



# **2018 ANNUAL MEETING SPONSORSHIP & MARKETING KIT**

**SEPTEMBER 26-29, 2018 | KANSAS CITY, MO**



## 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>	2017 Annual Meeting Attendees	Average Weekly Social Media Reach	Unique Website Visitors Per Month
5,400	8250	20,000	1,000+	40-50K	20,000

### Who are AASLH members?

#### 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 \$825 including staff registrations.
- **Advertise:** Raise awareness of your organization or product with a full-color ad in our preliminary and onsite program. Prices start 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 2018 AASLH ANNUAL MEETING

**The 2018 AASLH Annual Meeting will be held from September 26-29 at the Kansas City Convention Center in downtown Kansas City, MO.** Located in the heart of Kansas City, this beautiful facility is surrounded by Kansas City landmarks, historic sites, and museums.

The 2018 theme is **Truth or Consequences**. Truth or Consequences is a thread woven through the stories told in many of Kansas City's cultural institutions – stories found in the Negro Leagues Baseball Museum, Truman Presidential Library, and American Jazz Museum. The National World War I Museum and Memorial plays a proud role in the global centennial commemoration of World War I where Truth or Consequences continues to be examined as the war's enduring impact continues.

As we face the challenges of teaching truth and revealing complexity and many perspectives, Kansas City serves as a perfect place to gather and learn from each other.

## ABOUT THE 2018 AASLH ONLINE CONFERENCE

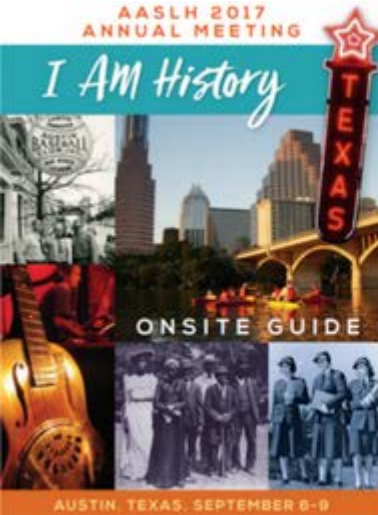
The Online Conference will be streamed live from Kansas City on September 27-28. Six hot topic sessions are broadcast live from the Annual Meeting. All presentations have been reworked for a live online audience. Participants can see slides, ask questions, and interact online with presenters and the virtual audience in these live broadcasts. In 2017, there were over 140 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 26-29
- Exhibit Hall: September 27-28
- Online Conference: September 27-28

### STAFF CONTACT

Darah Fogarty  
AASLH Marketing Coordinator  
615-320-3203 | [fogarty@aaslh.org](mailto:fogarty@aaslh.org)



## Advertise at the Annual Meeting

### Advance Program

The Advance Program is a full-color guide to the Annual Meeting mailed to more than 6,000 individuals and organizations, including all AASLH members.

#### Advance Program Deadline:

- Reservation Deadline- April 1, 2018
- Art Deadline- April 10, 2018

#### Onsite Program Deadline:

- Reservation Deadline- July 15, 2018
- Art Deadline- July 25, 2018

#### 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
¼ page	3 1/5 x 4 3/4 in.	\$400	\$200
½ 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 1100 tote bags are distributed to attendees onsite.

- Cost: \$375
- Reservation Deadline: August 15, 2018
- Size: 8.5 x 11 inches or smaller
- Logistics: Inserts must be delivered to the decorator service 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 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 [fogarty@aslh.org](mailto:fogarty@aslh.org).

### Reserve Early to Get the Best Spot

Advance registrations will be taken for exhibit booths beginning in January 2018. 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.

