2022 ADVERTISING MEDIA KIT

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 for 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.

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
- Independent Historians & Consultants

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

*History News magazine is the official publication of AASLH.*
Written by and for history professionals, each issue of the quarterly magazine provides industry articles, columns, Technical Leaflets, and authoritative discussions of current issues facing history organizations. It is consistently ranked as one of the top benefits of AASLH membership.

At least one copy of each *History News* issue is sent to every individual and institutional member, with higher institutional levels receiving up to ten copies for their senior staff. In addition to the physical reach, AASLH members *and their entire staff* can download the most recent 12 issues of the magazine for free on our website, and every member has access to the entire collection of issues on JSTOR.

### ADVERTISING RATES

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Provide ad in PDF format, 300 DPI, 4-color
*Add 1.25" each side for bleed edge

AASLH reserves the right to reject advertising material that is not consonant with the mission, values, or goals of the organization.
Webinars

AASLH Professional Development webinars are 60-90 minutes in length and are taught by well sought after public history experts. Webinar sponsorships are highly competitive as they are first come, first serve. Your support allows AASLH to provide an enhanced experience for professional development participants while exposing your organization, products, and/or services to over 20,000 history professionals.

2022 AASLH Webinar Presenting Sponsor

$7,500 | 1 Available

Sponsor the full year of AASLH webinars. Sponsor benefits will extend throughout the year and will also be included on webinar recordings.

- Opportunity to provide AASLH with a 1-2 minute commercial video to be played before each applicable webinar and included in the webinar recording
- Listed as sponsor on the AASLH webinar page for the whole year with a logo and a 100-word description
- Name and link in webinar event description for the entire 2022 calendar year
- Name and link in webinar recording description for as long as the webinar is included in the AASLH Recorded Webinar Library
- Listed as the Presenting Sponsor in the upcoming events of The Weekly Dispatch (sent to over 20,000 people) for each webinar
- 1-2 social media mentions per webinar (subject to approval)
- 10 complimentary webinar registrations

Deadline: February 15, 2022

STATISTICS

8-12 Webinars Per Year
3,500 Viewers Per Year
20,000 Average Reach Per Week
13.9k Twitter Followers
16.8k Facebook Followers
2.5k Linkedin Followers

Infomercial

$500

Introduce AASLH members to your products. Team up with AASLH to create a 1-hour introduction to what you can do for AASLH members. We encourage organizations interested in this option to include former collaborators or your current partners to let interested AASLH members ask questions and learn from their peers as well. AASLH does not charge any registration fee for these webinars.

- Name, logo, link and 100-word profile on the webinar page for duration of the season
- Name and link in webinar event description
- Name and link in webinar recording description for the life of the webinar recording

Looking for an alternative sponsorship opportunity?
Please contact Rey Regenstreif-Harms at regenstreif-harms@aaslh.org.
Advertising & Marketing Form

Return this form to Rey Regenstreif-Harms at regenstreif-harms@aaslh.org, by fax at 615-327-9013, or by mail to AASLH, 2021 21st Ave S. Suite 320, Nashville, TN 37212.

Name

Organization

Email

Phone

Address

City _____________________________ State __________ Zip __________

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

☐ Check (Make payable to AASLH) ☐ Invoice ☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

Card Number ______________________ Security Code ________ Exp Date ________

Name on Card (Please Print) ____________________________________________

Signature _____________________________________________________________ Date __________

Check all appropriate boxes:

☐ Winter 2022 ☐ Spring 2022 ☐ Summer 2022 ☐ Autumn 2022 ☐ Winter 2023

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Total $________
About the 2022 AASLH Annual Conference
September 14-17, 2022

Our conference theme, *Right Here, Right Now: The Power of Place*, suggests many questions. What place is important to you? To your community? Do you see these stories reflected in your museums, historic sites, and the local cultural sector? Who decides what places are saved or interpreted and what ends up being worth saving?

Our Annual Meeting host city, Buffalo, is a perfect location for exploring the importance of place. Buffalo was at one point the “Gateway to the West.” But we also need to consider the impact on Indigenous communities facing a continuing societal upheaval that began centuries before and intensified during the Revolution. Consider the mighty Niagara Falls. What do we see? An environmental marvel? A resource to be exploited? A diverse community living amidst one of the most prominent tourist attractions in the world? How much of our perspective is determined by who tells the history of these places?

