INVITATION TO ADVERTISERS, EXHIBITORS, AND SPONSORS

What: Appalachian Studies Association’s 38th Annual Appalachian Studies Conference

Theme: Many Mountains, Many Musics

When: MARCH 27-29, 2015

Where: EAST TENNESSEE STATE UNIVERSITY, JOHNSON CITY, TENNESSEE

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 2,000 people!

Please accept this invitation to exhibit during the 2015 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 D. P. Culp University Center.

Exhibit Tables

Exhibitors will be provided with two chairs and one 8-foot table, clothed but not draped. Additional tables are available for a reduced rate. A special shared table rate is offered for community organizations, artists, and small presses. Exhibits should not be so tall 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 2,000 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, 2014.

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 ASA for information.

The Publisher’s Reception on Saturday, March 28th 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, 2014. All fees are due by January 16, 2015 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, 2014.
ADVERTISEMENTS MUST BE RECEIVED BY NOVEMBER 17, 2014.

| 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. Amount: ________
☐ Special dietary needs:

☐ Optional ASA MEMBERSHIP: ___ Library/Institutional $70 print, $85 electronic, $105 print/electronic ___ Regular $100 ___ Student $80 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, 2015.

☐ 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
Phone: 304-696-2904 | E-mail: asa@marshall.edu | Fax: 304-696-6221 | www.appalachianstudies.org