

# AASLH Conference Advertising

**Connect with public history practitioners** at the 2023 AASLH Annual Conference in Boise, ID, on September 6-9. Advertise your organization, institution, services, or products to conference attendees and a total estimated reach of 25,000 history practitioners.

## Why attend the Annual Conference?

History and museum professionals from all over the country attend the AASLH Annual Conference 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.

**Sponsor:** Get maximum brand exposure as an Annual Conference 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 Program and Onsite Guide. Prices start at \$200.

“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.”

## STATISTICS

750

History Practitioners  
Attendees in 2022

25,000

Reach

5,000+

AASLH Members

70%

Institutional Members

30%

Individual Members

40-50

Exhibit Hall Vendors  
Historically

## AASLH 2023 ANNUAL CONFERENCE “I, TOO, AM AMERICA”



SEPTEMBER 6-9

BOISE, ID

# AASLH Conference Advertising

## 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 recognition, plus:

- Direct link on AASLH website through November 2023
- Conference signage logo and/or listing
- Conference app

**AASLH 2022 ANNUAL CONFERENCE**  
**RIGHT HERE, RIGHT NOW: THE POWER OF PLACE**  
**BUFFALO, NY • SEPTEMBER 14-17**

**CONFERENCE SPONSORS**

**DIAMOND**  
**timelooper™**

**EMERALD**  
**WILLIAM G. POMEROY FOUNDATION**  
*For History. For Life.*

**PLATINUM**  
**THE BUFFALO HISTORY MUSEUM** | **Buffalo Niagara** | **NIAGARA FALLS NATIONAL HERITAGE AREA**

**GOLD**  
**AMERICA** | **CONSERVATION CENTER** | **Hadley Exhibits Inc.**

**SILVER** | **BRONZE**

**COLLECTOR SYSTEMS** | **BUFFALO MUSEUM OF SCIENCE** | **ERIE CANALWAY**

**LUCIDEA**

**NETWORKING**  
 Aurora Regional Fire Museum  
 College of Arts and Science Canisius College  
 Prycer Consulting • Click Netherfield  
 Erie County Historical Federation

**ODYSSEY**

**AASLH AMERICAN ASSOCIATION for STATE and LOCAL HISTORY**

Sponsors are featured on conference signage and in the programs.

## 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 2023
- 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

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**ODYSSEY**



“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.”

## Important Dates & Deadlines

- March 27**  
Preliminary Program reservation
- May 31**  
Exhibit Booth Early Bird Price
- June 16**  
Onsite Guide reservation, conference app, and conference signage
- July 31**  
Tote Bag insert reservation
- August 31**  
Tote Bag inserts must arrive onsite
- September 6-9**  
Conference in Boise
- September 7-8**  
Exhibit Hall open

# 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 27:** Reservation Deadline

**April 8:** 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 16:** Reservation Deadline

**July 1:** Artwork Deadline



## ADVERTISING RATES

Ad Size	Preliminary	Onsite
Full	\$800	\$600
Full, Inside Front Cover	\$900	\$700
Full, Inside Back Cover	\$900	\$700
1/2, Back Cover*	\$700	\$500
1/2 Horizontal	\$600	\$400
1/4 Vertical	\$400	\$200

\*Preliminary: 1 available; Onsite: 2 available

## DIMENSIONS

Page Size	Width	Height
Full, Bleed**	8.5"	11"
Full, No Bleed	7.5"	9.75"
1/2 Horizontal	7.5"	4.875"
1/4 Vertical	3.375"	4.875"

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

\*\*Add .125" 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.

## Tote Bag Insert

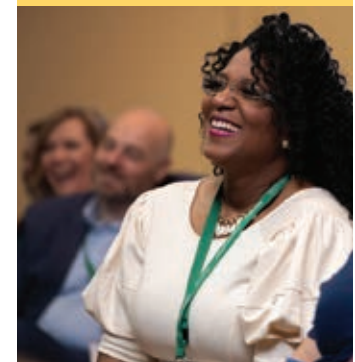
**\$425**

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 31:** Reservation Deadline

**August 31:** Arrival Deadline

“ 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. ”



# AASLH Conference Advertising

## 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.



“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.”

