Exhibitor & Sponsorship Prospectus

JANUARY 3-6, 2008 AT THE HYATT REGENCY CHICAGO

Register Now to Exhibit! Reserve your Advertising!

The AIA/APA Joint Annual Meeting is the meeting of the year for anyone interested in archaeology, ancient languages, classical antiquity, and cultural heritage preservation. The Archaeological Institute of America and the American Philological Association invite you to participate in our 2008 Joint Annual Meeting at the Hyatt Regency Chicago.

The Archaeological Institute of America (AIA) is North America’s oldest and largest organization devoted to the world of archaeology. The Institute is a nonprofit group founded in 1879 and chartered by the United States Congress in 1906. Today, the AIA has nearly 8,500 members belonging to 105 Societies in the United States, Canada, and overseas. The Archaeological Institute of America’s mission is to promote a vivid and informed public interest in the cultures and civilizations of the past, support archaeological research, foster the sound professional practice of archaeology, advocate the preservation of the world’s archaeological heritage, and represent the discipline in the wider world.

Founded in 1869, the American Philological Association (APA) is the principal learned society for classical studies in North America. Although its membership is composed primarily of North American university and college teachers of classical studies, it also includes many secondary school teachers, scholars from outside the United States and Canada, and other friends of classical studies. APA’s goal is to make classical studies ever more open, accessible, and valuable to students from kindergarten through graduate school, as well as to scholars across the broad range of fields and the lay public.

Our attendees are key decision-makers in the selection of a wide variety of textbooks, software, products and services. This well-attended conference is the oldest established meeting of classical scholars and archaeologists in North America and represents a unique and exciting marketing opportunity. Over 2,500 scholars, professors, students and interested lay people are expected to attend. This is a meeting you won’t want to miss! Look inside for complete information on opportunities to reach this impressive and enthusiastic audience.

SPACE IS LIMITED, SO REGISTER NOW TO GUARANTEE YOUR OPPORTUNITY TO PARTICIPATE. EXHIBITOR LOCATION IS ASSIGNED ON A FIRST-COME, FIRST-SERVED BASIS. RETURN YOUR REGISTRATION FORM AND DEPOSIT TODAY!

Contact:
Archaeological Institute of America
Attn: Amanda Gourgue, Exhibits Manager
656 Beacon Street, 6th Floor
Boston, MA 02215
Direct Phone: (617) 353-8704
Fax: (617) 353-6550
E-mail: agourgue@aia.bu.edu

Website: www.archaeological.org

All pictures courtesy of Archaeological Institute of America and Chicago Convention and Tourism Bureau.
Types of Exhibit Displays

EXHIBIT BOOTH
• Includes a 10’ x 10’ draped booth, one 6’ skirted table, two chairs, one wastebasket, and a booth identification sign.
• $775.00 per exhibit booth
Premier positioning booths adjacent to the exhibit hall entrance which are $975.00 each.
• Organizations that reserve an 10’ X 10’ booth will receive TWO complimentary registrations for the meeting.

DISPLAY TABLE
• This option is for exhibitors who require a smaller amount of display space. Includes one 6’ skirted table, two chairs, one wastebasket, and a table identification sign.
• The display is a free-standing table with no side walls or back drop to hang displays on.
• $450.00 per display table. There are a limited number of table top spaces available.
• Organizations that reserve a display table will receive ONE complimentary registration for the meeting.

COMBINED BOOK EXHIBIT
• This option offers an opportunity to gain exposure for your publication at a minimum cost and is perfect for publishers with only a few titles in archaeology, classics, philology, history, or anthropology, or travel. Your book or journal will be displayed along with your order form at the Combined Book Exhibit booth.
• $90.00 for the first book or journal and $50.00 for each additional publication. We reserve the right to limit the number of titles per publisher.
• An advertisement for the Combined Book Exhibit listing the books on display and the name and address of each publisher will be published in the final program. Space in the Combined Book Exhibit must be reserved by November 14 to be listed in the catalog.
• Send your space request form, a list with the title(s) to be displayed, and full payment to Amanda Gourgue, CMP, Exhibit Manager, at the AIA headquarters. Do not ship your publication(s) to the AIA. Your publication(s) and an adequate supply of order forms should be shipped directly to the GES warehouse.

