

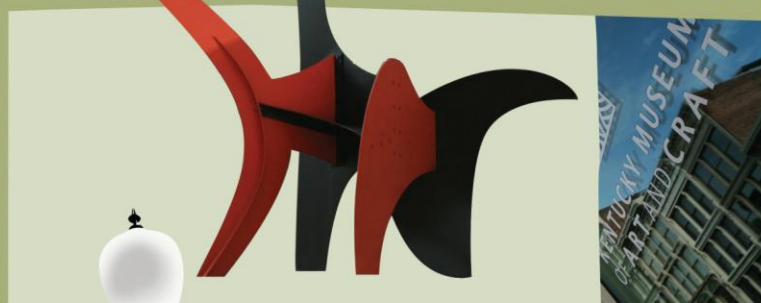
# 2015 AASLH Annual Meeting

## Exhibitor Prospectus

Conference Dates  
September 16-19

Exhibit Hall Dates  
September 17-18

Louisville, Kentucky





**AASLH provides leadership and support** for those who preserve and interpret state and local history in order to make the past more meaningful to all Americans. The AASLH Annual Meeting and Online Conference is the one time a year we gather to network, learn from each other, and share ideas.

This is the most diverse group of history professionals in the nation, from museums, to historical sites and houses, to large history centers, not to mention historians, universities, and anyone working in the field of history.

**No other national conference offers direct access to this diverse group of decision-makers in one place at such affordable rates.**

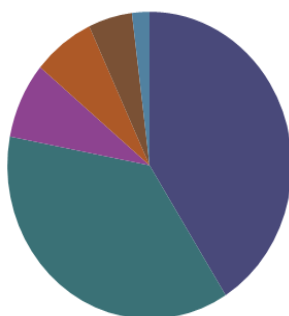
### Attendee Profile

At our meeting, you can expect to find the following types of professionals:

- Directors & CEOs
- Administrators
- Archivists
- Curators
- Conservators
- Collection Managers
- Educators
- Exhibition Designers
- Historians
- Librarians
- Preservationists
- Program Managers
- Teachers
- Students
- And more



### Attendee by Type of Organization



- 41% Historical Sites & Societies
- 37% Museums & Archives
- 8% Historical & Preservation Agencies
- 7% Presidential Sites, State Parks, & Libraries
- 5% Research Centers
- 2% Genealogical Societies





## ABOUT THE ANNUAL MEETING

We all know that history organizations continue to operate in a highly challenging environment. How do we demonstrate, encourage, and inspire the *Power of Possibility* within the realm of history organizations and far beyond? Join us as we find ways to blend what appear to be opposite extremes and we navigate boundaries and barriers, ultimately unlocking the *Power of Possibility*!

**This year, the Kentucky Historical Society is the host institution for the AASLH Annual Meeting.**

Those organizations that keep within the boundaries and simply repeat past procedures, programs, and operations continue to fall behind. Those who identify the spaces of possibility and adjust strategies make inroads to the future.

At our peril, we implement change by forcing the questions of either public programs or academic research, either contemplative or participatory experiences, content versus skills development, and either existing membership or new audiences. If we truly intend to survive and positively impact the future, we need to reject the exclusionary phrase “either/or” and move in the direction of “and.”

We can be both creative and disciplined, consistent and fresh, informative and fun. As they like to say in Louisville, “It’s possible here.”

### A sampling of sites AASLH is working with to host events or tours:

- Kentucky Historical Society
- Belle of Louisville
- Kentucky Center for African American Heritage
- Locust Grove
- Frazier History Museum
- Falls of the Ohio Interpretive Center
- Kentucky Derby Museum
- Louisville Slugger Museum

### IMPORTANT 2015 DATES

- Conference Dates: September 16-19
- Exhibit Hall Dates: September 17-18
- Installation: September 16 & 17
- Dismantle: September 18
- Early Bird Booth Rate Deadline: May 15

### STAFF CONTACT

Natalie Norris, Meetings and More, Inc.  
[natalie@meetingsandmoreinc.com](mailto:natalie@meetingsandmoreinc.com)  
615-599-5599

## ADVERTISING

### Advance Program

The Preliminary Program is a full-color guide to the Annual Meeting mailed to over 8,000 individuals and organizations, including AASLH membership. The program highlights the entire meeting, keynote speakers, sessions, workshops, tours, and evening events.