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**> BUFFALO, NY - SEPTEMBER 14-17 <**

### EXHIBIT HALL

**THURSDAY, SEPTEMBER 15**

9 am - Exhibit Hall Opens  
 10-11 am - Morning Refreshment Break  
 3:15-4:15 pm - Afternoon Refreshment Break  
 5:15 pm - Exhibit Hall Closes

**FRIDAY, SEPTEMBER 16**

9 am - Exhibit Hall Opens  
 9:45-10:45 am - Morning Refreshment Break  
 3:30-4:15 pm - Afternoon Refreshment Break  
 4:15 pm - Exhibit Hall Closes

#### EXHIBITORS

AASLH Booth 607 AASLH Affinity Communities Booth 605 America 250 Foundation Booth 513 American Battlefield Trust Booth 203 Aria Strategies LLC Booth 113 Art Display Essentials, a 10-31 Company Booth 514 Association for Living History, Farm and Agricultural Museums Booth 515 Boise #AASLH2023 Booth 214 The Buffalo History Museum Booth 414 Buffalo Museum of Science Booth 406	Foundation for Advancement in Conservation Booth 407 Frank and Glory Booth 115 The Calder Lehrman Institute of American History Booth 608 Hadley Exhibits Booth 509 HistoryIT Booth 507 Hollinger Metal Edge Booth 303 Institute of Museum and Library Services Booth 415 Lucidea Booth 406 LYRASIS	Organization of American Historians Booth 313 ReDiscovery Software Booth 212 Riggs Ward Design Booth 612 Rowman & Littlefield Booth 101 & 103 Smithsonian Institution Traveling Exhibition Service Booth 409 Smithsonian Affiliations Booth 200 Split Rock Studios Booth 308 STORY Booth 606 TimeLoop Booth 200 Tou-Mate Systems Ltd Booth 402
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## 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: \$850 (before May 31)
- Standard Rate: \$950 (after May 31)
- Early Dismantle: \$200
- Additional Exhibitors: \$75 per person



### EXHIBIT HALL HIGHLIGHTS

Explore New Products and Services in the Exhibit Hall  
 On Thursday and Friday, don't miss your chance to meet with vendors and suppliers. The Exhibit Hall is your place to network and check out the latest technology and services being offered.

**Food, Drinks, and Networking**  
 The Exhibit Hall features networking, food, and beverages during the Annual Meeting. Take a break and join us in Exhibit Hall North!

**THURSDAY, SEPTEMBER 15**

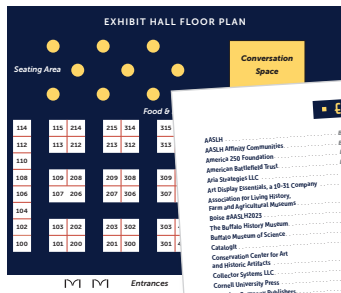
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 9:45-10:45 am - Morning Refreshment Break  
 3:30-4:15 pm - Afternoon Refreshment Break  
 4:15 pm - Exhibit Hall Closes

## Important Dates

- September 6: Exhibit Hall set up
- September 6-9: Conference in Boise
- September 7-8: Exhibit Hall open
- September 8: Exhibit Hall break down



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**AASLH** and find people working with the same issues that you are and view your same products.