C/O GES Exposition Services
2350 South Wood Street
Chicago, IL 60608

Exhibitor Services Information:
GES Exposition Services has been selected as the official decorator/service coordinator for the 2008 AIA/APA Annual Meeting. This experienced, professional firm will maintain a service desk in the exhibit area. An Exhibition Service Manual, including rental forms for special signs, extra furniture, and shipments will be mailed to all exhibitors with their space assignments and will also be available online.

Exhibition Dates and Hours

Wednesday, January 2, 2008
8:00 a.m. – 5:00 p.m.
GES exhibits installation. Booths and counters will be built in order to prepare for exhibitor move-in the next day.
Exhibitor boxes sent to the advance warehouse will be placed in the appropriate booth, ready for move-in.

Thursday, January 3, 2008.
8:00 a.m. – 1:00 p.m.
Exhibitor move-in and set-up
2:00 p.m. – 6:00 p.m.
Exhibit Hall hours

Friday, January 4, 2008
9:30 a.m. – 5:30 p.m.
Exhibit Hall hours

Saturday, January 5, 2008
9:30 a.m. – 5:30 p.m.
Exhibit Hall hours

Sunday, January 6, 2008
8:00 a.m. – 12:00 p.m.
Exhibit Hall hours
12:00 p.m. – 5:00 p.m.
Exhibitor move-out and dismantle

Exhibit Facilities
Exhibits will be in the Hyatt Regency Chicago. All sessions, special events, and meetings of the AIA and APA will take place in the same hotel. Registered attendees are admitted to the exhibit hall free of charge.

Space Assignments:
• All exhibit space is assigned on a first-come, first serve basis.
• A 50% deposit must be received with your completed space application form to confirm your space.
• An Exhibitor Service Kit and complete meeting information, including airfare/hotel information, will be sent to you with your space confirmation. It will also be available online in September on the AIA website: www.archaeological.org
• Exhibitors confirmed by October 1 will be listed in the APA’s final program. All exhibitors confirmed by November 1, 2007 will be included in the AIA final program.
• Final payment is due on November 30, 2007
• Payment can be made by any major credit card (MasterCard, VISA, Discover, and American Express), company check or money order.

Awards and Scholarships

AIA Student Paper Book Award
Once again this year, the AIA Program Committee will choose the best paper given by a student at the Annual Meeting. The award for this distinction will be publications donated by exhibitors. Please check off the box on your booth order form indicating how many books you wish to donate. AIA staff will collect your donated books at the end of the meeting and will distribute them to the award winner. This is an excellent way for your organization to recognize graduate student work at the Annual Meeting, and will also help reduce your return shipment back. Your organization will have an additional mention in the AIA final program for sponsoring our students. Please make sure to check the appropriate box on your order form if you wish to donate to this worthy cause.

Minority Student Scholarship Fund–Raising Raffle and Breakfast
The Joint APA/AIA Committee on Scholarships for Minority Students will again sponsor a fund-raising breakfast and raffle on Saturday, January 5, 2008. All proceeds from the event help to fund scholarships for minority undergraduate students seeking to use summer study to enhance their preparation for graduate school in classics or classical archaeology. Prizes for raffle winners are books and press gift certificates graciously donated by our exhibitors. If you wish to donate to this important cause, please contact Heather Gasda at the APA (215-898-4975 or heatherh@sas.upenn.edu).
Registration and Housing

