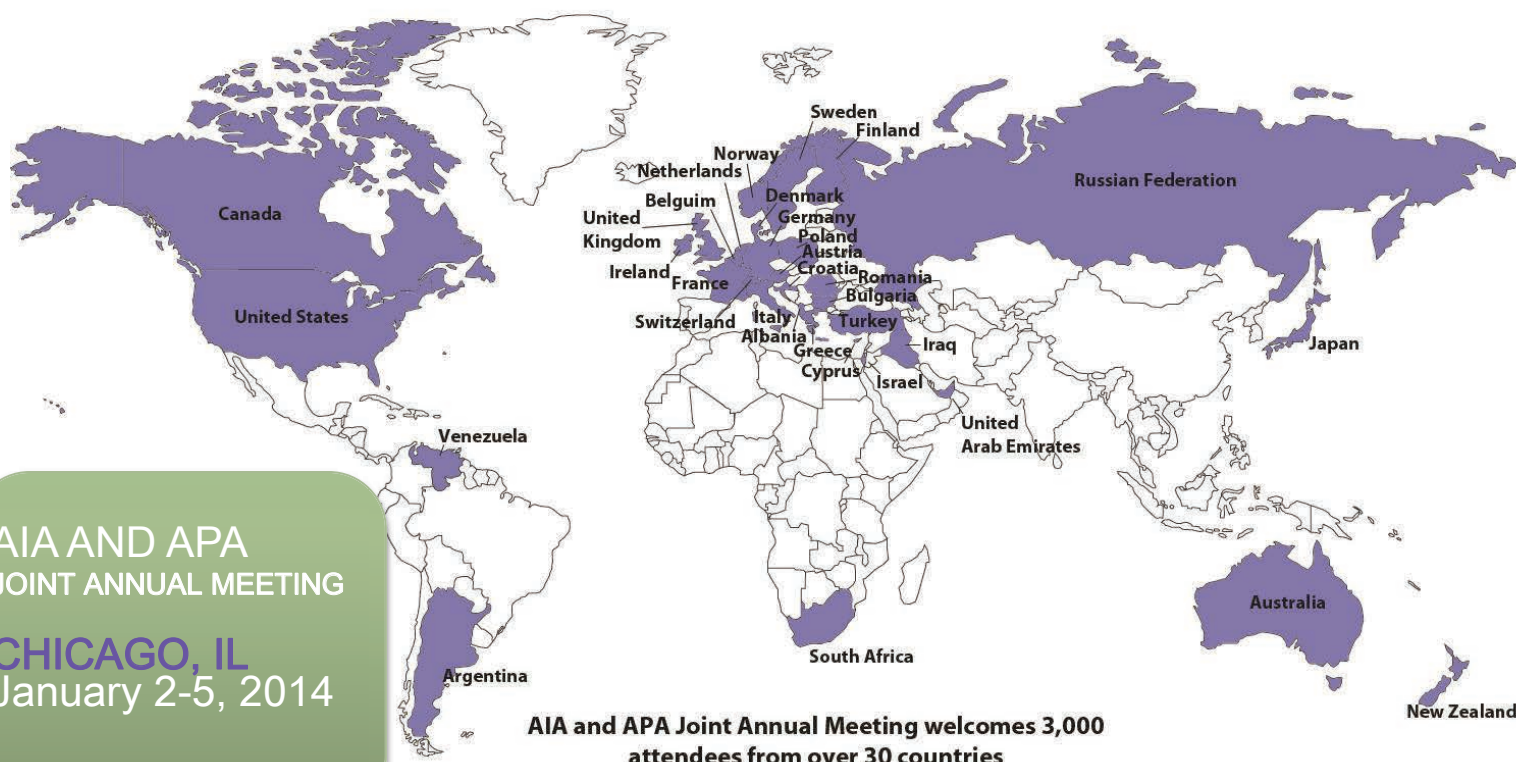


# EXHIBITOR & ADVERTISING PROSPECTUS 2014



## ATTENDANCE

- ✓ 3,000+ attendees
- ✓ 30+ countries
- ✓ 49+ U.S. States

## ATTENDEES REPRESENT 700+

- ✓ Colleges & Universities
- ✓ Educational Institutions
- ✓ Funding Agencies & Trusts
- ✓ Government Agencies
- ✓ Magazines, Journals, Newspapers, University Presses, and other Scholarly Publications
- ✓ Cultural Resource Management Companies
- ✓ Non-profit Institutes
- ✓ International Organizations
- ✓ Archaeology Laboratories
- ✓ Museums and Research Institutes

