

Michael J. McGandy  
Director  
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