IMPORTANT DATES

50% deposit for exhibit space due ................................................................. Upon signing contract
APA Program advertising order deadline ......................................................... September 7, 2007
Deadline for full payment discount for advertising in APA Program ............... September 7, 2007
APA program artwork due ............................................................................ September 7, 2007
AIA program advertising order deadline ....................................................... November 1, 2007
AIA program advertising payment deadline .................................................. November 1, 2007
AIA program advertising artwork deadline ................................................... November 15, 2007
Exhibitor registration forms deadline ............................................................ November 30, 2007
Final payment for exhibit space rental fees due .............................................. November 30, 2007
AIA abstract insertion inserts due to AIA Office .......................................... December 14, 2007
Hotel reservation deadline .......................................................................... BEFORE December 12, 2007
Advance shipment to the warehouse starting ............................................... December 3, 2007
GES special order deadline ......................................................................... December 14, 2007
Advance shipment to warehouse deadline .................................................... December 26, 2007
Direct shipment to hotel .............................................................................. December 27, 2007 OR LATER

Organizations that reserve a 10 x 10 booth receive two complimentary registrations for the meeting.
Those who reserve a display table receive one complimentary registration.

Each exhibiting company will receive a pre-registration form to be completed and faxed to the AIA prior to the meeting. This will register exhibitor representatives and ensure that an exhibitor badge is produced for them. Payment is required for standard member registration rates for any additional representatives beyond two people (one person per tabletop display), and for any publication and event tickets purchased. Badges will be distributed on-site. On-site registration is also available.

The rate for hotel rooms at the Hyatt Regency Chicago is $129.00 single occupancy. Further details on how to make your room reservations will be available on the AIA website in September.

AIA & APA Programs
Each exhibitor will receive one complimentary meeting program from each association. Additional copies can be purchased at the on-site registration booth or ordered through pre-registration at the applicable rates.
EXHIBITOR INFORMATION  (please print)

Contact person’s name ___________________________________________ Title ___________________________________________

Company name ______________________________________________________________________________________________

Address ________________________________________________ City _____________________ State _________ ZIP __________

Telephone ____________________ Fax ____________________ E-mail ____________________ Website ____________________

We agree to abide by the Rules and Regulations governing the conference, which are listed on page 7.

Authorizing signature ___________________________________________

❑ Yes, I will donate _____ [number] books for the AIA Graduate Student Paper Award upon closing of the exhibit hall. (Donors will be acknowledged in the AIA Final Program.) This is a great way to acknowledge students’ hard work, and save on your return shipping costs!

EXHIBIT SPACE APPLICATION

Consult the floor plan on page 4 to determine your preferred booth space. Space is assigned on a first-come, first-served basis. No space is assigned until the exhibit application and deposit check are received. Full payment due by November 30, 2007.

<table>
<thead>
<tr>
<th>Type of Exhibit Display</th>
<th>Number</th>
<th>Cost per unit</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Entrance Exhibit Booth *</td>
<td>____________</td>
<td>$975</td>
<td>$ __________</td>
</tr>
<tr>
<td>(premium booth numbers: 200, 201, 204, 205, 212, 211, 214, 216, 218, 300, 304, 310, 311, 400, 401, 404, 405, 412, 414, 416, 418, 504)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Booth *</td>
<td>____________</td>
<td>$775</td>
<td>$ __________</td>
</tr>
<tr>
<td>Display Table *</td>
<td>____________</td>
<td>$450</td>
<td>$ __________</td>
</tr>
<tr>
<td>Combined Book Exhibit (first book)</td>
<td>____________</td>
<td>$90</td>
<td>$ __________</td>
</tr>
<tr>
<td>Combined Book Exhibit (each additional book)</td>
<td>____________</td>
<td>$50</td>
<td>$ __________</td>
</tr>
</tbody>
</table>

TOTAL EXHIBIT SPACE $ __________

* A deposit of $375 per booth and $200 per display table is required.

