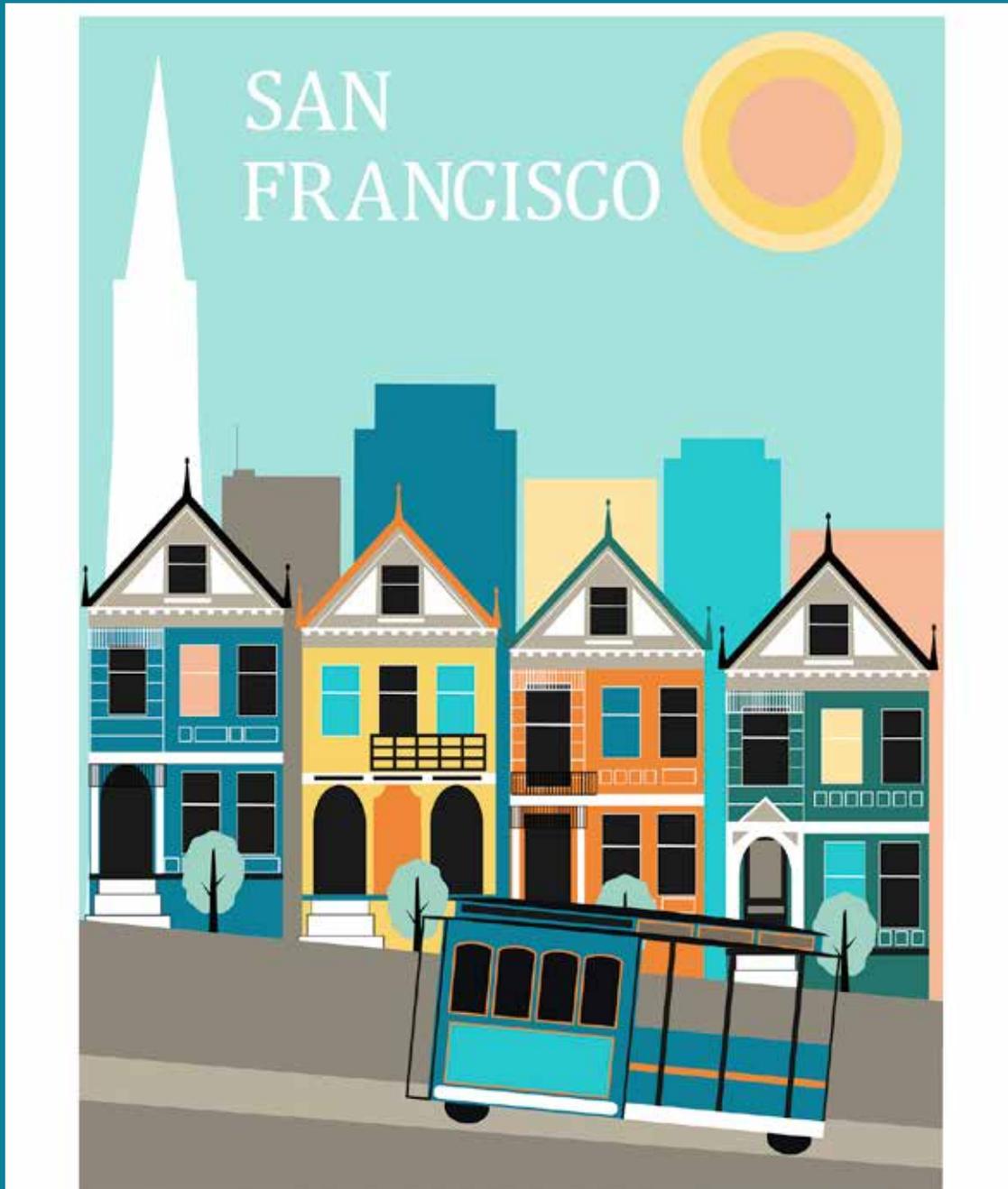


AIA & SCS | Joint Annual Meeting
JANUARY 6-9, 2016

EXHIBITOR & ADVERTISING PROSPECTUS



ARCHAEOLOGICAL INSTITUTE OF AMERICA (AIA)
& SOCIETY FOR CLASSICAL STUDIES (SCS)



AIA & SCS Joint Annual Meeting JANUARY 6-9, 2016

AM OVERVIEW

The AIA and SCS Joint Annual Meeting (AM) will take place at the Hilton San Francisco Union Square Hotel located at 333 O'Farrell Street, San Francisco, CA 94102. Last year, we welcomed 2,598 conference participants. The 2015 AM survey of attendees indicated that over 85% of those attendees plan to attend the 2016 AM. Because of the popularity of San Francisco, we expect attendance numbers to range between 2,500-2,900+ this year. Over fifty companies exhibit at the meeting, and more than 80% return every year. The showroom floor is always expanding to welcome new international and domestic exhibitors and attendees. We welcome book, software/technology, outdoor gear, archaeological supply, travel, job placement, and finance companies, as well as educational institutions, field schools, grant-making, and non-profit agencies. Additionally, we seek artisans related to classics/archaeology and local destination crafts and goods.

WHO IS ATTENDING

Over the past three years, the AM has welcomed over 7,000 professionals, students and interested enthusiasts from over 30 countries and every US state. The meeting is comprised of industry leaders who act as decision-makers in the selection of a wide variety of textbooks, software, products, and services for their affiliated universities, organizations, and institutions. Meeting attendees also include professionals and students who use the exhibit hall to find information about new job offerings, shop for publications and products, and learn about field schools, grants, funding opportunities, and other non-profit organizations supporting the field. The AM brings together professional and avocational archaeologists, classicists, art historians, epigraphers, scientists, and anthropologists from around the world to share their latest research, network, and learn about developments from the field.