We encourage you to direct your advertising to the theme as we gather in Buffalo and reexamine ideas about our natural and built environments and to reorient when and where we find our country’s history.
Sponsorship Opportunities

Sponsors of the AASLH Conference get comprehensive brand exposure in the Preliminary Program and Onsite Guide, 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 November 2022
- Recognition on conference signage
- Recognition in the conference app

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 2022
- Sponsorships are competitive and preference is given on a first come, first served basis
- All social media mentions are deployed by AASLH and are subject to approval

Important Dates & Deadlines

- March 14: Preliminary Program
- May 31: Exhibit Booth Early Bird Price
- June 6: Onsite Guide, conference app, and conference signage
- July 5: Tote Bag insert reservation
- September 5: Tote Bag inserts must arrive onsite
- September 14-17: Conference in Buffalo
- September 16-17: Exhibit Hall open
- November 1-4: Online Conference

Location & Headquarters Hotel

Hyatt Regency Buffalo Hotel & Conference Center
2 Fountain Plaza
Buffalo, NY 14202
716-566-1234

Booking Information

Room Rate: TBA per night plus applicable taxes
August 21: Cut-off date for room registration

Have an idea for a sponsorship you don’t see? We’d love to work with you to create an individualized package. Contact Rey Regenstreif-Harms at regenstreif-harms@aaslh.org.

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.
AASLH Conference Advertising

Preliminary Program
The Conference Preliminary Program for many is the first point of advertising for the AASLH Conference and is available on aaslh.org as early as spring. A full-color print copy will be mailed to each AASLH member. It is where potential attendees learn the daily agenda, read the details of each session, and are introduced to panelists.

**March 14:** Reservation Deadline
**April 4:** Artwork Deadline

Onsite Guide
The Onsite Guide is the most used print piece associated with the Annual Conference, including a Schedule-at-a-Glance, exhibitor directory, and onsite logistical information. Every attendee receives a full-color guide at registration and typically carries it around with them from session to session.

**June 6:** Reservation Deadline
**June 27:** Artwork Deadline

### ADVERTISING RATES

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*Preliminary: 1 available; Onsite: 2 available

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Provide ad in PDF format, 300 DPI, 4-color

**Add 1.25” each side for bleed edge**

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### Tote Bag Insert
$425

Promote your organization, product, or service. Simply deliver 1,000 pieces of literature, stickers, or small items to the conference location prior to the start of conference and we’ll insert it in every attendee’s tote bag.

**July 5:** Reservation Deadline
**September 10:** Arrival Deadline

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“I almost always learn something new. 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.”
Exhibit at the Annual Conference

Showcase your products and expertise in the Exhibit Hall, meet potential clients and speak one-on-one in a fun, informal environment. Morning and afternoon coffee and snack breaks are held in the Exhibit Hall to encourage attendees to visit your booth.

Reserve early to get the best spot. The floor plan for the Exhibit Hall will be released closer to the conference, and those who registered early will be given preference in order of registration date.

Exhibit Booth Package
- 8’ x 10’ booth space with company sign
- 6’ skirted table
- Backdrop
- Side rail dividers
- 2 chairs
- A wastebasket
- 2 complimentary full-conference registrations for booth staff
- Pre- and post-conference attendee contact lists
- Company name and description in the Onsite Guide

Cost & Deadlines
- Early Bird Rate: $825 (before May 31)
- Standard Rate: $925 (after May 31)
- Early Dismantle: $200
- Additional Exhibitors: $75 per person

Important Dates
- September 14: Exhibit Hall set up
- September 14-17: Conference in Buffalo
- September 15-16: Exhibit Hall open
- September 16: Exhibit Hall break down

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.
# Conference Sponsorship Levels