Deposit $ __________

Booth and/or Display Table location number preference

(1st choice ____ 2nd choice ____ 3rd choice ____ 4th choice ____)

JOINT PROMOTIONAL OPPORTUNITIES

❑ Private Exhibitor Events: Meeting space rental $250 $ __________
❑ Joint Attendee Mailing List: Pre-registrants (available 11/30/07) $250 $ __________
❑ Joint Attendee Mailing List: Final attendees (available after 1/25/08) $425 $ __________

PAYMENT METHOD

All payments must be in U.S. dollars. TOTAL ENCLOSED $ __________

❑ Check payable to AIA/APA Annual Meeting enclosed
❑ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card number __________________________ Expiration date __________________________

Cardholder’s name __________________________ Cardholder’s signature __________________________

Mail form to: Amanda Gourgue, CMP, Exhibits Manager, Archaeological Institute of America, 656 Beacon Street, 6th Floor, Boston, MA 02215. Fax to: 617-353-6550; Phone: 617-353-8704; Email: agourgue@aia.bu.edu.
Exhibitor Rules & Regulations

**Contract for Space** The application for space and the formal notice of assignment by the Archaeological Institute of America/American Philological Association (AIA/APA) constitute a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances rendering the building unfit or unavailable for use, this contract shall not be binding.

**Restrictions in Use of Space** No exhibitor shall assign, sublet or share the whole or any part of the space allotted without the express written consent of the Annual Meeting Exhibit Manager.

**Installation of Exhibits** Installation of exhibits may begin at 8:00 a.m. on Thursday, January 3 and must be completed by 1:00 p.m. Exhibitors must conform to the prevailing labor regulations of Chicago, Illinois. Exhibit Hall will open at 2:00 p.m. on Thursday, January 3.

**Dismantling** The exhibitor expressly agrees not to dismantle the exhibit or do any packing before the exhibit closes at 12:00 p.m. on Sunday, January 6, 2008. Any exhibitor who dismantles a booth in advance of the official closing will be subject to a $100.00 fine.

**Union Clearance** In order to conform to union contract rules and regulations it will be necessary that all exhibitors use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show. If any union fees are charged to AIA/APA because of an exhibitor, that fee will be charged back to the exhibitor.

**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 will 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. All exhibitors must comply with fire regulations.

**Liability and Insurance** Exhibitor assumes all responsibility and agrees to indemnify and defend the Archaeological Institute of America, American Philological Association, the Hyatt Regency Chicago, 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 Archaeological Institute of America, the American Philological Association nor the Hyatt Regency Chicago 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 GES advance shipment warehouse. The Hyatt Regency Chicago will not accept direct freight shipment of any kind. All exhibit materials should be sent to the official drayage company. The only exception to this is limited boxed materials, which arrive on December 27, 2007.

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

**Security** Show management will provide overnight security personnel outside the exhibit hall and the premises will be locked. However, please do not leave anything valuable in the room. AIA/APA and Hyatt Regency Chicago do not take any responsibility if something is stolen, misplaced or removed.

**Cancellations** All cancellations must be made in writing to the Exhibit Manager. Exhibitors who cancel their participation by October 1, 2007 will receive a refund of the rental fee paid less a $100.00 per booth cancellation fee. No refund will be issued after November 30, 2007. These regulations become a part of the contract between the exhibitor and the AIA/APA. All points not covered are subject to the decision of the conference management.
AIA FINAL 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 FINAL PROGRAM AD


Tear sheet will be provided at conclusion of meeting. PDF preferred. (Please contact AIA for further artwork instructions.)

