



# 2019 AASLH Annual Meeting Marketing Kit



# Reach over 5,500 history professionals and organizations through AASLH's Annual Meeting.

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The 2019 AASLH Annual Meeting will be held in Philadelphia, Pennsylvania, on August 28-31, in partnership with the International Coalition of Sites of Conscience. You're invited to connect your organization, institution, services, or products with the 1,000 attendees and over 5,500 members of the association, with a total estimated reach of 20,000.

## Get the Word Out

- **Sponsor.** Get maximum brand exposure as an Annual Meeting Sponsor. Sponsor packages start at \$500.
- **Exhibit.** Reserve a booth in our two-day Exhibit Hall. Packages start at \$825.
- **Advertise.** Raise awareness of your organization or product with a full-color ad in our preliminary and onsite program. Prices start at \$200.



## Who are AASLH Members?

- AASLH has over **5,500** members. Roughly 30% are individuals and 70% are institutions. Institutional members can have an unlimited number of staff associated with their account, bringing the AASLH community to an estimated total of **20,000** people.
- The AASLH Annual Meeting is attended by **800-1,000 history professionals**.
- The Exhibit Hall generally draws **50-60 vendors**.

## Why Attend the Annual Meeting?

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.

## What Do Attendees Say?

*"What an incredible event - very valuable! It was a great opportunity to learn about the many important initiatives that are going on at museums and historical associations across the USA. The trade show was excellent for making and renewing contacts with vendors. And I thoroughly enjoyed Kansas City – what a vibrant and interesting place!"*



*"I almost always learn something new [at the Annual Meeting]. Even when a session just reinforces the best practices/information that I already know, it's still energizing. I love networking and making new connections and seeing old friends."*

*"The combination of inspirational (e.g. keynotes) events and practical sessions . . . is a good mix. I left with lots of interesting ideas that I felt I will be able to put into practice right away."*

*"It was my first time attending and I loved it! It's a good size (smaller than AAM, but bigger than regional conferences). I liked meeting new colleagues, getting new ideas, and just the general air of excitement that comes from putting a whole bunch of nerdy museum/history types all in one space. I'm already looking into how I can attend next year's conference!"*

## ***"This is a powerful conference."***

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## About the 2019 AASLH Annual Meeting

The 2019 AASLH Annual Meeting will be held in partnership with the International Coalition of Sites of Conscience at the Philadelphia 201 Hotel from August 28-31, 2019, in Philadelphia, Pennsylvania. Located in the heart of downtown, this hotel is surrounded by Philadelphia landmarks, historic sites, and museums.

The 2019 theme is **What Are We Waiting For?** Depending on the work at hand, our response to the question will vary. It might serve as a call to action, a challenge to embrace difficult work now. It might also serve as a cautious whisper, a reminder to slow down and get it right. Although different issues warrant different responses, consideration of the question is essential in light of the challenges our field, communities, nation, and planet are facing.

As we face the challenges posed by this question, Philadelphia serves as a perfect place to gather and learn from the best in the field.

## About the 2019 AASLH Online Conference

The Online Conference will be streamed live from Philadelphia on August 29-30. 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. Registrants are split between individuals and institutions. With a group login, multiple people can watch under the same registration, bringing the total reach of the Online Conference to an estimated 300 individuals and institutions.



# SPONSOR

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## Sponsor the Annual Meeting

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

**All sponsorship packages include the following benefits, in addition to the specific benefits associated with each type:**

- Recognition and direct link on AASLH website through August 2019
- Recognition on conference signage
- Recognition in the 2019 conference app
- Recognition at Meeting of the Membership

Purchase via check or be invoiced (and pay by credit card) by filling out the form on the last page. Make checks payable to AASLH:

**AASLH**  
**2021 21st Ave. S, Suite 320**  
**Nashville, TN 37212**



## Important Sponsorship Information

- General sponsorships are open now. The list of events available to sponsor will be posted on the AASLH website in early spring of 2019.
- Sponsorships are highly competitive and preference is given on a first come, first served basis.
- Deadlines:
  - **March 1, 2019** - for acknowledgment in all digital and print versions of the Preliminary Program.
  - **June 14, 2019** - for acknowledgment in all digital and print versions of the Onsite Guide, conference app, and conference signage.
  - **July 31, 2019** - tote bag insert reservation.
  - **August 22, 2019** - tote bag inserts must arrive onsite.
- All social media mentions are deployed by AASLH and are subject to approval.
- Federal Tax ID #: 39-0962197
- Send all questions to AASLH Marketing Manager Darah Fogarty at [fogarty@aslh.org](mailto:fogarty@aslh.org).