LOCATION

The city of San Francisco delivers high conference attendance numbers. To avoid the oversized and impersonal feel of the convention space, we have chosen to place the entire AM at the Hilton. The Exhibit Hall will be located in the Grand Ballroom of the hotel. Registration will also be inside the ballroom to provide maximum visibility for exhibitors. We invite you to participate in the AIA and SCS Joint AM this January.

ARCHAEOLOGICAL INSTITUTE OF AMERICA (AIA)

The AIA is North America's oldest and largest organization devoted to the world of archaeology. The nonprofit institute was founded in 1879, and today the AIA has over 220,000 subscribing members and 109 Local Societies in the United States, Canada, and overseas. The *American Journal of Archaeology* is one of the world's most distinguished and widely distributed peer-reviewed archaeological journals. It was founded in 1885 and is a leader in ground-breaking articles on archaeology and thoughtful book and museum exhibition reviews. Circulation reaches more than 50 countries. Our award-winning popular magazine, *ARCHAEOLOGY* (available on newsstands and in bookstores nationwide), has been committed to bringing the excitement of archaeological discovery to a popular audience for over 65 years. The AIA has further promoted archaeological studies by founding research centers and schools in seven countries, including the American School of Classical Studies at Athens, the School of Classical Studies at the American Academy in Rome, the American Schools of Oriental Research, and others.

SOCIETY FOR CLASSICAL STUDIES (SCS)

Founded in 1869 as the American Philological Association by "professors, friends, and patrons of linguistic science," the SCS is the principal learned society in North America for the study of ancient Greek and Roman languages, literature, and civilizations. While the majority of its members are university and college Classics teachers, members also include scholars in other disciplines, primary and secondary school teachers, and interested lay people. The AIA and SCS Joint Annual Meeting is the meeting of the year for anyone interested in classical antiquity.

Exhibitors Receive...

SHIPPING DISCOUNTS

A 10% discount on material handling will be offered to any individual exhibitor that has 1,000+ lbs. of materials. This discount will be assessed at the show site after materials have been reweighed and delivered.

A 5% discount on material handling will be offered to any individual exhibitor that has 500 lbs. to 999 lbs. of materials. This discount will be assessed at the show site after materials have been reweighed and delivered.

NETWORKING OPPORTUNITIES

Complimentary tickets to the Opening Night Reception.

SUPPLEMENTED NIGHTLY HOTEL ROOMS

Discounted rate of \$173.90 plus 16.45% tax will be supplemented \$22 per night via a credit to your account (base rate will become \$151.90 nightly)

ADDITIONAL BADGES AT DISCOUNTED RATES

Additional Exhibitor badges are just \$60, which equals a \$130 savings per badge.

EXHIBITS

EXHIBIT HALL DETAILS

The Exhibit Hall (EH) will be located in the Grand Ballroom of the Hilton San Francisco Union Square Hotel (333 O'Farrell Street, San Francisco, CA 94102). The Exhibit Hall is open free of charge to all meeting attendees and registered guests. In addition, an Exhibit Hall only day-pass is available for public purchase.

Exhibit spaces are assigned in the order in which they are received. A 50% deposit is required to register. Additional event tickets, publications, or badges above the complimentary amount can be purchased online until mid-December by visiting us at www.classicalstudies.org and www.archaeological.org/annualmeeting, or via the on-site exhibitor badge registration form, which will be emailed to you in December. Badges will be distributed on-site at the AIA kiosk located in the middle of the EH floor during EH setup hours. Security will be provided move-in through move-out.

Please Note: To be listed in the SCS AM printed program, you must be registered by November 6, 2015. Registrations received after that date, but before December 18, 2015, will be featured in the AIA AM printed program only. All exhibitors will be included in the joint AM app.

PREMIUM BOOTHS | Cost: \$975.00

(Numbers: 101, 102, 103, 104, 105, 401, 402, 403, 404, 405)

Premium booths offer prime positioning and visibility and typically deliver the highest amount of foot traffic. All booths come equipped with the amenities detailed below (Exhibit Booth). Premium booths are limited and assigned on a first-come, first-served basis. Please refer to the Exhibit Hall diagram on the next page to view premium booth locations (indicated in yellow).

PREFERRED CORNER BOOTHS | Cost: \$875.00

(Numbers: 200, 201, 300, 301)

Preferred corner booths are located at the top of the aisle in the first line of sight. Their ideal location provides greater flexibility in your booth layout and design and ample foot traffic. All booths come equipped with the amenities detailed below (Exhibit Booth). Preferred corner booths are limited and assigned on a first-come, first-served basis. Please refer to the Exhibit Hall diagram on the next page to view preferred corner booth locations (indicated in purple).

EXHIBIT BOOTH | Cost: \$825.00

Includes:

- 10'x10' draped booth suitable for hanging displays.
- ONE 6' skirted table, TWO chairs, ONE wastebasket.
- Booth identification sign.
- TWO complimentary meeting registrations (per booth, i.e. two booths = four complimentary registrations). Additional exhibitor badges are offered at just \$60 each.

- Listing in the AIA and SCS AM Programs.
- **New!** Exhibitor listing in joint AM app including a hyperlink to your website.
- Listing in the AM website's virtual Exhibit Hall, a clickable floor plan that links to an exhibitor advertising pop-up window. Pop-up window includes hyperlink to your website.
- TWO Complimentary tickets to the Opening Night Reception (per booth).