## SHIPPING DISCOUNTS!

Freeman will be offering a 5% discount on shipments over 500lbs., a 10% discount for shipments over 1,000 lbs., and a 50% discount on material handling for one-way literature and giveaway shipments (excluding inbound overtime or off target charges).

## NETWORKING ON US!

Complimentary tickets to the Opening Night Reception will provide you with an opportunity to mingle outside of the Exhibit Hall and create personalized connections with nearly 800 attendees.

## INCREDIBLE HOTEL RATES!

The nightly discounted room rate in 2014 at the newly renovated, sleek Hyatt Regency Hotel on the river is only \$129 (plus tax) per night for a single or double room.

## SAVE ON ADDITIONAL STAFF BADGES!

Additional Exhibitor badges above the complimentary amount are offered at the guest rate \$55 during the early registration period and \$75 during late registration over the normal nonmember registration rate of \$185/\$235.

# ARCHAEOLOGICAL INSTITUTE *of* AMERICA & AMERICAN PHILOLOGICAL ASSOCIATION

JOINT ANNUAL MEETING  
Hyatt Regency Chicago Hotel  
January 2-5, 2014

## 2014 ANNUAL MEETING

The AIA and APA Joint Annual Meeting (AM) will take place at the Hyatt Regency Chicago Hotel located at 151 E Upper Wacker Drive, Chicago, IL 60601. The AM is comprised of industry leaders who act as key decision-makers in the selection of a wide variety of textbooks, software, products, and services for their affiliated universities, organizations, and institutions, as well as professionals and students who use the 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 conference brings together professional and vocational 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.

Chicago has always served as an attendance record breaking show site for the AM. Projections indicate that you can expect a conference attendance of 2,800-3,200 participants. In addition, we expect an additional jump in international attendance due to the air lift of Chicago's two major airports. With an ever-expanding showroom floor introducing new international and domestic exhibitors each year, we look forward to packed hallways and a buzzing Exhibit Hall. To avoid the oversized and impersonal feel of the lower level convention space at the Hyatt Regency Chicago Hotel we have chosen to place the Exhibit Hall in the Grand Ballroom (East Tower, Gold Level). Situated amidst the most active meeting space this location will not only drive steady traffic throughout the day, it will also create a more interactive experience for both the attendees and exhibitors. In addition, new features will be added to the show room floor including concessions and author book signing. We invite you to participate in the AIA and APA Joint Annual Meeting, January 2-5, 2014 in Chicago, Illinois.

## AMERICAN PHILOLOGICAL ASSOCIATION (APA)

Founded in 1869 by "professors, friends, and patrons of linguistic science," the APA is the principal learned society in North America for the study of ancient Greek and Roman languages, literatures, 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 APA Joint Annual Meeting is the meeting of the year for anyone interested in Classical Antiquity.

## 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 nation-wide), has been committed to bringing the excitement of archaeological discovery to a popular audience for over 60 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.



# EXHIBITS

## EXHIBIT HALL DETAILS

The Exhibit Hall will be in the Hyatt Regency Chicago Hotel in the Grand Ballroom (East Tower, Gold Level) located at 151 E Upper Wacker Drive, Chicago, IL 60601. A complimentary Exhibitor Lounge will be located near the show room floor and will serve as a location to have lunch, take a break, and enjoy complimentary internet, snacks, and beverages. 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 registrations above the complimentary amount can be purchased online until mid-December. Conference registration links provided at: [www.apaclassics.org](http://www.apaclassics.org) and [www.archaeological.org/annualmeeting](http://www.archaeological.org/annualmeeting), or via the exhibitor complimentary registration form. In addition, exhibitors will now be able to purchase additional badges at the guest conference rate, a \$160 savings over the nonmember registration rate offered in years past. Badges will be distributed on-site. Security will be provided move-in through move-out.