Have an idea for a sponsorship you don't see? We'd love to work with you to create an individualized package. Contact AASLH Marketing Manager Darah Fogarty at [fogarty@aslh.org](mailto:fogarty@aslh.org).

# Sponsorship Packages

## PLATINUM | \$7,500 (2 available)

Sponsors at the premier level see maximum brand exposure and reach not only all Annual Meeting attendees but also the Online Conference attendees as well.

- 4 total complimentary registrations
- Exhibit booth
- Tote bag insert
- Pre- and Post-Conference mailing list
- Full-page ad in the Preliminary Program
- Full-page ad in the Onsite Guide
- Name, logo, link and 100-word profile on the Online Conference website
- Verbal recognition before every webcast
- 10 complimentary Online Conference registrations
- Full page ad in *History News*, (Winter 2020 issue)
- 2 Twitter mentions from the AASLH Twitter account (one prior to the conference, one onsite), reaching our 10,000+ followers
- 2 Facebook mentions from the AASLH Facebook page (one prior to the conference, one onsite), reaching our 10,000+ Facebook fans

## PREMIER | \$5,000 (2 available)

Platinum sponsors reach Annual Meeting attendees at multiple touchpoints throughout the 4-day event.

- 4 total complimentary registrations
- Exhibit booth
- Tote bag insert
- Pre- and Post-Conference mailing list
- Full-page ad in the Preliminary Program
- Full-page ad in the Onsite Guide
- Name, logo, link and 100-word profile on the Online Conference website
- Verbal recognition before every webcast
- 10 complimentary Online Conference registrations
- Full page ad in *History News*, (Winter 2020 issue)
- 1 Twitter mention from the AASLH Twitter account (one prior to the conference, one onsite), reaching our 10,000+ followers
- 1 Facebook mention from the AASLH Facebook page (one prior to the conference, one onsite), reaching our 10,000+ Facebook fans

# Sponsorship Packages

<p><b>GOLD (KEYNOTE)   \$3,000</b></p>	<p>Gold level sponsors have their choice of the opening or closing keynote to sponsor. Preference is given on a first come, first serve basis.</p> <ul style="list-style-type: none"> <li>• 4 complimentary registrations</li> <li>• Exhibit booth</li> <li>• Tote bag insert</li> <li>• Pre- and Post-Conference mailing list</li> <li>• Half-page ad in the Preliminary Program</li> <li>• Half-page ad in the Onsite Guide</li> <li>• 1/3 page ad in <i>History News</i> (Winter 2020 issue)</li> </ul>
<p><b>SILVER   \$2,000</b></p> <p>Silver sponsors may choose to sponsor a specific event, the attendee tote bag, or the name badge lanyard. Preference is given on a first come, first served basis.</p> <p>All Silver sponsors receive 2 complimentary registrations and the pre- and post-conference mailing lists, in addition to the specific benefits below.</p>	<ul style="list-style-type: none"> <li>• <b>Tote Bag Sponsorship (1 available)</b> <ul style="list-style-type: none"> <li>○ Name and/or logo on attendee tote bags</li> <li>○ Exhibit booth</li> <li>○ Tote bag insert</li> </ul> </li> <li>• <b>Name Badge (1 available)</b> <ul style="list-style-type: none"> <li>○ Name and/or logo on name badge lanyard</li> <li>○ Exhibit booth</li> <li>○ Tote bag insert</li> </ul> </li> <li>• <b>Attendee Luncheon (1 available)</b> <ul style="list-style-type: none"> <li>○ Recognition on event signage</li> <li>○ 2 complimentary tickets to luncheon</li> </ul> </li> <li>• <b>Leadership Forum (1 available)</b> <ul style="list-style-type: none"> <li>○ Recognition on event signage</li> <li>○ Recognition at event</li> <li>○ 1 complimentary ticket to the event</li> </ul> </li> <li>• <b>Evening Event (2 available)</b> <ul style="list-style-type: none"> <li>○ Recognition on event signage</li> <li>○ 1 complimentary ticket to the event</li> </ul> </li> </ul>
<p><b>BRONZE   \$1,500</b></p>	<ul style="list-style-type: none"> <li>• Exhibit booth</li> <li>• ¼ page ad in the Onsite Guide</li> <li>• 1 complimentary registration</li> </ul>
<p><b>NETWORKING   \$500</b></p>	<ul style="list-style-type: none"> <li>• 1 complimentary registration</li> <li>• 1 complimentary ticket to the sponsored event</li> <li>• May choose from a list of events, made available spring 2019, of breakfasts, luncheons, tours, and coffee breaks</li> </ul>

# ADVERTISE

There are three ways to advertise at the Annual Meeting. You can place an advertisement in the Preliminary Program, the Onsite Guide, or provide an insert to be included in each attendee's tote bag (or all three).

