



2017 AASLH
Advertising
& Marketing Kit

SPEAKER
COMMITTEE
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THE
COURTESY
GRADUATE
PROGRAM
AASLH
Dwight



Reach over 20,000 history professionals and organizations through AASLH's nationally recognized publications and events

AASLH is the only national association of its kind serving professionals in the field of state and local history. We serve all-volunteer run museums, national historical institutions, and everyone in between with diverse programs and services that meet the needs of all our members while progressively advancing the goals and standards of the field of state and local history.

Membership	Effective Membership*	Estimated Readership of <i>History News</i>	2016 Annual Meeting Attendees	Average Weekly Social Media Reach	Unique Website Visitors Per Month
5,400	8250	20,000	TBD	40-50K	20,000

Who is a Member of AASLH?

Individuals

- Directors & CEOs
- Administrators
- Archivists & Librarians
- Curators, Conservators & Collection Managers
- Educators & Program Managers
- History/ Museum Studies Professors & Graduate Students
- Historians & Preservationists

Institutions

- History Museums
- Historic House Museums
- Historic Sites
- Historical Societies
- Cultural Centers
- Libraries & Archives
- Academic Programs
- Art Museums
- & More



AASLH Annual Meeting Marketing Opportunities

“Having attended other [national] conferences, this conference was spectacular. The sessions were of a high quality, the exhibitors were varied and relevant.” – 2015 Attendee

History and museum professionals from all over the country attend the AASLH Annual Meeting to learn new techniques, solve challenges together, and find new products or services to improve their practice of history. As an exhibitor or sponsor, you have a unique opportunity to meet prospective clients and network at dozens of sessions, tours, evening events, luncheons, and more.

AASLH Annual Meeting by the Numbers

- AASLH has over 5,500 members (70% Institutions/ 30% Individuals)
- Our Annual Meeting is attended by 800-1000+ history professionals
- Our Exhibit Hall typically has 50-60 exhibitors

Ways to Promote Your Organization at the Annual Meeting

- **Exhibit:** Reserve a booth in our two-day Exhibit Hall for only \$825 including staff registrations.
- **Advertise:** Raise awareness of your organization or product with a full-color ad in our preliminary and onsite program. Price starts at only \$200. Place an insert in attendee tote bags for only \$375.
- **Sponsor:** Get maximum brand exposure as an Annual Meeting sponsor. Sponsor packages start at \$500.



ABOUT THE 2017 AASLH ANNUAL MEETING

The 2017 AASLH Annual Meeting will be held from September 6-9 on the University of Texas at Austin campus. Located in the heart of Austin, the beautiful campus is surrounded by important museums like the LBJ Presidential Library, the Bullock Texas State History Museum, and the Blanton Museum of Art.

The 2017 theme is **I AM History**. Austin is a city continually redefining itself. It is the state capital, the heart of live music, and a center for technology and innovation. With the famous slogan, “Keep Austin Weird,” it is no surprise that Austin embraces, even advertises, the individualistic spirit that symbolizes Texas. This spirit represents the histories, cultures, communities and ways of thinking that created one of the most diverse states in the country. I AM History embraces and celebrates the continuing journey of Austin and Texas toward diversity and inclusion. It also connects history to the present day and reminds us that history is relevant and is happening every day, everywhere.

ABOUT THE 2017 AASLH ONLINE CONFERENCE

The Online Conference will be streamed live from Austin on September 7-8. Six hot topic sessions are broadcast live from the Annual Meeting. All presentations have been reworked for a live online audience. Participants can see slides, ask questions, and interact online with presenters and the virtual audience in these live broadcasts. In 2015, there were over 100 registrations, over half of which were group registrations that can be used by entire organizations or regional groups. The estimated reach of each Online Conference is over 300 individuals.

IMPORTANT DATES

- Annual Meeting: September 6-9
- Exhibit Hall: September 7-8
- Online Conference: September 7-8

STAFF CONTACT

Hannah Hethmon
AASLH Membership Marketing Coordinator
615-320-3203

THE POWER OF Possibility



ONSITE GUIDE



SEPTEMBER 16-19, 2015 AASLH ANNUAL MEETING
LOUISVILLE, KY

Exhibitors

AASLH
1715 W. 32nd
Louisville, KY 40203
Phone: (502) 522-1222
Email: info@aaslh.org
AASLH sponsors exhibitors and support for its members who promote and preserve sites and their history in order to make the past more meaningful to all Americans.

American Alliance of Museums
4400
Suite 1000
1215 Park St., 30th Floor 4001
Washington, DC 20007
Phone: (202) 293-1131
Email: info@aam.si.edu

Antiques & Collectibles
The National Antiques & Collectibles Association (NACA) is a national organization of antique and collectible dealers. NACA provides a variety of services, including a national directory of antique and collectible dealers, a national directory of antique and collectible dealers, and a national directory of antique and collectible dealers.

