INVITATION TO ADVERTISERS, EXHIBITORS, AND SPONSORS

What: Appalachian Studies Association’s 39th 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!

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.

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.

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.

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.

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!
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 ____ BANQUET TICKET(S) at $25 each. Amount:

☐ Saturday LUNCH TICKET(S) at $14 each. Amount:

☐ 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 ½” (w) x 10” (h) for full-page ad; or 7 ½” (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

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