

### ▲ ▲ ▲ INVITATION TO ADVERTISERS, EXHIBITORS, AND SPONSORS ▲ ▲ ▲

**What:** Appalachian Studies Association's 39<sup>th</sup> Annual Appalachian Studies Conference

**Theme:** Voices from the Misty Mountains: Unity and Diversity, A New Appalachia

**When:** MARCH 17-20, 2016

**Where:** SHEPHERD UNIVERSITY, SHEPHERDSTOWN, WEST VIRGINIA

**Who:** Approximately 900-1000 people, including scholars from diverse fields, as well as teachers, artists, writers, and members of Appalachian-oriented organizations, agencies, and communities. Our preliminary program is mailed to over 2,500 people!

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Please accept this invitation to exhibit during the 2016 Appalachian Studies Conference, to advertise in the preliminary and/or the final conference program, and to sponsor a break, reception, and/or book-signing. Special receptions are available by arrangement if space and time permit. This year the exhibit hall will be in the Shepherd University Student Center, while the Publishers Reception and Book Signing will be in the E. O. Byrd Atrium. For information about exhibits, receptions, etc., contact ASA Executive Director Mary Thomas at [asa@marshall.edu](mailto:asa@marshall.edu).

#### Exhibit Tables

Exhibitors will be provided with two chairs and one eight-foot table, not clothed or draped. Additional tables are available upon request. Special shared exhibit rate is offered for community organizations, artists, and small presses. Exhibits should not be so tall (ceiling height: eight to nine feet) or so arranged that other exhibits are blocked physically or visually. **The exhibit fee includes admission to all concurrent sessions for two people. ASA membership as well as ticketed meals and activities are not included but may be purchased separately.**

#### Advertisements

Ads may be reserved for both the preliminary program (mailed to over 2,500 people) and the final program as part of a package deal or for the final program only. Ads should be 300 resolution (DPI) and gray scale. PDF files are preferred and may be sent electronically. To be included in the preliminary program, ads must be received by November 17, 2015. **For information, contact ASA Executive Director Mary Thomas at [asa@marshall.edu](mailto:asa@marshall.edu).**

#### Sponsorship of Breaks, Receptions, and Other Events

Fees for sponsoring one of the breaks during the conference are listed on the reservation form. Special receptions may be arranged. Call or contact ASA for information at [asa@marshall.edu](mailto:asa@marshall.edu).

**The Publisher's Reception and Book Signings on Saturday, March 19, 5:45-7:00 p.m. at the E. O. Byrd Atrium** will highlight publishers/presses and feature your books and authors. All book signings will be scheduled at this time to maximize attendance and avoid competition with other sessions/events. See reservation form for fees and other details.

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**FOR RATES TO RESERVE AN EXHIBIT TABLE, ADVERTISEMENT, OR SPONSORSHIP SEE THE FOLLOWING FORM.** Return the form to the address below by **November 17, 2015**. All fees are due by **January 18, 2016** and are payable to the Appalachian Studies Association. **SPACE IS LIMITED SO RESERVE EARLY!**

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Mary K. Thomas, Appalachian Studies Association, One John Marshall Dr., Huntington, WV 25755  
Phone: 304-696-2904 | E-mail: [asa@marshall.edu](mailto:asa@marshall.edu) | Fax: 304-696-6221 | [www.appalachianstudies.org](http://www.appalachianstudies.org)

# REGISTRATION FORM FOR ADVERTISERS, EXHIBITORS, AND SPONSORS

PLEASE RETURN THIS FORM TO THE APPALACHIAN STUDIES ASSOCIATION BY NOVEMBER 17, 2015.  
ADVERTISEMENTS MUST BE RECEIVED BY NOVEMBER 17, 2015.

Contact Name			
Company   Institution: As it will appear in program			
Mailing Address			
City	State	Zip	
Telephone	E-mail		
Representative 1			
Representative 2			

Please list the names of up to 2 individuals that will represent you. Additional persons must pay the conference registration fee.

## EXHIBITS | MEALS | OPTIONAL MEMBERSHIP

- ☐ Please reserve a **TABLE** for our exhibit at **\$200**. Amount: \_\_\_\_\_
- ☐ Please reserve \_\_\_\_\_ **EXTRA TABLE(S)** at **\$125 each**. Amount: \_\_\_\_\_
- ☐ **SHARED TABLES** for community organizations, artists, or small presses are **\$100 per exhibit**. Amount: \_\_\_\_\_
- ☐ Please check if you need a **TABLE COVER**. Please list **EXHIBIT REQUIREMENTS** (e.g., electric, location) \_\_\_\_\_
- ☐ Please reserve \_\_\_\_\_ Friday **BANQUET TICKET(S)** at **\$25 each**.  
\_\_\_\_\_ Saturday **LUNCH TICKET(S)** at **\$14 each**.  
\_\_\_\_\_ Sunday **BRUNCH TICKET(S)** at **\$9 each**. Amount: \_\_\_\_\_
- ☐ **Special dietary needs:** \_\_\_\_\_
- ☐ Optional **ASA MEMBERSHIP**: \_\_\_\_\_ Library/Institutional **\$73 print, \$89 electronic, \$109 print/electronic**  
\_\_\_\_\_ Regular **\$100** \_\_\_\_\_ Student **\$80** Name: \_\_\_\_\_ Amount: \_\_\_\_\_

## ADVERTISEMENTS

Ads should be 300 resolution (DPI) and gray scale. Submit as PDF files.  
Ads may not exceed 7 1/2" (w) x 10" (h) for full-page ad; or 7 1/2" (w) x 5" (h) for half-page ad.

- ☐ Please reserve \_\_\_\_\_ **FULL-PAGE AD(S)** at **\$250** in Preliminary and Final Programs. Same ad only. Amount: \_\_\_\_\_
- ☐ Please reserve \_\_\_\_\_ **FULL-PAGE AD(S)** at **\$175** in Final Program. Amount: \_\_\_\_\_
- ☐ Please reserve \_\_\_\_\_ **HALF-PAGE AD(S)** at **\$150** in Preliminary and Final Programs. Same ad only. Amount: \_\_\_\_\_
- ☐ Please reserve \_\_\_\_\_ **HALF-PAGE AD(S)** at **\$100** in Final Program. Amount: \_\_\_\_\_

## SPONSORSHIPS

- ☐ I would like to sponsor a: \_\_\_\_\_ **BREAK** at **\$500**. Amount: \_\_\_\_\_
- \_\_\_\_\_ **BOOK SIGNING** at **\$250** (1-2 authors); **\$375** (3-4); **\$500** (5-6). Amount: \_\_\_\_\_
- \_\_\_\_\_ **RECEPTION**: Reception costs vary. Please contact the ASA. Amount: \_\_\_\_\_

## TOTAL AMOUNT

Amount: \_\_\_\_\_

Fees are payable to the APPALACHIAN STUDIES ASSOCIATION by check, Visa, or Master Card and due by January 16, 2016.

\_\_\_\_\_ EXHIBIT FEE enclosed \_\_\_\_\_ AD FEE enclosed \_\_\_\_\_ SPONSORSHIP FEE enclosed \_\_\_\_\_ BILL ME LATER

Mary K. Thomas, Appalachian Studies Association, One John Marshall Dr., Huntington, WV 25755  
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