TABLE TOP EXHIBITS | Cost: \$450.00

Ideal for exhibitors who require a smaller display space and do not need side walls or a backdrop for hanging displays. A free-standing display table provides exposure without the setup of a booth. Includes:

- ONE 6' skirted table, TWO chairs, ONE wastebasket.
- Table identification sign.
- ONE complimentary meeting registration. Additional exhibitor badges are offered at just \$60 each.
- Listing in the AIA and SCS AM Programs.
- **New!** Exhibitor listing in joint AM app including a hyperlink to your website.
- Complimentary listing in the AM website's virtual Exhibit Hall, a clickable floor plan that links to an exhibitor advertising pop-up window. Pop-up window includes company website, address and email address.
- ONE complimentary ticket to the Opening Night Reception.

COMBINED BOOK EXHIBIT

Cost: \$150.00 FOR THE FIRST BOOK OR JOURNAL

\$75.00 FOR EACH ADDITIONAL PUBLICATION

Gain exposure for your publication at a minimal cost. The Combined Book Exhibit is perfect for publishers with limited titles in archaeology, classics, philology, history, anthropology, or travel. Our attendees are avid book purchasers and are key decision-makers for course textbooks.

- A copy of the book and order forms will be placed on a display table at the front of the Exhibit Hall, which will be displayed along side other publications who join the combined book exhibit.
- Titles will be included in a program advertisement for the Combined Book Exhibit, listing the books on display and the publisher's website.

Note: Publication(s), book stand(s), and an adequate supply of order forms should be shipped directly to the Freeman warehouse and labeled "Combined Book Exhibit CO/Andri Cauldwell". The show reserves the right to cancel the Combined Book Exhibit if fewer than five publications are signed up. Please include return shipping if you would like the display materials returned.

| | |
|--|-----------------------|
| 50% Deposit For Exhibit Space Due | Upon Signing Contract |
| SCS Program Advertising order, Payment and Artwork Due | November 6, 2015 |
| AIA Program Advertising Order, Payment and Artwork Due | December 18, 2015 |
| Deadline For Exhibitor Final Payment | December 1, 2015 |
| Deadline For Exhibitor Registration Forms (with payment in full) | December 1, 2015 |
| Freeman Advance Shipment to the Warehouse Begins | December 4, 2015 |
| Freeman Advance Shipment to the Warehouse Ends | December 28, 2015 |
| Discounted Hotel Reservation Deadline | December 16, 2015 |

IMPORTANT DATES

IMPORTANT EXHIBITOR SERVICES INFORMATION

FREEMAN

Freeman is the official decorator for the AM and will have a service desk available in the Exhibit Hall for the entirety of the meeting. Exhibitors will electronically receive an Exhibition Service Manual, which will include rental forms for custom signage, additional furniture, and shipment instructions upon booking. Freeman will accept crated, boxed or skidded material beginning Monday, December 4, 2015 at the address below. Advance warehouse pricing will be extended up until Tuesday, December 28, 2015 at 3:30p.m.. Materials arriving after this date will be assessed an additional after deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00a.m.-3:30p.m.. Freeman will receive shipments at the exhibit facility beginning Wednesday, January 6, 2016 at 9:00a.m. Shipments arriving before this date will most likely be refused by the facility. Any additional charges incurred by the Hilton San Francisco Union Square for early freight acceptance will be charged directly to the exhibitor and will be in addition to the material handling charges. *Please note the warehouse will be closed December 24-25, 2015 and January 1, 2016 for the holiday. Call Freeman's Exhibitor Services department at (714) 254-3410 with any questions or needs you may have. Deliveries should be shipped directly to the Freeman advance freight warehouse with the following label:

Exhibiting Company Name / Booth #
AIA and SCS Joint Annual Meeting
C/O Freeman
245 S. Spruce Ave, STE 100
S. San Francisco, CA 94080

Take advantage of discount pricing by ordering online at www.freemanco.com/store by Tuesday, December 15, 2015.

SHIPPING DISCOUNT

We are happy to announce that Freeman will be offering a 10% discount on material handling to any individual exhibitor that has 1,000+ lbs. of materials. A 5% discount on material handling will be offered to any individual exhibitor that has 500 lbs. to 999 lbs. of materials. Discounts will be assessed at the show site after materials have been reweighed and delivered.

TIPS TO SAVE ON MATERIAL HANDLING

- Avoid overtime charges by scheduling your deliveries to arrive Monday through Friday, 8:00 a.m. to 3:30 p.m.
- Be sure that your packages arrive on the same day. A small package shipment is a shipment of any number of pieces with a combined weight not to exceed 30 lbs. However, all items must be received on the same day. For example, if four packages weighing 30 lbs in total arrive on four separate days, the decorator will charge a small package rate of \$44.70 per package.
- Consolidate your shipment and save! An example: three boxes weighing 200 lbs in total but shipped separately can cost \$485.40. When consolidated you could only be charged for one shipment at 200lbs., saving you \$323.60!

SHIPPING DIRECTLY TO THE HILTON SAN FRANCISCO UNION SQUARE HOTEL

The Hotel is limited in its capacity to accept large shipments. We encourage all exhibitors to ship to the Freeman advance warehouse. However, if you are not able to do so please contact the Hilton directly to price your shipments and obtain instructions for your packages. Please note general information and pricing for shipments is included in the next section.

Hotel Package Receiving Contact Information - Please contact the hotel directly at TEL: +1-415-771-1400 ext. 6211. They are open seven days from 7:00a.m.-6:00p.m. during weekdays and weekends from 7:00a.m.-5:00p.m. The shipping and receiving office is located on the ground floor by the valet parking booth.