### Exhibitor Fee

- Early Bird Rate: \$825 (before May 15, 2018)
- Standard Rate: \$925 (after May 15, 2018)
- Early Dismantle Fee: \$200
- Additional Exhibitors: \$75 per person

### Installation

Wednesday, September 26  
2-6 pm

Thursday, September 27  
6:30-8 am

### Dismantle

Friday, September 28  
4 -6 pm

### Exhibit Hall Hours

Thursday, September 27  
9 am – Exhibit Hall Opens  
5 pm – Exhibit Hall Closes  
Friday, September 28  
9 am – Exhibit Hall Opens  
4 pm – Exhibit Hall Closes



## 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 (2)
- Online Conference Sponsor (No limit)

**Silver Sponsor: \$2,000**

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

**Bronze Sponsor: \$1,500**

**Networking Sponsor: \$500**

- Breakfast/Luncheon Sponsors (8)
- Tour Sponsors
- Coffee Break Sponsors (4)

Have a specific marketing need? Need extra benefits or to change benefits? Contact Darah Fogarty ([fogarty@aaslh.org](mailto:fogarty@aaslh.org)), and we will work with you to meeting your marketing needs.





## Sponsorship Benefits

Premier, Platinum, and Gold Benefits	Premiere \$7,500	Platinum \$5,000	Gold: Keynote \$3,000	Online Conference* \$3,000
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 2019 Issue)	✓			n/a
Half-page color ad in <i>History News</i> (Winter 2019 Issue)		✓		✓
Third-page color ad in <i>History News</i> (Winter 2019 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
- 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 \$2,000	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 \$1,500	Networking \$500
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, 2018
- Logo/Text Submission Deadline: September 8, 2018

## Quick Facts

Have a specific marketing need? Need extra benefits or to change benefits? Questions? Contact Darah Fogarty ([fogarty@aaslh.org](mailto:fogarty@aaslh.org)), and we will work with you to meet your marketing needs.

In order to reserve a sponsorship, booth, or advertising opportunity, fill out the 2018 Annual Meeting Sponsorship and Marketing Form on the next page.

General sponsorships are now open. Advance registrations will be taken for exhibit booths beginning in January 2018.

### IMPORTANT DATES

- Annual Meeting: September 26-29
- Exhibit Hall: September 27-28
- Online Conference: September 27-28

### LOCATION

- Kansas City Convention Center  
301 West 13<sup>th</sup> Street, Suite 100  
Kansas City, MO 64105
- All concurrent sessions and exhibit hall will be held at the [Kansas City Conference Center](#) in downtown Kansas City, MO. Some meal functions, workshops, and receptions will be held at the [Kansas City Marriott Downtown](#).

### STAFF CONTACT

Darah Fogarty  
AASLH Marketing Coordinator  
615-320-3203 | [fogarty@aaslh.org](mailto:fogarty@aaslh.org)

### HEADQUARTER HOTEL

[Kansas City Marriott Downtown](#)

200 West 12th Street  
Kansas City, MO 64105

Rate: \$167 per night plus tax.

*Cut-off date for reservations is August 26 or when block is full, whichever comes first. The room block will open for reservations in January 2018.*



# 2018 AASLH Annual Meeting Sponsorship & Marketing Form

If you have any questions about advertising, exhibiting, or sponsorships, contact Darah Fogarty by phone (615-320-3203) or email ([fogarty@aslh.org](mailto:fogarty@aslh.org)).

<b>Company Name:</b>	
<b>Contact Name:</b>	
<b>Address, City, State, Zip:</b>	
<b>Email:</b>	<b>Phone:</b>

Item	Description	Price

<b>Total</b>	
<b>Discounts</b>	
<b>Grand Total</b>	

<b>Payment Information (circle one):</b> Credit Card    Check    Invoice Me	
<b>Credit Card #:</b>	
<b>Security Code:</b>	<b>Expiration Date:</b>
<b>Name on Card:</b>	

**Signature:**

**Date:**

Make checks payable to:  
AASLH  
2021 21<sup>st</sup> Ave S. Suite 320  
Nashville, TN 37212

Return form by email: [fogarty@aslh.org](mailto:fogarty@aslh.org)  
Return form by fax: 615-320-3203