### Onsite Program

The Onsite Program is distributed and carried by all Annual Meeting attendees throughout the entire four-day meeting. The program highlights the entire meeting, keynote speakers, sessions, workshops, tours, evening events, AND final list of exhibitors and descriptions.

Size	Dimensions (Inches)	Advance Program (color)	Onsite Program (color)
¼ page	3 ½" (w) x 4 7/8 (h)	\$400	\$200
½ page	7 ½" (w) x 4 7/8 (h)	\$600	\$400
Full page	7 ½" (w) x 9 ¼ (h)	\$800	\$600

#### Artwork Deadlines:

#### Reservation Deadline for Advance Program

– April 17, 2015

Art Deadline – April 20, 2015

#### Reservation Deadline for Onsite Program

– July 15, 2015

Art Deadline – August 1, 2015

#### WAYS TO SAVE

Advertise in both the Advance and Onsite Brochures and take **20% Off** conference advertising.

Add *History News* or *Dispatch* and take **15% Off** the publication advertising rates.

Contact Natalie at [natalie@meetingsandmoreinc.com](mailto:natalie@meetingsandmoreinc.com) for more details.

#### Artwork:

- TIFF or PDF format
- 300 dpi or higher
- Four - color

## TOTE BAG INSERT

Don't miss an opportunity to insert your company's literature into every attendee tote bag. More than 700 tote bags are distributed to attendees onsite.

- Cost: \$375
- Reservation Deadline: August 15, 2015
- Size: 8.5 x 11 inches or smaller

## ONLINE CONFERENCE EXHIBITOR

Don't forget about AASLH's Virtual Attendees! Broadcast in conjunction with the Annual Meeting, the Online Conference is a live two-day event that reaches over 300 additional attendees over the internet.

- 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

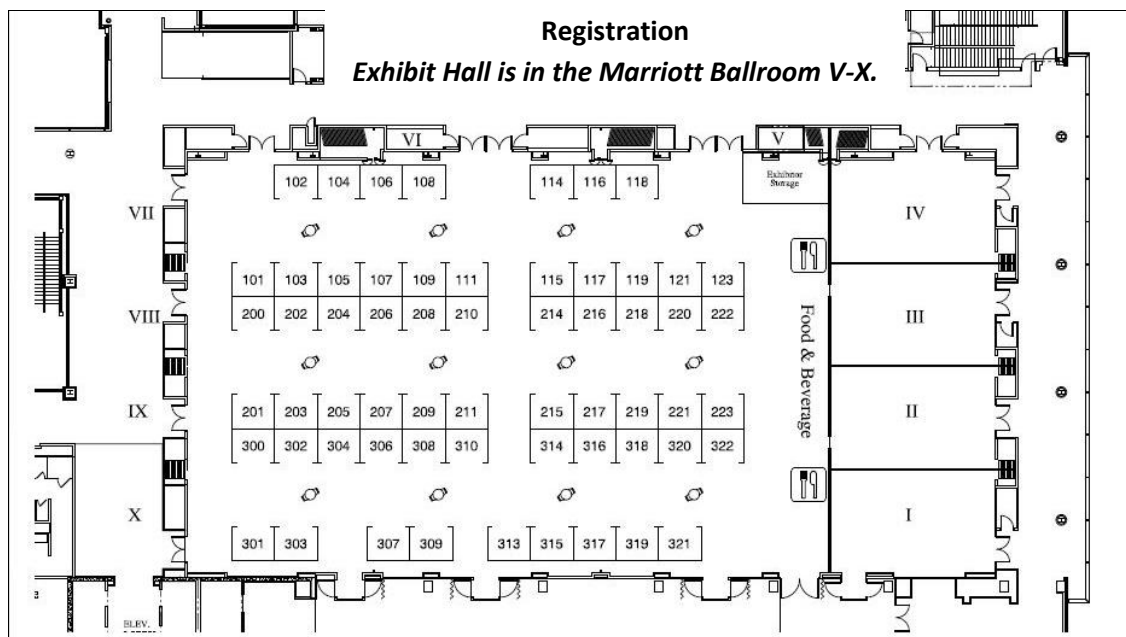
- Cost: \$200
- Reservation Deadline: September 1, 2015
- Logo/Text Submission Deadline: September 11, 2015

## EXHIBITING

Showcase your products and expertise in the Exhibit Hall. Exhibiting allows your company to meet and speak one-on-one with attendees and potential clients. 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 a Membership luncheon on Friday.