Labeling - All packages should be labeled as follows:

Hilton San Francisco Union Square
333 O'Farrell Street
San Francisco, CA 94102
Hold for Guest Arrival (GUEST NAME/ARRIVAL DATE)
REF: AIA/SCS Annual Meeting, 1/6-1/9

The shipper's return address should include shipper's name, address and telephone number.
CURRENT PREVAILING RECEIVING AND HANDLING RATES (THESE ARE SUBJECT TO CHANGE):

Box 1-55 lbs \$10.00
Box 56 lbs and up \$20.00
Fiber Case \$25.00
Small Crate/Case \$50.00
Full Pallet/Large Crate \$100.00
Pallet loading/off loading \$40.00
Pallet Shrink Wrap \$20.00

DELIVERY - Packages should arrive no more than a few days prior to guest arrival or the event date. A storage fee may apply if items are shipped earlier.

HOUSING

Discounted AM hotel rates are available at the official Annual Meeting hotel, the Hilton San Francisco Union Square, located at 333 O'Farrell Street, San Francisco, CA 94102. The Hilton will host the AM including all academic sessions and committee/interest group meetings, as well as the Exhibit Hall, AM registration, and special events (additional space and rooms may be added at a neighboring hotel to accommodate meeting growth). The nightly discounted rate of \$173.90 plus 16.45% tax (includes complimentary in-room high speed Internet) will be supplemented \$22 per night via a credit to your account (base rate will become \$151.90 nightly). The discounted rate is based on availability and valid for reservations made January 3 - 10, 2016 (including three days pre and post AM dates based upon availability). The deadline to reserve your rooms at the discounted rate is December 16, 2015. We suggest making your reservation by November 2015, as the discounted blocks can fill quickly. Please visit www.archaeological.org/annualmeeting for complete booking details.

EXHIBITION DATES AND HOURS

Tuesday, January 5, 2016

All Day Freeman Exhibit Installation

Wednesday, January 6, 2016

8:00 AM – 1:00 PM Exhibitor Move-in and Setup,
Exhibitor Badge Pickup
(AIA Kiosk inside EH)

1:00 PM – 6:00 PM Exhibit Hall Open

Thursday, January 7, 2016

9:00 AM – 5:30 PM Exhibit Hall Open

Friday, January 8, 2016

9:00 AM – 5:30 PM Exhibit Hall Open

Saturday, January 9, 2016

8:00 AM – 12:00 PM Exhibit Hall Open
12:00 PM – 6:00 PM Exhibitor Move-out and Dismantle

ANNUAL MEETING ADVERTISING OPPORTUNITIES

JOINT REGISTRANT LIST RENTAL

| | |
|--------------------------------------|----------|
| PRE-CONFERENCE LIST OF REGISTRANTS: | \$250.00 |
| POST-CONFERENCE LIST OF REGISTRANTS: | \$300.00 |

Pre-conference list rental of all registered attendees allows you to connect with members before the meeting, informing them about new publications available at your booth and introducing your company's products and services. Post-conference list rental allows you to maximize your exposure and build lasting consumer relationships.

Note: Email addresses and phone numbers are not available for rental; only physical mailing addresses are provided. The list is limited to a one-time use. Complete rules and restrictions are outlined in the Joint Meeting Attendee List Rental Agreement, which will be made available upon order.

PRIVATE EVENING RECEPTIONS

| |
|---|
| \$300 FOR RECEPTIONS UNDER 250 ATTENDEES |
| \$600 FOR RECEPTIONS OF 250-500 ATTENDEES |
| \$750 FOR RECEPTIONS OF 500+ ATTENDEES |

Take the opportunity to host your private reception(s) during the Annual Meeting! A listing of your event will appear in the AIA and SCS AM Programs as well as the AM app. Event space ranges in size. Complimentary signage is provided. Does not include the cost of food and beverage. Please note that we do not allow fundraising events at the Annual Meeting.

Note: Space is limited and based upon availability.

MARKETING AND ADVERTISING OPPORTUNITIES

There are many companies that have been exhibiting at the AM for decades: it may be time to brand yourself as one of the AM's long-time partners. Push attendee traffic to your booth, drive sales by advertising on-site discounts or promotions being offered, or publicize new products, publications or programs. Below, you will find opportunities to do so in cost-effective ways that are significantly less expensive than conventional conference pricing (most options are offered at or near cost).

* Check marks (✓) designate value added marketing benefits. A sponsorship recognition thank you advertisement will be placed in both AM programs (if contracted by the first week in December 2015) and is a benefit included in all of the options below.

AIA AND SCS PRINTED PROGRAMS & JOINT ANNUAL MEETING APP

Place your advertisement in the 2016 AIA and SCS AM Programs in addition to your complimentary booth or table listing. With SCS and AIA members represented in about equal numbers, placing an ad in each program will guarantee that you reach the maximum number of attendees. Take advantage of this wonderful opportunity to increase your organization's presence at the meeting and in the disciplines. The conference attendees represent over 700+ separate institutes, universities and companies. Please fill out the appropriate program advertising form(s) found in this document to place your order(s). The back covers and multiple-page spreads are available at reasonable rates. (Please note that to place an ad in both programs you must fill out each individual institute's advertising order form.) Please refer to the box below for AM app advertising opportunities.

NEW! ANNUAL MEETING APP ADVERTISING

Take advantage of this great opportunity to advertise or sponsor the AIA and SCS Joint Annual Meeting App. Couple with your AM printed program advertisement or opt to advertise in the app as a standalone marketing choice. Advertising allows you to become part of the branding of the AM. All of the options below provide the highest level of visibility in the app. There is no better way to connect to attendees than through their mobile devices. Become part of the Annual Meeting's future while increasing your presence at the conference.