**Exhibitors** are listed on conference signage and in the Onsite Guide.



# Conference Sponsorship Levels

<p><b>DIAMOND</b> \$10,000   1 Available</p> <p>The Diamond Sponsor sees the maximum amount of brand exposure and reach through various points of contact with our attendees.</p>	<ul style="list-style-type: none"> <li>• Host a session included in the Onsite Guide</li> <li>• 6 total complimentary registrations</li> <li>• Exhibit booth</li> <li>• Tote bag insert</li> <li>• Full page ad in the Preliminary Program</li> <li>• Full page ad in the Onsite Guide</li> <li>• Pre- and Post-Conference contact lists</li> <li>• Full page ad in <i>History News</i>, (Autumn 2023 issue)</li> <li>• 4 social media mentions</li> </ul>		
<p><b>EMERALD</b> \$7,500   2 Available</p>	<ul style="list-style-type: none"> <li>• 4 total complimentary registrations</li> <li>• Exhibit booth</li> <li>• Tote bag insert</li> <li>• Full page ad in the Preliminary Program</li> <li>• Full page ad in the Onsite Guide</li> <li>• Pre- and Post-Conference contact lists</li> <li>• Full page ad in <i>History News</i>, (Autumn 2023 issue)</li> <li>• 2 social media mentions</li> </ul>		
<p><b>PLATINUM</b> \$5,000   2 Available</p>	<ul style="list-style-type: none"> <li>• 4 total complimentary registrations</li> <li>• Exhibit booth</li> <li>• Tote bag insert</li> <li>• Full page ad in the Preliminary Program</li> <li>• Full page ad in the Onsite Guide</li> <li>• Pre- and Post-Conference contact lists</li> <li>• 1/2 page ad in <i>History News</i>, (Autumn 2023 issue)</li> </ul>		
<p><b>GOLD (KEYNOTE)</b> \$3,500   2 Available</p>	<ul style="list-style-type: none"> <li>• 3 complimentary registrations</li> <li>• Exhibit booth</li> <li>• Pre- and Post-Conference contact lists</li> <li>• 1/2 page ad in the Preliminary Program</li> <li>• 1/2 page ad in the Onsite Guide</li> <li>• 1/3 page ad in <i>History News</i> (Autumn 2023 issue)</li> </ul>		
<p><b>SILVER</b> \$2,500</p>	<p><b>Tote Bag</b> <b>1 Available</b></p> <ul style="list-style-type: none"> <li>• Name/Logo</li> </ul>	<p><b>Name Badge Lanyard</b> <b>1 Available</b></p> <ul style="list-style-type: none"> <li>• Name/Logo</li> </ul>	<p><b>Evening Event   2 Available</b></p> <ul style="list-style-type: none"> <li>• Recognition on event signage and complimentary ticket to event</li> </ul>
<p><b>BRONZE</b> \$1,500</p>	<ul style="list-style-type: none"> <li>• 2 complimentary registrations</li> <li>• Exhibit booth</li> <li>• 1/4 page ad in the Onsite Guide</li> </ul>		
<p><b>NETWORKING</b> \$500</p>	<ul style="list-style-type: none"> <li>• 1 complimentary registration</li> <li>• 1 complimentary ticket to the sponsored event</li> <li>• Choose from a list of events, including breakfasts, luncheons, tours, and coffee breaks (available spring 2023)</li> </ul>		

# AASLH Conference Advertising

Return this form to Rey Regenstreif-Harms at [regenstreif-harms@aslh.org](mailto:regenstreif-harms@aslh.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:**

Program Ad	Prelim	Onsite	Total
<input type="checkbox"/> Full	<input type="checkbox"/> \$800	<input type="checkbox"/> \$600	\$
<input type="checkbox"/> Full, Inside Front	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	\$
<input type="checkbox"/> Full, Inside Back	<input type="checkbox"/> \$900	<input type="checkbox"/> \$700	\$
<input type="checkbox"/> 1/2, Back Cover	<input type="checkbox"/> \$700	<input type="checkbox"/> \$500	\$
<input type="checkbox"/> 1/2	<input type="checkbox"/> \$600	<input type="checkbox"/> \$400	\$
<input type="checkbox"/> 1/4	<input type="checkbox"/> \$400	<input type="checkbox"/> \$200	\$
<b>Subtotal</b>			\$

Sponsorships	Total
<input type="checkbox"/> Diamond \$10,000	\$
<input type="checkbox"/> Emerald \$7,500	\$
<input type="checkbox"/> Platinum \$5,000	\$
<input type="checkbox"/> Gold \$3,500	\$
<input type="checkbox"/> Silver \$2,500	\$
<input type="checkbox"/> Bronze \$1,500	\$
<input type="checkbox"/> Networking \$500	\$

Exhibit Booth	Total	
<input type="checkbox"/> Early Bird (Before May 31)	<input type="checkbox"/> \$850 \$	
<input type="checkbox"/> Standard (After May 31)	<input type="checkbox"/> \$950 \$	
<input type="checkbox"/> Additional Exhibitor	<input type="checkbox"/> \$75 \$	
<b>Subtotal</b>		\$

Inserts	Total	
<input type="checkbox"/> Tote Bag \$450	\$	
<b>Subtotal</b>		\$

<b>Page Total</b>	\$
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