<table>
<thead>
<tr>
<th>Page size (unit/image area)</th>
<th>Number of pages</th>
<th>Cost per unit</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (7” wide x 9.5” tall)</td>
<td>______</td>
<td>$600.00</td>
<td>$ ______</td>
</tr>
<tr>
<td>Half Page (7” wide x 4.5” tall)</td>
<td>______</td>
<td>$350.00</td>
<td>$ ______</td>
</tr>
<tr>
<td>Inside Front Cover (7” wide x 9.5” tall)</td>
<td>______</td>
<td>$800.00</td>
<td>$ ______</td>
</tr>
<tr>
<td>Inside Back Cover (7” wide x 9.5” tall)</td>
<td>______</td>
<td>$800.00</td>
<td>$ ______</td>
</tr>
<tr>
<td>Outside Back Cover (4-color; 7” wide x 9.5” tall)</td>
<td>______</td>
<td>$825.00</td>
<td>$ ______</td>
</tr>
</tbody>
</table>

TOTAL PROGRAM ADVERTISING $ ______

AIA SUPPLEMENTAL ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Number</th>
<th>Cost per unit</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes! Please contact me about special discounted advertising in Archaeology magazine! (See page 8 for details)</td>
<td>______</td>
<td>$75.00</td>
<td>$ ______</td>
</tr>
<tr>
<td>AIA Online Exhibit Hall: Logo &amp; company bio</td>
<td>______</td>
<td>$25.00</td>
<td>$ ______</td>
</tr>
<tr>
<td>Featured publications</td>
<td>______</td>
<td>$25.00</td>
<td>$ ______</td>
</tr>
<tr>
<td>Catalogue PDF download</td>
<td>______</td>
<td>$25.00</td>
<td>$ ______</td>
</tr>
<tr>
<td>Abstract Sleeve Advertising Inserts</td>
<td>______</td>
<td>$150.00</td>
<td>$ ______</td>
</tr>
</tbody>
</table>

TOTAL SUPPLEMENTAL ADVERTISING $ ______

TOTAL ENCLOSED $ ______

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

☐ Check payable to AIA/APA Annual Meeting enclosed.

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card Number __________________________________________ Expiration Date ____________

Cardholder’s Name ______________________________________________________________________

Cardholder’s Signature __________________________________________________________________

MAIL FORM TO:
Amanda Gourgue, CMP, Exhibits Manager
Archaeological Institute of America
656 Beacon St., 6th Floor
Boston, MA 02215.
Fax to: 617-353-6550; Phone: 617-353-8704
Email: agourgue@aia.bu.edu
Reach out to all Annual Meeting attendees! The AIA and APA are joining forces once again this year to provide exhibitors and advertisers exposure to all attendees and members of both organizations.

**AIA & APA Annual Meeting Websites**  
A complete listing of exhibitors and contributors to the Combined Book Exhibit will be listed on the official AIA & APA Annual Meeting websites.

**Joint Registrant List Rental**  
Reach out to conference attendees before the meeting commences introduce them to new and featured publications, that will be available at your booth, or send them post-meeting mailers while the meeting is still fresh in their minds. The pre-registrant listing consists of approximately 1,500 conference registrants and the post-registrant listing will include a complete listing of approximately 2,500 conference registrants. Please note that email addresses will not be available for rental. Rules and Restrictions are outlined in the Joint Meeting Attendee List Rental Agreement, which will be made available upon your order.

- Fee for pre-registrant listing is $250.00
- Fee for post-registrant listing is $425.00

**Private Exhibitor Receptions**  
Treat your special customers to private receptions during the meeting. Limited flexible meeting space is available to exhibitors to hold an evening function at the headquarters hotel. Event space to accommodate 30-2,500 people in a reception setting is available at a space rental fee. Complimentary signage will be provided and a listing of your reception will appear in the AIA and APA final programs if you desire.

Space is limited and is based on availability. Please contact either organization for additional details.

**Final Programs**  
All exhibitors will receive a complimentary listing in each of the AIA and APA final programs with contact information and booth number. Exhibitors confirmed by October 1st will be listed in the APA final program. Exhibitors confirmed by November 1st will be listed in the AIA final program.

You may also reserve advertising space in either the 2008 AIA or APA Annual Meeting programs. The AIA meeting program is given out on site and the APA program is mailed in advance to all members.