Please Note: To be listed in the APA AM Program, you must be registered by November 1, 2013. Registrations received after that date but before December 6, 2013 will be featured in the AIA program only.

## PREMIUM BOOTHS

(Numbers: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12)

**COST: \$975.00**

Premium booths offer prime positioning and prime visibility! 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 reference the Exhibit Hall diagram on the next page to view premium booth locations (indicated in yellow).

## PREFERRED CORNER BOOTHS

(Numbers: 100, 101, 200, 201, 300, 301, 400, 401)

**COST: \$850.00**

Preferred corner booths are located at the top of the aisle in the first line of sight. Their ideal location provides continuous foot traffic compared to other corner booths. 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 reference the Exhibit Hall diagram on the next page to view preferred corner booth locations (indicated in purple).

## EXHIBIT BOOTH

**COST: \$775.00**

Includes:

- 10'x10' draped booth suitable for hanging displays
- ONE 6' skirted table
- TWO chairs
- ONE wastebasket

- Table identification sign
- TWO complimentary meeting registrations (per booth i.e. two booths = four complimentary registrations)
- Listing in the AIA and APA AM Programs and a complimentary copy of each program
- 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
- TWO Complimentary tickets to the Opening Night Reception (per booth)
- Access to the complimentary Exhibitor Lounge

## DISPLAY TABLE

**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
- Listing in the AIA and APA AM Programs and complimentary copy of each program
- 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
- Access to the complimentary Exhibitor Lounge

## 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 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 publishers 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 less than five publications are signed up.

50% Deposit For Exhibit Space Due  
APA Program Advertising order, Payment and Artwork Due  
AIA Program Advertising Order, Payment and Artwork Due  
Deadline For Exhibitor Final Payment  
Deadline For Exhibitor Registration Forms (with payment in full)  
Advance Shipment to the Warehouse Begins  
Advance Shipment to the Warehouse Ends  
Freeman Direct Shipment to the Hyatt Begins  
Discounted Hotel Reservation Deadline

IMPORTANT DATES

Upon Signing Contract  
November 1, 2013  
December 13, 2013  
December 2, 2013  
December 6, 2013  
December 2, 2013  
December 26, 2013  
January 1, 2014  
December 10, 2013



 Premium Booths

 Preferred Corner Booths

**AIA & APA JOINT ANNUAL MEETING**  
 JANUARY 2-5, 2014  
 HYATT REGENCY CHICAGO  
 GRAND BALLROOM

# 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 freight beginning December 2, 2013. To ensure timely arrival of your materials at the show site, freight should arrive at the Freeman warehouse by December 26, 2013. Materials arriving after Thursday, December 26th, 2013 will be received at the warehouse with an additional after deadline charge. Warehouse receiving hours are 8:00 a.m. to 3:30 p.m. Monday through Friday. \*Please note the Freeman warehouse will be closed on Tuesday, December 24th & Wednesday, December 25th. For additional information, please contact Freeman directly at (773) 473-7080 Deliveries should be shipped directly to the Freeman warehouse with the following label:

AIA / APA 2014 Joint Annual Meeting

Exhibiting Company Name

Booth # \_\_\_\_\_

c/o FREEMAN

2500 West 35th Street

Chicago, IL 60632

## 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! Three boxes weighing 200 lbs in total but shipped separately will cost \$485.40. When consolidated you will only be charged for one shipment at 200lbs., saving you \$323.60!