### What you receive when exhibiting with AASLH:

- 8 x 10 booth space with company sign, 6 ft. skirted table, backdrop, side rail dividers, two chairs, and a wastebasket
- Two (2) complimentary, full-conference registrations
- Pre and post attendee mailing list
- Company name and description in the Onsite Program



### AASLH Booth Assignment is first come first serve.

The easiest way to reserve the booth space you want is to register online at [about.aaslh.org/am-marketing](http://about.aaslh.org/am-marketing). If you are unable to register online, contact Natalie Norris for assistance.

### Exhibitor Fee

Early Bird Rate by May 15<sup>th</sup>: \$725  
 Standard Rate after May 15<sup>th</sup>: \$825  
 Early Dismantle Fee: \$200  
 Additional Exhibitors: \$75 per person

### Installation

Wednesday, September 16  
 2:00-6:00pm  
 Thursday, September 17  
 6:30-8:00am

### Exhibit Hall Hours

Thursday, September 17  
 9:00am – Exhibit Hall Opens  
 5:15pm – Exhibit Hall Closes  
 Friday, September 18  
 9:00am – Exhibit Hall Opens  
 4:00pm – Exhibit Hall Closes

### Dismantle

Friday, September 18  
 4:00-6:00pm

# SPONSORSHIPS

**Do you love history?** Do you believe the AASLH Annual Meeting and Conference is an essential event for the field of state and local history? Increase your visibility and demonstrate to AASLH conference attendees your support and commitment to the field of state and local history.

## **PREMIERE SPONSORSHIP – \$5,000**

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- Company logo and link on all promotional eblasts, circulation of 20,000+ per eblast
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs
- Full page color ad in the Preliminary Program and the Onsite Program
- History News Full-page Advertisement (full color)
- Dispatch Lead Banner Advertising: Three Months
- Two (2) complimentary conference registrations for employees or clients
- Exhibit Booth (includes two conference registrations to staff the exhibit booth)
- Tote bag insert
- Pre- and post-attendee mailing list

## **KEYNOTE SPONSOR - \$3,000**

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- Company name and logo on all event related signage and promotional material
- Sponsorship recognized on stage during the opening remarks
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs
- Half Page ad in the Preliminary Program (full color) and the Onsite Program (black and white)

- History News Half-Page Advertisement (full color)
- Dispatch Skyscraper Advertising: Three Months
- Two (2) complimentary conference registrations for employees or clients
- Exhibit Booth (includes two conference registrations to staff the exhibit booth)
- Tote bag insert
- Pre- and post-attendee mailing list

## **ONLINE CONFERENCE SPONSOR - \$3,000**

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- Acknowledgement of your company's sponsorship on the conference website. Included will be your company logo, a hot link to your website, and a 100-word company description
- Your company logo and description will be listed at the top of the sponsor's page in the Online Conference Community, and thanked before and after each live webcast
- Ten (10) complimentary Online Conference Passes for employees or clients
- One-time usage of attendee e-mail registration list with a message approved by conference organizers
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs

### **PLENARY ADDRESS - \$2,000**

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- Company name and logo on all event related signage and promotional material
- Sponsorship recognized on stage during the opening remarks
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs
- Dispatch Button Advertising: Three Months
- Exhibit Booth (includes two conference registrations to staff the exhibit booth)
- Tote bag insert
- Pre- and post-attendee mailing list

### **MEMBERSHIP LUNCHEON - \$2,000**

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- Name and logo prominently displayed throughout the luncheon
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs
- Dispatch Button Advertising: Three Months
- Exhibit Booth (includes two conference registrations to staff the exhibit booth)
- Tote bag insert
- Pre- and post-attendee mailing list

### **REGISTRATION SPONSOR - \$2,000**

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- Signage recognition at registration desk with your company name and logo
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs

- Dispatch Button Advertising: Three Months
- Exhibit Booth (includes two conference registrations to staff the exhibit booth)
- Tote bag insert
- Pre- and post-attendee mailing list