ADVERTISING OPPORTUNITIES IN THE JOINT AM APP:

- **Application Splash Page:** Make your advertisement the application splash page. Limited to one advertiser only. This opportunity ensures that all app users will see your advertisement each time they pull up the app on their smart phone, tablet, or computer. *Cost: \$1,000 - limited to one advertiser.*
- **Rotating Banner Advertisement:** Is situated at the bottom of the application pages and is limited to (5) rotating ads. *Cost: \$200 each advertisement - limited to five advertisers in total.*
- **Push Notifications:** Send a personalized message to all app users that is delivered directly to their personal devices. Invite them to visit your booth or to attend an event, announce a sale, or push out your company's website. The options are limitless. Push notifications are limited to two a day (two on Wednesday afternoon, one in the morning and one in the afternoon on Thursday and Friday and two on Saturday morning).

Cost: \$150 per push notification on Thursday and Friday / \$100 per push notification on Wednesday and Saturday. There are only eight push notification opportunities in total at the AM.



AMOUNT:
\$1,000 APPLICATION SPLASH PAGE
\$200 PER ROTATING BANNER AD
\$150 PER PUSH NOTIFICATION ON EITHER THURSDAY OR FRIDAY
\$100 PER PUSH NOTIFICATION ON EITHER WEDNESDAY OR SATURDAY

SPONSORED FOOD OR BEVERAGE BREAK

Located in the Exhibit Hall or Main Registration Area. Providing coffee or other refreshments or snacks to busy attendees will certainly increase awareness of your organization and drive traffic to your booth!

- ✓ An event listing will be included in the AM Programs, day-at-a-glance.
- ✓ Your company's logo will be printed in the Food and Beverage Lounge section on the AM Program Exhibit Hall map and the virtual online exhibit hall.



AMOUNT:
COST OF THE FOOD AND BEVERAGE

CONFERENCE LANYARDS

Worn by every registrant at the conference, (over 2,500 in 2015) lanyards are the most visible advertising option at the AM. Place your company's logo, name and/or booth number (space permitting) on the conference lanyards.

- ✓ Your company's logo and link listed as a sponsor in the side navigation bar on every page of the AIA AM website.
- ✓ Sponsor designation in the Annual Meeting app.
- ✓ Sponsor designation on your Exhibit Hall Booth signage.
- ✓ Sponsor designation in the Registration Information listed in the General Information section of the AM Programs.



AMOUNT: \$1,600

CONFERENCE TOTE BAGS

Reach every conference participant by becoming a sponsor of the Conference Tote Bag, given out free to all attendees at the time of registration. The tote will feature sponsor(s) logo(s) on one side and the AIA and SCS logos on the other.

- ✓ Sponsor designation in the Annual Meeting app.
- ✓ Your company's logo and link listed as a sponsor on every page of the AIA AM website.
- ✓ Sponsor designation on your Exhibit Hall Booth signage.
- ✓ Placement of two promotional items in the tote.



AMOUNT: \$3,000

HOTEL ROOM KEYS CARDS

Be creative by designing custom Key Cards, which will be distributed to over 1,300 guest rooms per night. A few ideas to inspire you:

- Have attendees seek out your booth to use their key card for discounts, promotions or special offers.
 - Run a raffle by printing one winning key card that is different from the rest and have attendees visit your booth to determine if they've won.
 - Place a trivia question on the card and offer a discount or give-away to attendees who visit your booth with the correct answer.
- ✓ Your company's logo and link listed as a sponsor on every page of the AIA AM website.
 - ✓ Sponsor designation on your Exhibit Hall Booth signage.
 - ✓ Post-conference mailing list.



AMOUNT:
ONE COLOR: \$2,200
TWO COLOR: \$2,400
FULL COLOR: \$3,350

AM OPENING NIGHT RECEPTION (ONR)

Wednesday, January 6, 7:00 p.m. - 9:00 p.m.

Have your organization kick off the conference at our largest cocktail party of the year. Even better – we take care of the guest list with 800+ of our conference's nearest and dearest in attendance. The event is open to the public and AM attendees. Branding in all: pre-event advertising, on-site signage at event registration, cocktail napkins.

- ✓ Sponsor recognition in the AIA President's Welcome letter.
- ✓ Sponsor designation on your on-site Exhibit Hall Booth signage.
- ✓ Sponsor designation in the Annual Meeting app.
- ✓ Your company will be included in the event description of the ONR in the AM programs.
- ✓ Logo and link will be included in the Special Events Section of the AM website.
- ✓ Sponsor recognition in the AIA Spring Newsletter (circulation 22,000 opt-in subscriber).
- ✓ Post-event attendee mailing list.



AMOUNT: \$5,000

SCS ADVERTISING OPPORTUNITIES

SOCIETY FOR CLASSICAL STUDIES PROGRAM

Cost:

| | |
|---|---------|
| Full page (8.5 x 11) | \$850 |
| Spread (4 continuous pages) | \$2,850 |
| *save \$550 over the cost of 2 two-page spreads | |
| Spread (2 continuous pages) | \$1,525 |
| *save \$175 over the cost of 2 one-page ads | |
| Inside front or back cover | \$1,100 |
| Outside back cover (New this year!) | \$1,250 |

The 2016 SCS Program will list the paper and panel sessions for its 147th Annual Meeting and will be distributed to all paid SCS registrants at the meeting. Several hundred more scholars will purchase the Program on-site and it will also be mailed upon request to members not attending the meeting. The full contents (including advertisements) will be posted on the SCS website. We cordially invite you to advertise in the 2016 SCS Annual Meeting Program. Simply read the advertising specifications and instructions below; then complete and submit the SCS Advertising Order Form on page 10. Send payment in full with your advertising order form and take 10% off the cost of your ad!