## SHIPPING DISCOUNT

We are happy to announce that Freeman will be offering a 5% discount on shipments over 500 lbs., a 10% discount for shipments over 1,000 lbs., and a 50% discount on material handling for one-way only literature and giveaway shipments (excluding inbound overtime or off target charges). Discounts cannot be combined. For those wishing to take advantage of the 50% one-way only discount please contact Freeman directly for complete details.

## SHIPPING DIRECTLY TO THE HOTEL

The Hyatt Regency Chicago Hotel charges a per box, per day storage fee for small packages and is limited in their capacity to accept large shipments. The rate increases in relation to size and weight. Please contact the hotel shipping department directly at (312) 239-4410 for complete details before shipping small packages directly to the hotel.

## HOUSING

Discounted conference hotel rates are available at the official conference hotel, Hyatt Regency Chicago a AAA Four Diamond downtown Chicago hotel centrally located on the river at 151 E Upper Wacker Drive, Chicago, IL 60601 US. The discounted rate is based on availability and valid for reservations made December 27, 2013, through January 9, 2014. The deadline to reserve your rooms at the discounted rate is Friday, December 10, 2013. Due to the large attendance encountered at Chicago based AMs we suggest booking your rooms as early as possible.

SINGLE or DOUBLE GUEST ROOM (single-one bed) or (double-two beds)	\$129.00 USD per night
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\*All rates are subject to applicable taxes and include complimentary internet access (excluding the meeting rooms).

Please visit the Annual Meeting website:

[www.archaeological.org/annualmeeting](http://www.archaeological.org/annualmeeting) in late August for complete booking details.

## EXHIBITION DATES AND HOURS

Please note: in order to save our exhibitors the double time and a half holiday union labor fee to move exhibitor freight onto the showroom floor (Jan. 1) at the Hyatt Regency Chicago Hotel; Freeman will now be setting up the Exhibit Hall Floor the morning of the conference (Jan. 2). As a result, exhibitors will have less time to setup on the day of the conference. If you need more than three hours please let us know and we will do our best to accommodate an earlier setup time for you. Please reference the setup schedule and show hours below.

### Thursday, January 2, 2014

7:00 AM – 11:30 AM	Freeman Exhibit Installation
11:30 AM – 2:30 PM	Exhibitor Move-in and Setup
2:30 PM – 6:30 PM	Exhibit Hall Open

### Friday, January 3, 2014

9:30 AM – 5:30 PM	Exhibit Hall Open
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### Saturday, January 4, 2014

9:30 AM – 5:30 PM	Exhibit Hall Open
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### Sunday, January 5, 2014

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

# 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 American Philological Association (APA) 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 11:30 a.m. on Thursday, January 2, 2014 and must be completed by 2:30 p.m. The Exhibit Hall will open at 2:30 p.m. that day. Exhibitors are requested to conform to the prevailing labor regulations of Chicago, IL.

## DISMANTLING

The exhibitor expressly agrees not to dismantle their exhibit during show hours or do any packing before the Exhibit Hall closes at 12:00 p.m. on Sunday, January 5, 2014. Any exhibitor who dismantles a booth in advance of the official closing will be subject to a \$200 fine.

## UNION CLEARANCE (WHEN APPLICABLE)

In order to be in compliance with Freeman and the Hyatt Regency Chicago 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 Illinois. 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 /APA and the Hyatt Regency Chicago 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/APA, nor the Hyatt Regency Chicago 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 Hyatt Regency Chicago Hotel. Limited boxed materials may be allowed as an exception and must be coordinated with the Hyatt Regency Chicago Hotel shipping department in advance.

## RESTRICTIONS

The AIA/APA 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/APA management, detracts from the general character of the exhibits as a whole. AIA /APA management also reserve the right to alter the exhibit layout at any time.