## PRELIMINARY PROGRAM

<ul style="list-style-type: none"> <li>● <b>Reservation Deadline: March 1, 2019</b></li> <li>● <b>Artwork Deadline: March 15, 2019</b></li> <li>● Printed and mailed to all AASLH members (roughly 5,500 individuals and institutions) in April of 2019</li> <li>● Online at the AASLH website in April of 2019.</li> <li>● The full-color guide to the Annual Meeting</li> <li>● PDF format, 300 DPI or higher, four-color</li> <li>● Email questions and ad files to <a href="mailto:fogarty@aslh.org">fogarty@aslh.org</a></li> </ul>	COST	SIZE	DIMENSIONS
	\$400	¼ page	3.2 x 4.75 in
	\$600	½ page	7.5 x 4.875 in
	\$700	½ page, outside cover	7.5 x 4.875 in
	\$800	Full page	7.5 x 9.75 in
	\$900	Full page, inside cover	7.5 x 9.75 in

## ONSITE GUIDE

<ul style="list-style-type: none"> <li>● <b>Reservation Deadline: June 14, 2019</b></li> <li>● <b>Artwork Deadline: June 21, 2019</b></li> <li>● Printed and distributed to all conference attendees at registration</li> <li>● Online at <a href="http://aslh.org">aslh.org</a></li> <li>● A full-color guide to the Annual Meeting, including last-minute changes, exhibitor directory, and onsite logistical information</li> <li>● PDF format, 300 DPI or higher, four-color</li> <li>● Email questions and ad files to <a href="mailto:fogarty@aslh.org">fogarty@aslh.org</a></li> </ul>	COST	SIZE	DIMENSIONS
	\$200	¼ page	3.2 x 4.75 in
	\$400	½ page	7.5 x 4.875 in
	\$500	½ page, outside cover	7.5 x 4.875 in
	\$600	Full page	7.5 x 9.75 in
	\$700	Full page, inside cover	7.5 x 9.75 in

## TOTE BAG ITEM (5 available)

- Place something inside every conference attendee's tote bag (can be literature, or a small item)
- 8.5 x 11 inches or smaller
- 1000 copies/items
- Items must be delivered to the decorator service at the conference location before the Annual Meeting
- **Reservation Deadline: July 26, 2019**
- **Inserts must arrive onsite in Philadelphia by August 22, 2019**
- **\$425 per item**

# EXHIBIT

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## Exhibit at the Annual Meeting

Showcase your products and expertise in the Exhibit Hall and 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.

**Reserve early to get the best spot.** Advance registrations will be taken for exhibit booths beginning in January 2019. The floor plan for the Exhibit Hall will be released closer to the meeting, and **those who registered early will be given preference in order of registration date.**

## Exhibit Booth Package

- 8x10 booth space with company sign
- 6ft skirted table
- Backdrop
- Side rail dividers
- Two chairs
- A wastebasket
- Two complimentary full-conference registrations for booth staff
- Pre- and Post-Conference attendee mailing list
- Company name and description in the Onsite Guide.

## Cost

- Early Bird Rate: \$825 (before May 1, 2019)
- Standard Rate: \$925 (after May 1, 2019)
- Early Dismantle Fee: \$200
- Additional Exhibitors: \$75 per person

## Important Dates

<b>January 2, 2019</b>	Exhibitor Registration opens
<b>May 1, 2019</b>	Deadline for Exhibit Booth Early Bird Price
<b>May 2, 2019</b>	Exhibit Booth Price increases
<b>August 28, 2019</b>	<b>2-6pm</b> - Exhibit Hall set up
<b>August 29, 2019</b>	<b>6:30-8am</b>   Exhibit Hall set up <b>9am - 5pm</b>   Exhibit Hall open
<b>August 30, 2019</b>	<b>9am - 4pm</b>   Exhibit Hall open <b>4 - 6pm</b>   Exhibit Hall break down

## How to Register as an Exhibitor

Exhibitor Registration starts Wednesday, January 2, 2019. To register, please fill out the Order Form on the last page and email it to Darah Fogarty ([fogarty@aaaslh.org](mailto:fogarty@aaaslh.org)) or fax it to 615-327-9013.



# EXHIBIT

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## Exhibit at the Online Conference

Can't make it to Philadelphia for #AASLH19, but still want to exhibit? The AASLH Online Conference is held in tandem with the Annual Meeting each year and provides an opportunity for AASLH members unable to travel to the Annual Meeting a chance to participate.