Specifications:

Trim size: 8.375 x 10.75

No bleeds accepted

Linescreen 120 lpi

Multiple pages: please state instructions regarding page layout

Deadlines:

Order: November 6, 2015

Artwork: November 6, 2015

ADVERTISEMENTS IN *TAPA*

TAPA is the official research publication of the Society for Classical Studies. As the flagship publication of one of the largest professional associations in the field of classical studies, *TAPA* reflects the wide range of research undertaken by classicists. The journal welcomes contributions across the broad spectrum of contemporary methodology from the most traditional to the most innovative. About 1,500 subscribers receive the printed copy of the journal, and many more see it in Project Muse and JSTOR. Volume 145, #2 of *TAPA* will appear in November 2015, just before the Annual Meeting. The space reservation deadline for this issue is September 15, 2015; artwork is also due on September 15, 2015. *TAPA* is published for the SCS by the Johns Hopkins University Press. For further information, visit the Press' website: http://www.press.jhu.edu/journals/transactions_of_the_american_philological_association/rate_card.html or contact the Advertising Coordinator at journalsadvertising@press.jhu.edu.

MAILING LIST OF THE SCS

Exhibitors are welcome to bring their products to the attention of SCS members by renting the membership mailing list. For further information, please contact:

Advertising Coordinator
The Johns Hopkins University Press
2715 North Charles Street
Baltimore, Maryland 21218-4363
Phone: 410-516-6988
E-mail: journalsadvertising@press.jhu.edu

GUIDELINES FOR SUBMITTING DIGITAL DOCUMENTS FOR THE SCS PROGRAM

Sending Files

Please send electronic files (PDF preferred) via email attachment to: scsmeetings@sas.upenn.edu. Proofs will not be furnished.

Graphics

Please include a copy of each graphic with your project. To get quality results from your graphic files, please make sure all graphics are at least 300 dpi at the size they are intended to be printed. Graphics pulled from or intended for the Internet (GIFs) are low resolution and do not reproduce well when printed.

EPS and TIFF files are preferred. Acrobat PDF files with all fonts embedded with distiller options set for press at 300 dpi are excellent files to send.

Note: Line art, to prevent jagged edges, needs to be scanned at a much higher resolution than color or gray scale.

Fonts

All fonts used in your document must be included with your files. Even common and classic fonts can vary from vendor to vendor, and there are differences between True Type and Type 1. Send both screen fonts and printer fonts for Postscript fonts (Type 1 fonts). Also, send fonts that are used in EPS files. Due to the nature of digital printing, we are unable to accept negatives, faxes, or materials that have been photocopied.

QUESTIONS?

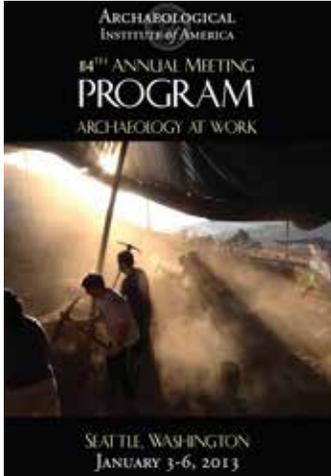
Direct your insertions order, artwork, and correspondence to: Heather Gasda
Society for Classical Studies

University of Pennsylvania, 220 South 40th Street, Suite 201E
Philadelphia, PA 19104-3543

Phone: 215-898-4975 Fax: 215-573-7874

Email: scsmeetings@sas.upenn.edu

AIA ADVERTISING & SPONSORSHIP OPPORTUNITIES



AIA AM PROGRAM

With over 220,000 members at its disposal, the AIA is one of the largest institutes in the discipline. The life of the AIA AM Program does not end at the meeting: programs are passed out free of charge at various AIA events held both nationally and internationally throughout the year in promotion of the Annual Meeting. Events include public outreach programs, conferences, tourism board events, lectures, and at many of our 109 local society events. In addition, the AIA Program will be available via PDF on the AIA website, which receives close to two million page views a year. (Program will be featured online for eight months.)



AMERICAN JOURNAL OF ARCHAEOLOGY ADVERTISING DISCOUNT

20% discount on all advertisements placed in 2015 in **OUTLOOK** and the **AJA E-UPDATE**.

OUTLOOK, a print-published supplement mailed with the quarterly journal, is well positioned for advertisers to reach a specialized readership.

The AJA E-UPDATE, an electronic monthly newsletter with 15,000 opt-in recipients, allows for an immediate means to connect with a loyal and responsive audience.

Contact Karina Casines, at karina@archaeology.org or by calling 718-472-3050 (ext. 4095), for more information.

www.aajonline.org

OFFER ONLY AVAILABLE TO EXHIBITORS AT THE AIA AND SCS JOINT ANNUAL MEETING 2016

The *American Journal of Archaeology* was founded in 1885 and is the leading journal devoted to classical archaeology and related fields in the English-speaking world. The AJA reaches more than 50 countries and almost 1,000 universities, learned societies, departments of antiquities, and museums, and is available as both a print and a digital publication.

AIA GRADUATE STUDENT PAPER AWARD



The AIA Graduate Student Paper Committee needs your support! Each year the Committee selects the best paper presented by a graduate student at the Annual Meeting and presents the author(s) with an award comprised of publications donated by Exhibitors like you. Please help us continue this tradition by indicating the number of books you wish to donate on the Exhibit Reservation Form included with this document. Donated publications will be collected from your booth on the morning of January 9, 2016. Your organization will be included in an AIA AM Program ad recognizing contributors to the Graduate Student Paper Award.

AIA ONLINE ADVERTISING

ARCHAEOLOGY offers access to the over one quarter million unique visitors who come to our websites monthly (www.archaeology.org, www.archaeological.org and www.aajonline.org).

Interested marketers can reach professional archaeologists, academics and fans of archaeology through various media buys ranging from Classified and Banner ads online to direct mail eBlasts for up to 80,000 opt-in supporters. Pricing can be as little as \$300 for most starter programs to \$6,000 for larger one time efforts. Please contact Karina (karina@archaeology.org) or Gerry (Gerry@archaeology.org) for a customized program designed to fit your marketing challenges.