## SECURITY

Show management will provide overnight security personnel outside the Exhibit Hall. The AIA/APA, and the Hyatt Regency Chicago Hotel 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/APA nor the Hyatt Regency Chicago 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, 2013 will be subject to a cancellation fee in the amount of 25% of the total order cost. Cancellations made by November 1, 2013 will be subject to a cancellation fee of 50%. Cancellations made by November 29, 2013 will be subject to a cancellation fee of 75%. Unfortunately, we are unable to issue refunds after December 1, 2013. These regulations become a part of the contract between the exhibitor and the AIA and APA. They have been formulated for the best interests of the exhibitors. All points not covered are subject to the decision of the AIA/APA.

# ANNUAL MEETING ADVERTISING OPPORTUNITIES

## JOINT REGISTRANT LIST RENTAL

PRE-CONFERENCE LIST OF 1400 REGISTRANTS: \$250.00

POST-CONFERENCE LIST OF 2400 REGISTRANTS: \$425.00

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. List is limited to a one-time usage. Complete rules and restrictions are outlined in the Joint Meeting Attendee List Rental Agreement, which will be made available upon order.

## PRIVATE EVENING RECEPTIONS

\$250 FOR RECEPTIONS UNDER 250 ATTENDEES

\$500 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 APA Programs. Event space ranges in size. Complimentary signage is provided.

Note: Space is limited and based upon availability.

## AIA AND APA PROGRAMS

Place your advertisement in the 2014 AIA and APA AM Programs in addition to your complimentary booth or table listing. With equal APA and AIA members represented, placing an ad in each program will guarantee that you reach the maximum amount 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, companies etc. 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 the individual institute's advertising order form.)

## 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 and is a benefit included in all of the options below.

### CONFERENCE-AT-A-GLANCE READER BOARDS

Three-sided, freestanding central reader boards strategically placed in the most heavily trafficked locations at the conference. (The main hotel lobby, the escalator leading to session rooms, and the AM conference registration desk area at entrance of the Exhibit Hall.) The units will provide quick access to a Conference-at-a-Glance schedule and maps, with important information for attendees to view as they make their way through the hotel. Your company's advertisement, logo, booth location, and/or personal message, etc. will be integrated into the design of the signage and included in every panel. You may also purchase an entire panel to advertise your marketing piece at a cost of \$400 per panel.

Specs: 92cm x 215cm (x3) Three-sided Retractable Triangular Banner Display Stand with custom full-color PP graphic panels. Design proofs will be provided.

- ✓ 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 on your Exhibit Hall Booth signage



**AMOUNT:**  
\$300 for one  
\$600 for two  
\$800 for all three



### SPONSORED FOOD OR BEVERAGE BREAK

Located in the Exhibit Hall or Main Registration Area.

Providing coffee or other refreshments or snacks to attendees running through a packed three-day conference schedule with over 300 events 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:** \$500, plus the cost of food and beverage from the Hyatt Regency Hotel.

### CONFERENCE LANYARDS

Worn by every member of the conference, (over 3,000 in 2012) 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 on your Exhibit Hall Booth signage
- ✓ Sponsor designation in the Registration Information listed in the General Information section of the AM Programs



**AMOUNT:** \$1,500

## CONFERENCE TOTE BAGS

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

- ✓ 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 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 Hyatt Regency Hotel Key Cards, which will be distributed to over 1,050 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 in the side navigation bar 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



## CONFERENCE OPENING NIGHT RECEPTION (ONR)

Thursday, January 2, 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 nearest and dearest in attendance. The event is open to the public and all registered meeting 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
- ✓ 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 12,000-15,000)
- ✓ Post-event attendee mailing list



**AMOUNT:** \$5,000

## PACKAGE AND BECOME AN OFFICIAL EXHIBIT SPONSOR OF THE CONFERENCE

### Branding Includes:

- Conference-at-a-Glance Reader Boards
- And your choice of **two** of the following:
- Conference Lanyards
  - Conference Tote Bags
  - Opening Night Reception

### Benefits Exclusive to Exhibit Sponsors:

- ✓ Company's logo will be printed on your booth space in the AM Programs' Exhibit Hall maps and the virtual online exhibit hall with a link.
- ✓ Sponsor announcement in the AIA e-update sent to 14,000 subscribers
- ✓ Sponsor announcement in the Archaeology Magazine email newsletter sent to 80,000 subscribers