Star Wars
2111 W. Main St.
Louisville, KY 40203
Phone: (502) 522-1222
Email: info@starwars.com

Star Trek
2111 W. Main St.
Louisville, KY 40203
Phone: (502) 522-1222
Email: info@starwars.com

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EXPLORE NEW PRODUCTS AND SERVICES IN THE EXHIBIT HALL

On Thursday and Friday, 2015 attendees will have access to meet with exhibitors and explore the Exhibit Hall in person. Exhibitors are encouraged to bring products and services they wish to showcase and meet with attendees.

Food and Drinks
Take a break and join us for refreshments in the Exhibit Hall!

Thursday, September 17
9 am - 10 am: Exhibit Hall Open
10 am - 12 pm: Exhibit Hall Open
12 pm - 2 pm: Exhibit Hall Open
2 pm - 4 pm: Exhibit Hall Open
4 pm - 5:30 pm: Exhibit Hall Open

Friday, September 18
9 am - 10 am: Exhibit Hall Open
10 am - 12 pm: Exhibit Hall Open
12 pm - 2 pm: Exhibit Hall Open
2 pm - 4 pm: Exhibit Hall Open
4 pm - 5:30 pm: Exhibit Hall Open

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For More Information
1-800-815-8370
info@resourcemate.com

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Middle Tennessee State University Public History Program
Museum Park by The Sites, Inc.
Northern Kentucky University Public History Program
ResourceMATE
Ruman and Liffel
University of Louisville History Department
Western Kentucky University College of Arts and Letters

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White House Historical Association

SPECIAL THANKS
Kentucky Museum and Heritage Alliance

THE Cooperstown GRADUATE PROGRAM
Training Creative Entrepreneurial Museum Leaders
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• An innovative technical platform
• Open-source

Contact
Megan Foxton
Community Outreach and Support
megan@collectionspace.org

Advertise at the Annual Meeting

Advance Program

The Advance Program is a full-color guide to the Annual Meeting mailed to more than 8,000 individuals and organizations, including all AASLH and MMA members.

Advance Program Deadline:

- Reservation Deadline- April 1, 2017
- Art Deadline- April 10, 2017

Onsite Program Deadline:

- Reservation Deadline- July 15, 2017
- Art Deadline- August 1, 2017

Artwork:

- PDF format
- 300 dpi or higher
- Four-Color

Onsite Program

The Onsite Program is a full-color guide distributed to all conference attendees at registration and carried throughout the entire four-day conference.

Size	Dimensions	Advance Program	Onsite Program
1/4 page	3 1/5 x 4 3/4 in.	\$400	\$200
1/2 page	7 1/2 x 4 7/8 in.	\$600	\$400
Full page	7 1/2 x 9 3/4 in.	\$800	\$600

*Advertise in both the Advance and Onsite Program for 20% off the combined price!

Tote Bag Insert

Don't miss an opportunity to place your company's literature into every attendee's tote bag. Up to a 1100 tote bags are distributed to attendees onsite.

- Cost: \$375
- Reservation Deadline: August 15, 2017
- Size: 8.5 x 11 inches or smaller
- Logistics: Inserts must be delivery to decorators services at the conference location before the Annual Meeting.



Exhibit at the Annual Meeting

Showcase your products and expertise in the Exhibit Hall. Exhibiting allows you to meet potential clients and speak one-on-one in a fun, informal environment. Food and beverage functions are held in the exhibit hall to encourage attendees to visit your booth. The functions include a morning and afternoon coffee break on Thursday and Friday and an attendee luncheon on Friday.

AASLH/ MMA Exhibit Booth Package includes:

- 8 x 10 booth space with company sign, 6 ft. skirted table, backdrop, side rail dividers, two chairs, and a wastebasket
- Two complimentary full-conference registrations for booth staff
- Pre- and post-attendee mailing list
- Company name and description in the Onsite Program

A floor plan for the Exhibit Hall will be released closer to the meeting. It will be available online once exhibitor registration is open. If you would like to receive notifications about the Exhibit Hall, please email hethmon@aslh.org.

<p>Reserve Early to Get the Best Spot</p> <p>Advance registrations will be taken for exhibit booths beginning in January 2017. The floorplan will not be available at that time, but as soon as it is, advance reservations will be given first selection in order of reservation date.</p>		<p>Exhibitor Fee</p> <ul style="list-style-type: none"> • Early Bird Rate: \$825 (before May 15, 2017) • Standard Rate: \$925 (after May 15, 2017) • Early Dismantle Fee: \$200 • Additional Exhibitors: \$75 per person
<p>Installation</p> <p>Wednesday, September 6 2-6 pm</p> <p>Thursday, September 7 6:30-8 am</p>	<p>Dismantle</p> <p>Friday, September 8 4 -6 pm</p>	<p>Exhibit Hall Hours</p> <p>Thursday, September 6 9 am – Exhibit Hall Opens 5 pm – Exhibit Hall Closes</p> <p>Friday, September 9 9 am – Exhibit Hall Opens 4 pm – Exhibit Hall Closes</p>



Sponsor the Annual Meeting

Sponsors of the AASLH Annual Meeting get comprehensive brand exposure in programs, on the website, and on conference signage along with a host of other great benefits to help you reach AASLH members and conference attendees. See the following pages for a complete list of benefits.