SCS PROGRAM ADVERTISING

ADVERTISER INFORMATION (please print)

Contact person's name _____ Title _____

Company name _____

Address _____

City _____ State _____

ZIP _____ Telephone _____ Fax _____

E-mail _____ Website _____

ADVERTISING ORDER (must be submitted by November 6, 2015)

| PAGE SIZE (UNIT) | NUMBER OF PAGES | COST PER UNIT | TOTAL COST |
|---|-----------------|----------------------|------------|
| <input type="checkbox"/> FULL PAGE | _____ | \$850 | \$_____ |
| <input type="checkbox"/> SPREAD (four facing pages; be sure to include instructions for layout) | _____ | \$2,850 | \$_____ |
| <input type="checkbox"/> SPREAD (two facing pages; be sure to include instructions for layout) | _____ | \$1,525 | \$_____ |
| <input type="checkbox"/> OUTSIDE BACK COVER <i>New This Year!</i> | _____ | \$1,250 | \$_____ |
| <input type="checkbox"/> INSIDE FRONT COVER | _____ | \$1,100 | \$_____ |
| <input type="checkbox"/> INSIDE BACK COVER | _____ | \$1,100 | \$_____ |
| | | TOTAL PAYMENT | \$_____ |

PAYMENT METHOD

All payments must be in U.S. dollars. If payment accompanies your order, you may take 10% off the cost of your ad!

(Please note this offer is not applicable if an invoice is required)

VISA MasterCard Check payable to Society for Classical Studies enclosed

Card number _____ Expiration date _____

Cardholder's name _____

Cardholder's signature _____

Billing address _____



Send your completed form to:
Society for Classical Studies, University of Pennsylvania
220 S. 40th Street, Suite 201E, Philadelphia, PA 19104-3543
Phone: 215-898-4975; Fax: 215-573-7874
Email: scsmeetings@sas.upenn.edu; Website: www.classicalstudies.org

AIA PROGRAM ADVERTISING

ADVERTISER INFORMATION (please print)

Contact person's name _____ Title _____

Company name _____

Address _____

City _____ State _____ ZIP _____ Telephone _____

E-mail _____ Website _____

AIA ANNUAL MEETING PROGRAM AD

Full payment and high resolution (400 dpi) electronic files due by December 18, 2015. Proofs will not be furnished. PDF preferred.

(Please contact AIA for further artwork instructions if needed.)

| PAGE SIZE (UNIT/IMAGE AREA) | NUMBER OF PAGES | COST PER UNIT | TOTAL COST |
|--|-----------------|---------------|------------|
| <input type="checkbox"/> Full Page (7" wide x 9.5" tall) | _____ | \$750 | \$ _____ |
| <input type="checkbox"/> Half Page (7" wide x 4.5" tall) | _____ | \$425 | \$ _____ |
| <input type="checkbox"/> Outside Back Cover (4-color; 7" wide x 9.5" tall) | _____ | \$1,050 | \$ _____ |
| <input type="checkbox"/> Inside Front Cover (7" wide x 9.5" tall) | _____ | \$1000 | \$ _____ |
| <input type="checkbox"/> Inside Back Cover (7" wide x 9.5" tall) | _____ | \$900 | \$ _____ |

TOTAL PROGRAM ADVERTISING \$ _____

AIA SUPPLEMENTAL ADVERTISING OPPORTUNITIES

- Yes! Please contact me about discounted advertising in *ARCHAEOLOGY* magazine
- Yes! Please contact me with additional information about the *AMERICAN JOURNAL OF ARCHAEOLOGY* mailing list
- Yes! Please contact me about advertising opportunities in Outlook
- Yes! Please contact me about website advertising opportunities

PAYMENT METHOD

All payments must be in U.S. currency. For payment via purchase order or bank transfer, please contact the AIA (contact information below).

- Check payable to AIA enclosed.
- VISA
- MasterCard
- Discover
- American Express

Card Number _____ Expiration Date _____

Cardholder's Name _____

Cardholder's Signature _____

Please fax, scan or mail form to: Andri Magdalena Cauldwell, Senior Director of Conferences and Event Planning
Archaeological Institute of America, 656 Beacon Street, 6th Floor, Boston, MA 02215
Fax to: 617-353-6550 Phone: 617-353-8704 Email: acauldwell@aia.bu.edu

EXHIBIT RESERVATION FORM

EXHIBITOR INFORMATION (please print)

(Return completed form attn: Andri Cauldwell via email to acauldwell@aia.bu.edu, fax 617-353-6550, or mail to 656 Beacon St., 6 Floor, Boston, MA 02215)

Contact person's name _____ Title _____

Company name _____

Address _____

City _____ State _____ ZIP _____ Telephone _____

E-mail _____ Website _____

I have read and agree to abide by the rules and regulations governing the conference, which are listed on the last page.

Authorizing signature _____

Yes, I will donate _____ [number] books for the AIA Graduate Student Paper Award. (Donors will be acknowledged in the AIA Program and online.)

EXHIBIT SPACE APPLICATION

Space is assigned on a first-come, first-served basis. Spaces cannot be assigned until the exhibit application and deposit are received. Full payment is due by December 1, 2015.

| TYPE OF EXHIBIT DISPLAY | QUANTITY | COST PER UNIT | TOTAL COST |
|--|----------|---------------|------------|
| · Premium Exhibit Booth (numbers: 101, 102, 103, 104, 105, 401, 402, 403, 404, 405) | _____ | \$975 | \$ _____ |
| · Preferred Corner Booth (numbers: 200, 201, 300, 301) | _____ | \$875 | \$ _____ |
| · Exhibit Booth * | _____ | \$825 | \$ _____ |
| · Display Table* | _____ | \$450 | \$ _____ |
| · Combined Book Exhibit (CBE) (first book) | _____ | \$150 | \$ _____ |
| · Combined Book Exhibit (each additional book) | _____ | \$75 | \$ _____ |

* A deposit of \$485 per premium booth, \$435 per preferred corner booth, \$410 per exhibit booth, and \$225 per display table is required. CBE full payment at booking.