### Value Added Marketing Benefits:

- ✓ Sponsor recognition in the AIA President's Welcome letter
- ✓ Sponsor designation on your on-site Exhibit Hall Booth signage
- ✓ Write-up in the General Information section of the AM Programs
- ✓ The institutes have a combined membership of over 220,000 people. Your company will be listed as a Sponsor on the APA website and your company's logo and link will be prominently featured in the side navigation bar on every page of the AIA AM website
- ✓ Post-conference mailing list
- ✓ Sponsor recognition in the AIA Spring Newsletter (circulation 12,000-15,000)



**AMOUNT:** \$10,000

Package and Pricing is only available to past Exhibitors.

**NEW EXHIBITOR RATE:** \$15,000



# APA ADVERTISING OPPORTUNITIES

## AMERICAN PHILOLOGICAL ASSOCIATION PROGRAM

### COST:

FULL PAGE (8.5 X 11) \$800

SPREAD (4 CONTINUOUS PAGES) \$2,750

\*SAVE \$400 OVER THE COST OF 2 TWO-PAGE SPREADS

SPREAD (2 CONTINUOUS PAGES) \$1,475

\*SAVE \$100 OVER THE COST OF 2 ONE-PAGE ADS

INSIDE FRONT OR BACK COVER \$1,050

The 2014 APA Program will list the paper and panel sessions for its 145 Annual Meeting and will be distributed to all paid APA 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 APA website. We cordially invite you to advertise in the 2014 APA Annual Meeting Program. Simply read the advertising specifications and instructions below; then complete and submit the APA Advertising Order Form on page 12. 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 1, 2013

Artwork: November 1, 2013

## ADVERTISEMENTS IN TRANSACTIONS OF THE AMERICAN PHILOLOGICAL ASSOCIATION (TAPA)

TAPA is the official research publication of the American Philological Association. 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 journal. Volume 143, #2 of TAPA will appear in November 2013, just before the Annual Meeting. The space reservation deadline for this issue is September 15, 2013; artwork is also due on September 15, 2013. TAPA is published for the APA 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](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](mailto:journalsadvertising@press.jhu.edu).

## MAILING LIST OF THE APA

Exhibitors are welcome to bring their products to the attention of APA 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](mailto:journalsadvertising@press.jhu.edu)

## GUIDELINES FOR SUBMITTING DIGITAL DOCUMENTS FOR THE APA PROGRAM

### Sending Files

Please send electronic files (PDF preferred) via email attachment to: [apameetings@sas.upenn.edu](mailto:apameetings@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.

## MINORITY STUDENT SCHOLARSHIP FUND-RAISING EVENT

The APA Committee on Scholarships for Minority Students will sponsor a raffle at the 2014 AM. All proceeds from the event fund scholarships for minority undergraduate students seeking to use summer study to enhance their preparation for graduate school in classics or classical archaeology. Make a difference in the life of a deserving student by donating your books or press gift certificate as raffle prizes. Please contact Heather H. Gasda for details.

## QUESTIONS?

Direct your insertions order, artwork, and correspondence to:

Heather Gasda  
American Philological Association  
University of Pennsylvania  
220 South 40th Street, Suite 201E  
Philadelphia, PA 19104-3543  
Phone: 215-898-4975  
Fax: 215-573-7874  
Email: [apameetings@sas.upenn.edu](mailto:apameetings@sas.upenn.edu)

# APA 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 1, 2013)

PAGE SIZE (UNIT)	NUMBER OF PAGES	COST PER UNIT	TOTAL COST
<input type="checkbox"/> FULL PAGE	_____	\$800	\$ _____
<input type="checkbox"/> SPREAD (four facing pages; be sure to include instructions for layout)	_____	\$2,750	\$ _____
<input type="checkbox"/> SPREAD (two facing pages; be sure to include instructions for layout)	_____	\$1,475	\$ _____
<input type="checkbox"/> INSIDE FRONT COVER (please contact the APA for artwork instructions)	_____	\$1,050	\$ _____
<input type="checkbox"/> INSIDE BACK COVER (please contact the APA for artwork instructions)	_____	\$1,050	\$ _____
<b>TOTAL PAYMENT</b>			\$ _____