Premier Sponsor: \$7,500

Platinum Sponsor: \$5,000

Gold Sponsor: \$3,000

- Keynote Sponsor (1)
- Plenary Address Sponsor (1)
- Online Conference Sponsor (No limit)

Silver Sponsor: \$2,000

- Tote Bag Sponsor (1)
- Name Badge Lanyard Sponsor (1)
- CEO Forum Sponsor (1)
- Evening Event Sponsor (2: Wed and Thur)

Bronze Sponsor: \$1,500

Networking Sponsor: \$500

- Luncheon Sponsors
- Tour Sponsors
- Coffee Break Sponsors (4)

Have a specific marketing need? Need extra benefits or to change benefits? Contact Hannah Hethmon (hethmon@aslh.org), and we will work with you to meeting your marketing needs.



Sponsorship Benefits

Premier, Platinum, and Gold Benefits	Premiere	Platinum	Gold: Keynote	Gold: Plenary	Online Conference*
All the benefits of an Online Conference Sponsorship	✓				✓
Logo, Name, and Link on AM promo eblasts (20k)	✓	✓			n/a
Logo, Name, and Link on AASLH website	✓	✓	✓	✓	n/a
Name and Logo on AM Signage	✓	✓	✓	✓	n/a
Recognition @ Meeting of the Membership	✓	✓	✓	✓	n/a
4 Complementary AM Registrations	✓	✓	✓	✓	n/a
Exhibit Booth (see page 5)	✓	✓	✓	✓	n/a
Tote Bag insert (see page 4)	✓	✓	✓	✓	n/a
Pre- and Post-Conference Attendee Mailing List	✓	✓	✓	✓	n/a
Recognition on sponsored event signage and in opening remarks of the event	n/a	n/a	✓	✓	n/a
Full-page ad in both print programs	✓	✓			n/a
Half-page ad in both print programs			✓	✓	n/a
Full-page color ad in <i>History News</i> (Winter 2017 Issue)	✓				n/a
Half-page color ad in <i>History News</i> (Winter 2017 Issue)		✓			✓
Third-page color ad in <i>History News</i> (Winter 2017 Issue)			✓	✓	n/a

***Benefits specific to the Online Conference Sponsorship:**

- Name, logo, link, and 100-word profile on the Online Conference page on the AASLH website
- Logo and 100-word profile at the top of the Sponsor Page in the Online Conference Community site (online classroom)
- Verbal recognition before and after every webcast
- One-time use of Online Conference email list (message must be approved by AASLH)
- 10 Complementary Online Conference registrations to use or give away to clients
- Logo and link on the permanent webpage where recorded webinar can be downloaded

Sponsorship Benefits Cont.

Silver Benefits	Name Badge	Attendee Luncheon	CEO Forum	Evening Event
Name and/or logo on name badge lanyard	✓			
Logo, name, and link on AASLH website	✓	✓	✓	✓
Name recognition on AM Signage	✓	✓	✓	✓
Name recognition in print programs	✓	✓	✓	✓
Recognition at the Meeting of the Membership	✓	✓	✓	✓
Exhibit Booth (see page 5)	✓	✓		
2 complementary AM registrations (total)	✓	✓	✓	✓
Tote bag insert (see page 4)	✓	✓	✓	
4 free tickets to sponsored event	n/a	n/a		✓
1 free ticket to sponsored event	n/a	n/a	✓	
Pre- and Post-Conference Attendee Mailing List	✓	✓	✓	✓

Bronze and Networking Benefits	Bronze	Networking
Name recognition and link on AASLH website	✓	✓
Name recognition on AM Signage	✓	✓
Name recognition in print programs	✓	✓
Recognition at the Meeting of the Membership	✓	✓
Exhibit Booth (see page 5)	✓	
Quarter-page ad in Onsite Program	✓	
2 complimentary AM registrations (total)	✓	
1 complimentary AM registration (total)		✓
1 free ticket to sponsored event	n/a	✓

Exhibit at the Online Conference

- Logo and link to your organization on the Online Conference website with 50-word company description
- Logo listed in the exhibitors list during the Online Conference in the virtual community
- One (1) complimentary Online Conference Pass
- **Cost: \$200**
- Reservation Deadline: August 31, 2017
- Logo/Text Submission Deadline: September 8, 2017

Direct Mail: Rent the AASLH Mailing List



Reach every AASLH member, or target the region where you do the most business.

The AASLH mailing list is available for rent, in multiple formats for your direct mailing needs. Great for:

- Book releases
- Continuing education advertising
- Seminar/conference announcements
- Product/software/service promotions
- And other general information

Visit infocusmarketing.com/lists/46 for more information or call 1-800-708-5478.