### **TOTEBAG SPONSOR - \$2,000**

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- Company logo printed on the Annual Conference totebag
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs
- Dispatch Button Advertising: Three Months
- Exhibit Booth (includes two conference registrations to staff the exhibit booth)
- Pre- and post-attendee mailing list

### **CEO FORUM - \$2,000**

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- Signage recognition at CEO Forum with company name and logo
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs
- Recognition in CEO Forum welcome remarks
- Ability to distribute an information packet to CEO Forum attendees
- One (1) complimentary ticket to CEO Forum
- Two (2) complimentary conference registrations for employees or clients

### **WEDNESDAY EVENING EVENT - \$2,000**

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- Two (2) complimentary conference registrations for employees or clients
- Four (4) complimentary tickets to the event for employees or clients
- Final conference attendee list
- Company logo on event signage
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs

### **THURSDAY EVENING EVENT - \$2,000**

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- Two (2) complimentary conference registrations for employees or clients
- Four (4) complimentary tickets to the event for employees or clients
- Final conference attendee list
- Company logo on event signage
- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs

### **SILVER SPONSORSHIP - \$1,000 (OPTION A – EXHIBIT BOOTH)**

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- Exhibit booth (includes two conference registrations to staff the exhibit booth)
- Quarter page ad in Onsite Program
- Pre- and post-conference attendee list
- Recognition on Conference Website and Conference Signage
- Recognition at Meeting of the Membership

### **SILVER SPONSORSHIP - \$1,000 (OPTION B – PRINT ADVERTISING)**

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- Two (2) conference registrations
- Half page ad in Advance and Onsite Program
- Pre- and post-conference attendee list
- Recognition on Conference Website and Conference Signage
- Recognition at Meeting of the Membership

### **SUPPORTING SPONSORS @ \$500 EACH**

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- Logo recognition with link on the Annual Conference website
- Recognition at the Annual Meeting, including signage, Meeting of the Membership, and print programs
- Recognition at the sponsored event
- One (1) complimentary ticket to the sponsored event
- One (1) complimentary conference registration







### WANT TO EXHIBIT?

If you are exhibiting at the conference, the fastest way to register and secure the booth you want is online! **AASLH recommends you register online at:** <http://about.aaslh.org/am-marketing>

### WANT TO SPONSOR OR ADVERTISE?

If you are sponsoring or advertising at the conference, please contact Natalie Norris at [Natalie@meetingsandmoreinc.com](mailto:Natalie@meetingsandmoreinc.com).

If you are unable to register online, you can fill out the form and fax or mail it in. Please note, if using this method your first choice for booth can not be guaranteed. AASLH will make every attempt to assign you your first choice, but it may be **necessary to assign you your alternate selections.**

## 2015 Annual Conference Exhibitor, Advertiser & Sponsor Form

CONTACT						
Company Name						
Your Name						
Signature (by signing you agree to the exhibitor terms, conditions, and cancellation policy)						
Address						
City				State	Zip	
Email						
Phone						
ITEM						PRICE
Booth Request						
Booth Location:	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	\$
Do not place me next to:						
Fee	Before May 15 \$725	After May 15 \$825		Quantity:		
Advertising Request						
Advance Program	1/4 Page \$400	1/2 Page \$600		Full Page \$800		\$
Onsite Program	1/4 Page \$200	1/2 Page \$400		Full Page \$600		\$
Tote Bag Insert						
Insert Fee	\$375					\$
Online Conference Exhibitor						
Fee	\$200					\$
Sponsorship Request						
Name of Sponsorship:						\$
						<b>Total</b>
<b>10% Member Discount    Membership #:</b>						
						<b>Grand Total</b>
PAYMENT METHOD						
Make Checks payable to: AASLH				Fax Credit Card payments to 615-327-9013		
Attn: 2015 Annual Meeting AASLH 1717 Church St. Nashville, TN 37203				Card #:		
				Security Code:		Exp Date:
				Signature		

## Exhibitor Terms and Conditions

1. **CHARACTER OF THE EXHIBIT.** AASLH reserves the right to determine the eligibility of any company and the right to restrict, prohibit, or evict any exhibitor or product which, in the opinion of Show Management, detracts from the character of the exposition or for any violation of the following Terms & Conditions. In the event of such restriction or eviction, AASLH is not liable for refunding exhibit fees or any other cost incurred by the exhibitor. Violations of the Terms & Conditions may also result in loss of exhibitor priority.