## 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 APA enclosed

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Cardholder's name \_\_\_\_\_

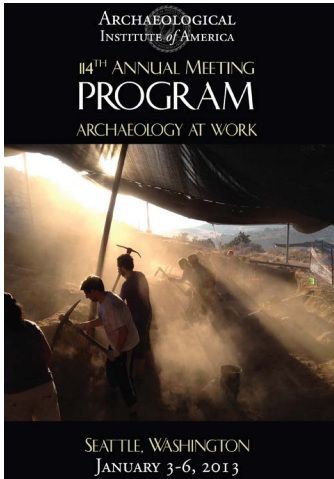
Cardholder's signature \_\_\_\_\_

Billing address \_\_\_\_\_



Send your completed form to:  
American Philological Association, University of Pennsylvania  
220 S. 40th Street, Suite 201E, Philadelphia, PA 19104-3543  
Phone: 215-898-4975; Fax: 215-573-7874  
Email: apameetings@sas.upenn.edu; Website: www.apaclassics.org

# AIA ADVERTISING & SPONSORSHIP OPPORTUNITIES



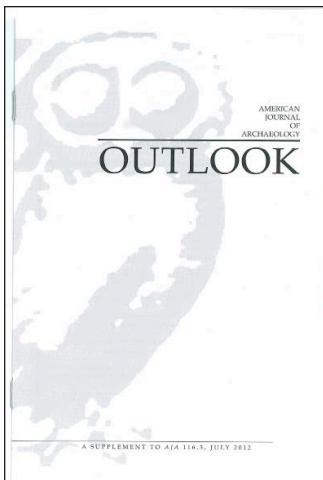
## AIA PROGRAM

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 just shy of two million page views a year. (Program will be featured online for eight months.)

## AIA GRADUATE STUDENT PAPER AWARD



The AIA Graduate Student Paper Committee needs your support! The committee will choose the best paper presented by a graduate student at the Annual Meeting. The award is 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 in this document. Donated publications will be collected from your booth the morning of Jan. 5, 2014. Your organization will be included in an AIA AM Program ad recognizing contributors to the Graduate Student Paper Award.



## AMERICAN JOURNAL OF ARCHAEOLOGY OUTLOOK & AJA MAILING LIST

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 of the Journal reaches more than 50 countries and almost 1,000 universities, learned societies,

## AIA ONLINE ADVERTISING

ARCHAEOLOGY offers access to the over one quarter million unique visitors who come to our websites monthly ([www.archaeology.org](http://www.archaeology.org), [www.archaeological.org](http://www.archaeological.org) and [www.ajaonline.org](http://www.ajaonline.org)).

Interested marketers can reach professional archaeologists, academics and fans of archaeology thru 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](mailto:karina@archaeology.org)) or Gerry ([Gerry@archaeology.org](mailto:Gerry@archaeology.org)) for a customized program designed to fit your marketing challenges.

departments of antiquities, and museums.

### AJA Outlook Advertising

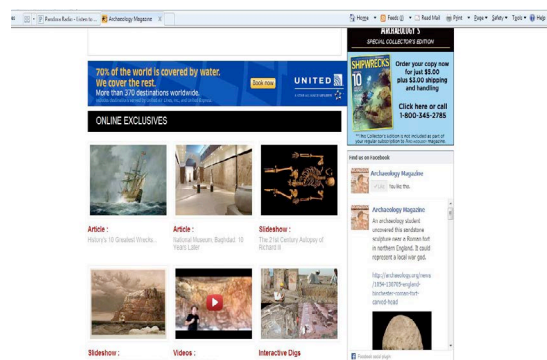
AJA Outlook is a supplement to the Journal that includes space for advertisements and announcements of upcoming events, meetings, fellowships, and other topics of interest to the Journal's readers. Because Outlook is published in tandem with the Journal, it provides an effective means to reach a specialized readership.