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| DIAMOND           | $10,000 | 1 | *Host a session included in the Onsite Guide*  
|                   |       |           | *6 total complimentary registrations*  
|                   |       |           | *Exhibit booth*  
|                   |       |           | *Tote bag insert*  
|                   |       |           | *Full page ad in the Preliminary Program*  
|                   |       |           | *Full page ad in the Onsite Guide*  
|                   |       |           | *Pre- and Post-Conference contact lists*  
|                   |       |           | *Full page ad in History News, (Autumn 2022 issue)*  
|                   |       |           | *4 social media mentions*  
|                   |       |           | *1 Daily Presenting Sponsor position in the Online Annual Conference* |
| EMERALD           | $7,500 | 2 | *4 total complimentary registrations*  
|                   |       |           | *Exhibit booth*  
|                   |       |           | *Tote bag insert*  
|                   |       |           | *Full page ad in the Preliminary Program*  
|                   |       |           | *Full page ad in the Onsite Guide*  
|                   |       |           | *Pre- and Post-Conference contact lists*  
|                   |       |           | *Full page ad in History News, (Autumn 2022 issue)*  
|                   |       |           | *2 social media mentions* |
| PLATINUM          | $5,000 | 2 | *4 total complimentary registrations*  
|                   |       |           | *Exhibit booth*  
|                   |       |           | *Tote bag insert*  
|                   |       |           | *Full page ad in the Preliminary Program*  
|                   |       |           | *Full page ad in the Onsite Guide*  
|                   |       |           | *Pre- and Post-Conference contact lists*  
|                   |       |           | *Full page ad in History News, (Autumn 2022 issue)* |
| GOLD (KEYNOTE)    | $3,000 | 2 | *3 complimentary registrations*  
|                   |       |           | *Exhibit booth*  
|                   |       |           | *Pre- and Post-Conference contact lists*  
|                   |       |           | *1/2 ad in the Preliminary Program*  
|                   |       |           | *1/2 page ad in the Onsite Guide*  
|                   |       |           | *1/3 page ad in History News, (Autumn 2022 issue)* |
| SILVER            | $2,000 | 1 | *Tote Bag 1 Available*  
|                   |       |           | *Name/Logo*  
|                   |       |           | *Evening Event 2 Available*  
|                   |       |           | *Recognition on event signage and complimentary ticket to event*  
|                   |       |           | *2 complimentary registrations*  
|                   |       |           | *Exhibit booth*  
|                   |       |           | *Pre- and Post-Conference contact lists* |
| BRONZE            | $1,500 | 1 | *1 complimentary registration*  
|                   |       |           | *Exhibit booth*  
|                   |       |           | *1/4 page ad in the Onsite Guide* |
| NETWORKING        | $500  | 1 | *1 complimentary registration*  
|                   |       |           | *1 complimentary ticket to the sponsored event*  
|                   |       |           | *Choose from a list of events, including breakfasts, luncheons, tours, and coffee breaks (available spring 2022)* |
# AASLH Conference Advertising

Return this form to Rey Regenstreif-Harms at regenstreif-harms@aaslh.org, by fax at 615-327-9013, or by mail to AASLH, 2021 21st Ave S. Suite 320, Nashville, TN 37212.

Name ____________________________________________

Organization ______________________________________

Email _____________________________________________

Phone _____________________________________________

Address ____________________________________________

City _____________________________________________ State ________ Zip ________

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

- [ ] Check (Make payable to AASLH)  
- [ ] Invoice  
- [ ] MasterCard  
- [ ] Visa  
- [ ] AmEx  
- [ ] Discover

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Signature __________________________________________ Date _____________

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Page Total $__________
The AASLH Online Annual Conference will take place November 1-4 via Zoom. With 4 days of sessions, discussion, and keynotes bringing people from across the country together from their homes, classrooms, and offices. Last year, over 1,100 people participated in the Online Conference. The theme of *Right Here, Right Now/The Power of Place* will also be the theme for this year’s Online Annual Conference.

**PREMIER**
$4,000 | 1 Available
The Premier Sponsor will be the Closed Captioning Sponsor for the entire Online Annual Conference. Closed captioning is provided for all synchronous sessions and general sessions.

- 4 complimentary registrations
- Commercial video (must be provided) or advertising read (script must be provided) announcing company as Closed Captioning Sponsor played before each session with live closed captioning
- Pre- and post-conference contact lists
- 1/2 ad in *History News* (Winter 2023 issue)
- 2 social media mentions

**DAILY PRESENTING**
$2,000 | 3 Available
The Daily Presenting Sponsor will be the sponsor for one day of synchronous sessions and discussion groups.

- 3 complimentary registrations
- Commercial video (must be provided) or advertising read (script must be provided) played before each session with live closed captioning
- 1/3 page ad in *History News* (Winter 2023 issue)
- 2 social media mentions

**GENERAL SESSION**
$1,000 | 4 Available
The General Session Sponsor will be the sponsor for one of our General Sessions featuring well known members of the history field.

- 2 complimentary registrations
- Commercial video (must be provided) or advertising read (script must be provided) played before each session with live closed captioning
- 1 social media mention

**NETWORKING**
$250
The Networking Sponsor will be the sponsor for one of our Networking Sessions bringing together people in the field interested in specific topics.

- 1 complimentary registration
- Commercial video (must be provided) or advertising read (script must be provided) played before each session with live closed captioning
- 1 social media mention
AASLH Online Conference Advertising

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Organization ____________________________________________________

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<td></td>
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<tr>
<td>□ Other</td>
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<tr>
<td></td>
<td></td>
<td>Subtotal $</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total $</td>
</tr>
</tbody>
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