LETTER OF INVITATION TO EXHIBIT, ADVERTISE, OR SPONSOR A BREAK, RECEPTION, OR OTHER EVENT

What: Appalachian Studies Association/Thirty-Fifth Annual Appalachian Studies Conference

Theme: The Wide Reach of Appalachia

When: March 23 – 25, 2012
Exhibits are open Friday at 11:30 AM (set-up between 6 - 8 PM Thursday & 9 - 11:30 PM Friday), Saturday morning and afternoon, and Sunday morning. The exhibit area will be locked during off-hours to provide security.

Where: Indiana University of Pennsylvania, Indiana, PA

Who: Approximately 600 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.

Publishers and other organizations are invited to exhibit during the 2012 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 are available.

Exhibit Tables
Exhibitors will be provided with two chairs and one 6-foot table, clothed but not draped. Limit of two persons per vendor. Additional tables are available for a reduced rate. A special shared table rate is offered to community organizations, artists, and small presses. Exhibits should not be so tall or so arranged as to block the view of other exhibits. Exhibit fee includes admission to all sessions for two people. Meals and ASA membership are not included but may be purchased separately.

Advertisements
Ads may be reserved for both the preliminary (mailed to over 2,000 people) and final programs as part of a package deal. Ads may also be reserved for inclusion in 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 16, 2011.

Sponsorships of Breaks, Receptions, and Other Events
Fees for co-sponsoring a reception or one of the breaks during the conference are available on the reservation form. Special receptions may be arranged (call number below for information). Sponsorship of special receptions will be direct billed.

Our Publisher’s Reception on Saturday March 24th will highlight publishers/presses and feature your books and authors. All book-signings will be scheduled at this time to maximize attendance and not compete with any other sessions/events. See reservation form for fees and other details.

Please indicate your interest in sponsoring one of the above on the adjacent form.

For rates or to reserve an exhibit table, advertisement, or sponsorship, see the adjacent form. Return the reservation form to the address below by November 16, 2011. All fees are due by January 16, 2012 and payable to the Appalachian Studies Association.

Space is limited so reserve early!

Mary Thomas, Appalachian Studies Association, One John Marshall Dr., Huntington, WV 25755
Phone: (304) 696-2904, Email: asa@marshall.edu, Fax: (304) 696-6221, Website: www.appalachianstudies.org.

Please return form and ads by 11/16/11, to address below. Fees are payable to Appalachian Studies Association by check, Visa, or MC and due 1/16/12.

Contact Person: _______________________________________________________________

Company/Institution (exactly as you want it listed in the program): ____________________________________________

Complete Mailing Address: _______________________________________________________________

City: _____________________________________________ State: _____________ Zip: ______________________

Phone: (___) _________________________ Email: ________________________________________________

Please list the names of up to two persons working table(s) so we may provide nametags. Additional persons must pay conference registration.

1) ______________________________________________________________________________

2) ______________________________________________________________________________

Exhibits/Meals/Si Kahn Concert Tickets/Optional Membership

___ Yes, please reserve a table for our exhibit at $200. Amt.: _______

___ Please reserve_____extra table(s) at $125 each. Amt.: _______

___ Shared table rate for community organizations, artists, or small presses at $100 each exhibit. Amt.: _______

___ Please reserve_____Friday banquet tickets at $20 each. Amt.: _______

___ Please reserve_____Saturday lunch tickets at $11 each. Amt.: _______

___ Please reserve_____Sunday brunch tickets at $12 each. Amt.: _______

___ Please reserve tickets at $10 or (for students) $8 for Saturday evening concert by Si Kahn. Amt.: _______

Subtotal Exhibit Fee: $ _______

Subtotal Meals/Concert: $ _______

Optional ASA Membership: Library/Institutional $45; Regular $75; Student $55. Amt.: _______

Subtotal Membership: $ _______

Signature of student advisor needed for student membership: __________________________________

Exhibit booth requirements (electric, location, etc.): ____________________________________________

Advertisements (Ads should be 300 resolution (DPI) and gray scale and submitted as PDF files; ads may not exceed 7-1/2” wide by 10” long for full-page ad or 7-1/2” wide by 5” long for half-page ad.)

___ Please reserve_____full-page ad(s) at $250 per package*. Amt.: _______

___ Please reserve_____full-page ad(s) at $175 in the final program. Amt.: _______

___ Please reserve_____half-page ad(s) at $150 per package*. Amt.: _______

___ Please reserve_____half-page ad(s) at $100 per half-page in the final program. Amt.: _______

Subtotal Ad Fee: $ _______

*Ad packages include the same ad in both the preliminary and final programs.

Sponsorships

Yes, I would like to co-sponsor a Reception ($500), Break ($500), Saturday Book Signing** or Other reception (cost to be determined; please contact number below for info)

**Book-signing fee is $250 for 1-2 authors; $375 for 3-4 authors; $500 for 5-6 authors

Subtotal Sponsorship Fee: $ _______

Total Amount Due: $ _______

EXHIBIT FEE ENCLOSED AD FEE ENCLOSED SPONSORSHIP FEE ENCLOSED PLEASE BILL ME

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