Please contact Karina Casines at [karina@archaeology.org](mailto:karina@archaeology.org) or 718-472-3050 ext. 4905 or visit the AJA website ([www.ajaonline.org](http://www.ajaonline.org)) for

complete advertising information.

### AJA Mailing List Rental

The AJA mailing list is available for a one-time, one-mailing use to publishers and other advertisers whose products would be of interest to AJA readers. The list is proprietary property and provided only in electronic format. For ordering information and pricing, please contact Lori Magill-Cook at 609-580-2777.



# AIA PROGRAM ADVERTISING

## ADVERTISER INFORMATION (please print)

Contact person's name \_\_\_\_\_ Title \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

ZIP \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

## AIA ANNUAL MEETING PROGRAM AD

Full payment and high resolution (400 dpi) electronic files due by December 9, 2013. 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)	_____	\$700	\$ _____
<input type="checkbox"/> Half Page (7" wide x 4.5" tall)	_____	\$400	\$ _____
<input type="checkbox"/> Outside Back Cover (4-color; 7" wide x 9.5" tall)	_____	\$1,000	\$ _____
<input type="checkbox"/> Inside Front Cover (7" wide x 9.5" tall)	_____	\$950	\$ _____
<input type="checkbox"/> Inside Back Cover (7" wide x 9.5" tall)	_____	\$950	\$ _____

**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, 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](mailto:acauldwell@aia.bu.edu)

# EXHIBIT RESERVATION FORM

## EXHIBITOR INFORMATION (please print)

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

Contact person's name \_\_\_\_\_ Title \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

ZIP \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

I have read and agree to abide by the rules and regulations governing the conference, which are listed on 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 2, 2013.

TYPE OF EXHIBIT DISPLAY	QUANTITY	COST PER UNIT	TOTAL COST
· Premium Exhibit Booth (numbers: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12)	_____	\$975	\$ _____
· Preferred Corner Booth (numbers: 100, 101, 200, 201, 300, 301, 400, 401)	_____	\$850	\$ _____
· Exhibit Booth *	_____	\$775	\$ _____
· Display Table*	_____	\$450	\$ _____
· Combined Book Exhibit (CBE) (first book)	_____	\$150	\$ _____
· Combined Book Exhibit (each additional book)	_____	\$75	\$ _____

\* A deposit of \$487 per premium booth, \$425 per preferred corner booth, \$387 per exhibit booth, and \$225 per display table is required. CBE full payment at booking.

**TOTAL EXHIBIT SPACE COST** \$ \_\_\_\_\_

**DEPOSIT** \$ \_\_\_\_\_

**BALANCE DUE** \$ \_\_\_\_\_

1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_ 4<sup>th</sup> 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.

· Conference-at-a-Glance Reader Boards

Integrated design, per reader board:  \$300 (one)  600 (two)  \$800 (all three) Single Panel Buyout:  \$400 (per panel) \$ \_\_\_\_\_

· Sponsored Food or Beverage Break \$500 (plus F&B) \$ \_\_\_\_\_

· Conference Lanyards \$1,500 \$ \_\_\_\_\_

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

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

· Hotel Room Keys Cards

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

· Official Exhibit Sponsor of the 2013 AM  \$10,000  \$15,000 (New Exhibitor) \$ \_\_\_\_\_

· Joint Attendee Mailing List:  \$250 Pre-registrants (available 12/3/13)  \$425 Final attendees (available after 1/31/14)

## PAYMENT METHOD

All payments must be in U.S. dollars.

**TOTAL ENCLOSED** \$ \_\_\_\_\_

Check payable to AIA/APA Annual Meeting enclosed  VISA  Master Card  Discover  American Express

Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Cardholder's name \_\_\_\_\_ Cardholder's signature \_\_\_\_\_