2. **TERMS OF PAYMENT.** All applications for exhibit space must be paid by exhibit dates.

3. **FAILURE TO MAKE PAYMENT AND CANCELLATION.** For failure to make full payments, AASLH reserves the right to charge the amount due on your credit card and resell your exhibit space without a notice or refund after July 1, 2014. Requests for Cancellation and Refunds must be in writing. Cancellations are subject to a \$100 per booth administrative fee if received before July 1, 2015. Cancellations received after will result in AASLH retaining the full amount paid for booth space rented. No requests for refunds will be granted after July 1, 2015.

4. **SUBLEASING/SHARING of Exhibit Space** is not allowed. All signs, displays, and products in a booth must be related to the exhibitor's company.

5. **EXHIBIT SPACE ASSIGNMENTS** are made on the basis of priority, availability, and need, with all assignments made in the best interest of the exposition. Show Management reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interest of the exposition. Before exercising its discretion, Show Management will consult with the exhibitor.

6. **DISPLAYS AND EXHIBITS in Public View** are required to be appropriately finished on all sides and surfaces. If such surfaces remain unfinished at the start of the exposition, Show Management may authorize the official contractor to effect the necessary finishing and the exhibitor will be required to pay all costs involved.

7. **DAMAGE TO PROPERTY** caused by an exhibitor will be paid for by that exhibitor. Do not paint, tape, nail, screw, drill, or tack anything to the walls, columns, floor, or ceiling of the building, adjoining displays or the official contractor's display material.

8. **FIRE DEPARTMENT REGULATIONS** must be observed. Display and packing material must be flame-retardant. Electrical equipment must be UL approved and must be wired by a licensed electrician.

9. **INSURANCE.** All Exhibitors, their contractors, and suppliers are required to carry liability and property insurance. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Hazardous and nuisance-causing giveaways are prohibited. No helium balloons may be given away. All exhibitors are strongly urged to obtain full-coverage

temporary insurance for their merchandise and displays while in transit and while at the exposition.

10. **EACH EXHIBITOR** shall indemnify and hold harmless AASLH and the exposition location for all liability in any act or omission related to Exhibitor's exhibit or any act or omission of exhibitor or any of its employees or agents; including accident or injury to invitees, guests, exhibitor, their agents, and employees and including loss or damage to personal property.

11. **THE EXHIBITOR ASSUMES** the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Convention Center Premises and will indemnify, defend and hold harmless the Convention Center, its agents, servants, and employees from any and all such losses, damages and claims.

12. **COMPLIANCE WITH LAWS.** Exhibitor shall not cause any violation of Federal, State, County, or City Laws, or the rules of the exposition location.

13. **LABOR AND CONTRACTORS.** Exhibitors that plan to use outside contractors must notify Show Management in writing 60 days prior to the exposition. Outside contractors are required to supply verification of liability insurance coverage. All labor must have local union clearance.

14. **COMPETITIVE** meetings, sessions, or events which conflict with the conference are prohibited and holding such events may prevent your organization from exhibiting in the future.

15. **INSTALLATION, SHOW, AND DISMANTLING** hours and dates shall be those specified by AASLH. Packing of exhibits prior to the close of the exposition is specifically prohibited. Any Exhibitor dismantling prior to close of exposition will be liable for the Early Dismantle Fee and signing this form indicates you agree to pay the Early Dismantle Fee. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date. Exhibitors are required to have minimum of one person present at booth during Exhibition Hall Hours.

16. **AMENDMENTS TO RULES AND REGULATIONS.** Show Management, at its discretion, may make reasonable changes, amendments, or additions to these Terms and Conditions. Any changes, amendments, or additions shall be binding on the exhibitor. The ruling of Show Management shall be final in all instances with regard to use of any exhibit space.

17. **NOT ASSIGNABLE BY EXHIBITOR.** This Agreement may not be assigned by the Exhibitor absent the written consent of the AASLH.

18. **FREIGHT HANDLING.** An exhibitor may "hand carry" material provided they do not use material-handling equipment to assist them. When exhibitors choose to "hand carry" material, they may not be permitted access to the loading dock/freight door areas. Wheeled devices such as luggage carriers are not considered "hand carry."