The Online Conference Exhibitor package includes:

- 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 registration

**Cost:** \$200

**Reservation Deadline:** July 26, 2019

**Logo/Text Submission Deadline:** August 16, 2019



# Quick Facts

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Have an idea for a sponsorship you don't see? We'd love to work with you to create an individualized package. Contact the AASLH Marketing Manager Darah Fogarty at [fogarty@aaslh.org](mailto:fogarty@aaslh.org).

To reserve or purchase a sponsorship, exhibit booth, or advertising opportunity, fill out the order form on the last page and send it by mail, email or fax.

General sponsorships are now open. Advance registrations for exhibit booths will open in January of 2019.

## IMPORTANT DATES

- **Preliminary Program Deadline:** March 1, 2019
- **Onsite Guide Deadline:** June 14, 2018
- **AASLH Annual Meeting:** August 28-31, 2019
- **Exhibit Hall:** August 29-30, 2019
- **Online Conference:** August 29-30, 2019

## LOCATION & HEADQUARTERS HOTEL

Philadelphia 201 Hotel  
201 North 17<sup>th</sup> Street  
Philadelphia, PA 19103

## STAFF CONTACT

Darah Fogarty  
AASLH Marketing Manager  
[fogarty@aaslh.org](mailto:fogarty@aaslh.org)  
Tel: 615-320-3203  
Fax: 615-327-9013

## BOOKING INFORMATION

Room Rate: \$169 per night plus tax  
Cut-off Date for Reservations: August 5, 2019  
Call 1-866-716-8134 and request American Association  
for State and Local History group rate





# Exhibit/Advertise/Sponsor Order Form

## AASLH Annual Meeting, Philadelphia, PA, August 28-31, 2019

Return BOTH pages of form to AASLH Marketing Manager Darah Fogarty at [fogarty@aaslh.org](mailto:fogarty@aaslh.org), by fax at 615-327-9013, or by mail to AASLH, 2021 21<sup>st</sup>. Ave S. Suite 320, Nashville, TN 37212

### Contact Information

Name:

Email:

Phone:

Organization:

Address, City, State, Zip:

### Payment Information

Payment may be made via credit card, check, or by invoice. Please complete your preferred payment method below.

### Credit Card

Credit Card #:

☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

Security Code:

Expiration Date:

Signature:

Name on Card (Please PRINT):

### Check

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

### Invoice Me

Email:

Address:

Signature:

Date:



# Exhibit/Advertise/Sponsor Order Form

## AASLH Annual Meeting, Philadelphia, PA, August 28-31, 2019

Return BOTH pages of form to AASLH Marketing Manager Darah Fogarty at [fogarty@aslh.org](mailto:fogarty@aslh.org), by fax at 615-327-9013, or by mail to AASLH, 2021 21<sup>st</sup>. Ave S. Suite 320, Nashville, TN 37212.

SPONSOR			
Premier: <b>\$7,500</b>			\$
Platinum: <b>\$5,000</b>			\$
Gold (Keynote): <b>\$3,000</b>			\$
Silver: <b>\$2,000</b>			\$
Bronze: <b>\$1,500</b>			\$
Networking: <b>\$500</b>			\$
<b>SPONSORSHIP SUBTOTAL</b>			<b>\$</b>
ADVERTISE			
<b>Preliminary Program</b>		<b>Onsite Guide</b>	
¼ page <b>\$400</b>	\$	¼ page <b>\$200</b>	\$
½ Page <b>\$600</b>	\$	½ Page <b>\$400</b>	\$
½ page, outside cover <b>\$700</b>	\$	½ page, outside cover <b>\$500</b>	\$
Full page <b>\$800</b>	\$	Full page <b>\$600</b>	\$
Full page, inside cover <b>\$900</b>	\$	Full page, inside cover <b>\$700</b>	\$
<b>PRELIMINARY PROGRAM SUBTOTAL</b>	<b>\$</b>	<b>ONSITE GUIDE SUBTOTAL</b>	<b>\$</b>
EXHIBIT			
Early Bird (Before May 1, 2019) <b>\$825</b>			\$
Standard Rate (After May 1, 2019) <b>\$925</b>			\$
Early Dismantle <b>\$200</b>			\$
Additional Exhibitor <b>\$75 per person</b>			\$
Online Conference Exhibitor <b>\$200</b>			\$
<b>EXHIBIT SUBTOTAL</b>			<b>\$</b>
TOTE BAG ITEM			
<b>\$425 per item</b>			<b>\$</b>

<b>TOTAL</b>	<b>\$</b>
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