TOTAL EXHIBIT SPACE COST \$ _____

DEPOSIT \$ _____

BALANCE DUE \$ _____

1st choice _____ 2nd choice _____ 3rd choice _____ 4th choice _____

Consult the floor plan on pg. 4 to determine your preferred booth space.

JOINT PROMOTIONAL OPPORTUNITIES

Yes, I'm interested in learning more about the marketing/advertising opportunities below.

· Annual Meeting App Advertising

Application Splash Page: \$1,000

Rotating Banner Ad: \$200 each

Push Notification: \$150 (Thurs. or Fri.)

Push Notification: \$100 (Wed. or Sat.)

\$ _____ \$ _____ \$ _____ \$ _____

· Sponsored Food or Beverage Break Cost of Food & Beverage \$ _____

· Conference Lanyards \$1,600 \$ _____

· Conference Tote Bags \$3,000 \$ _____

· Conference Opening Night Reception (ONR) Sponsor \$5,000 \$ _____

· Hotel Room Keys Cards

\$2,200 (one color) \$2,400 (two color) \$3,350 (full color) \$ _____

· Joint Attendee Mailing List: \$250 Pre-registrants (available 12/1/15) \$300 Final attendees (available after 1/29/16) \$ _____

TOTAL ENCLOSED \$ _____

PAYMENT METHOD All payments must be in U.S. dollars.

Check payable to Archaeological Institute of America VISA Master Card Discover American Express

Card number _____ Expiration date _____

Cardholder's name _____ Cardholder's signature _____

EXHIBITOR RULES AND REGULATIONS

CONTRACT FOR SPACE

The application for space and the formal notice of assignment by the Archaeological Institute of America (AIA) and the Society for Classical Studies (SCS) constitute a contract for the right to use the space allotted. In the event that the conference is canceled for unforeseeable circumstances, this contract shall not be binding and a full refund will be provided.

INSTALLATION OF EXHIBITS

Installation of exhibits may begin at 8:00 a.m. on Wednesday, January 6, 2016 and must be completed by 12:00 p.m. The Exhibit Hall will open at 2:00 p.m. that day. Exhibitors are requested to conform to the prevailing labor regulations of San Francisco, California.

DISMANTLING

The exhibitor expressly agrees not to dismantle his or her exhibit during show hours or begin any packing before the Exhibit Hall closes at 12:00 p.m. on Saturday, January 9, 2016. Any exhibitor who dismantles a booth in advance of the official closing will be subject to a \$200 fee.

UNION CLEARANCE (WHEN APPLICABLE)

In order to be in compliance with Freeman and the Hilton San Francisco Union Square Hotel contracts, it is necessary that all exhibitors use qualified personnel for the various services required for installation and dismantling of exhibits and for material handling within the show.

CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents shall not injure or deface any part of the building, the booth, or the equipment in the booth. Any property damaged or destroyed by the exhibitor must be replaced or repaired at the exhibitor's expense.

FIRE PROTECTION

All materials to be used in the Exhibit Hall must be non-flammable to conform to the Fire Regulations of the State of California. Materials not conforming to these regulations may be removed at the exhibitor's expense. All doors and openings must be kept clear and exit signs, fire alarms, and extinguishers must be visible at all times. Exhibitors may be asked by show management to rearrange or move display materials to comply with this law. All exhibitors must comply with Fire Regulations.

LIABILITY AND INSURANCE

Exhibitor assumes responsibility and agrees to indemnify and defend the AIA /SCS and the Hilton San Francisco Union Square Hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the AIA/SCS, nor the Hilton San Francisco Union Square Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

SHIPMENT OF EXHIBIT MATERIALS

It is highly recommended that exhibitors send materials to the Freeman advance shipment warehouse. Direct freight shipment should not be sent to the Hilton San Francisco Union Square Hotel. Limited boxed materials may be allowed as an exception and must be coordinated with the Hilton San Francisco Union Square Hotel shipping department in advance.

RESTRICTIONS

AIA/SCS management reserve the right to alter the exhibit layout at anytime. The AIA/SCS reserve the right to restrict exhibits which, because of noise, method, operation, or for any other reason; become objectionable and also to prohibit or evict any exhibit which, in the opinion of AIA/SCS management, detracts from the general character of the exhibits as a whole.

SECURITY

Show management will provide overnight security personnel outside the Exhibit Hall. The AIA/SCS, and the Hilton San Francisco Union Square will take every precaution to secure the Exhibit Hall after hours. We ask that you please not leave anything valuable in the room. Neither the AIA/SCS nor the Hilton San Francisco Union Square Hotel will take responsibility for, replace, or reimburse for any item that may be missing from the Exhibit Hall.

CANCELLATIONS

All cancellations must be made in writing to the AIA. There is a tiered refund policy for exhibitors who wish to cancel their participation before the event. Cancellations made by October 1, 2015 will be subject to a cancellation fee in the amount of 25% of the total order cost. Cancellations made by November 1, 2015 will be subject to a cancellation fee of 50%. Cancellations made by November 30, 2015 will be subject to a cancellation fee of 75%. Unfortunately, we are unable to issue refunds after December 1, 2015. These regulations become a part of the contract between the exhibitor and the AIA and SCS. They have been formulated for the best interests of the exhibitors. All points not covered are subject to the decision of the AIA/SCS.