This is a great opportunity to provide information on special discounts, new publications/services, and your booth location in the exhibit hall. Please see each organization's advertising form for further details.
AIA Advertising Opportunities

Conference Bag Inserts
The AIA Abstracts publication will be distributed in a conference bag to all attendees who purchase it. Advertising insertions are available in the conference bag, which will reach over 1,000 meeting attendees. Take advantage of this unique opportunity to reach the meeting attendees with press releases, publication order forms, advertising insets, company brochures, etc.

Per piece…$150.00
Materials must be shipped to the AIA office by November 30, 2007

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

The Journal is one of the foremost archaeological publications in the world. Founded in 1885 and published quarterly, AJA continues to devote itself to the advancement of archaeological studies and to the promotion of interest in them. Circulation of AJA reaches 53 countries and over 1,000 universities, learned societies, departments of antiquities, and museums. For additional information including ad rates and deadlines, please contact Meegan Daly at meegan@archaeology.org or (718) 472-3050 X26 or visit the AJA website at www.ajaonline.org.

AJA Mailing List
The AJA mailing list is available to publishers and other advertisers whose products would be of interest to our readers. The list is available for a one-time, one-mailing use. For information, please contact the AIA Membership Department at 617-353-8706 or membership@aia.bu.edu.

AIA Website Advertising
The AIA has upgraded and redesigned its website with enhancements. Exhibitor and Combined Book Exhibit contributors will be included in an online exhibit hall, including an interactive floor plan that will link to an exhibitor advertising pop-up window page on the AIA website.

On a complimentary basis, the following information will be listed for each contributor: company name, address, desired contact information, and web link to the exhibitor’s homepage. Additional features and their costs are:

- Logo and 50 word company bio…$75.00
- PDF version of catalogue or pricing sheet…$25.00
- Featured publications with description, pricing, and cover image (limited to 5 publications)...$25.00 per publication.

ADVERTISE IN ARCHAEOLOGY MAGAZINE AT A SPECIAL DISCOUNT!
Please contact Archaeology for information on pricing.

- Advertise in the January/February 2008 issue of Archaeology and receive a 15% discount on the space cost for this issue.
- You will receive bonus circulation and readership through Archaeology distribution at the AIA Annual Meeting.
- Receive a complimentary listing in Archaeology’s Free Info Program.
- Distribute your literature at a 2008 AIA Lecture Event in one of your target markets.
- Advertise on the Archaeology website with a special AIA Annual Meeting Rate.
- Clickable logo and 25 word company bio on the Archaeology website.
- Private event and custom opportunities available.

Contact:
Archaeology Advertising Department at advertising@archaeology.org or (718) 472-3050
Closing date for advertising and promotional materials is November 9, 2007
Sponsorship Opportunities

GET YOUR LOGO NOTICED!

There are numerous ways to draw attention to your organization. Put your logo on merchandise or sponsor an event! There are many options to choose from! Sponsorship is an inexpensive way to advertise while supporting the AIA/APA.

Here are some ideas but keep in mind your logo can be placed on anything! This is a small list of what you could do! Please note that not all ideas are applicable to both associations.

Contact Amanda Gourgue, CMP, Exhibit Manager for more details!

<table>
<thead>
<tr>
<th>Underwriting the Conference</th>
<th>Name Badges/Lanyards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference-at-a-Glace Signage</td>
<td>Sponsoring a Meal Event</td>
</tr>
<tr>
<td>Hotel Room Key Cards</td>
<td>Travel Mugs</td>
</tr>
<tr>
<td>Traffic Builder in Exhibit Area</td>
<td>Conference Notebooks/Pads</td>
</tr>
<tr>
<td>Conference Tote Bags</td>
<td>After-Hour Reception</td>
</tr>
<tr>
<td>Wireless Access and Lounge Sponsorship</td>
<td>Exhibit Aisle Signage</td>
</tr>
<tr>
<td>Conference Tee Shirts</td>
<td>Conference Pens</td>
</tr>
</tbody>
</table>

PACKAGE IT!

Do you want to do some advertising or sponsorship but you just don’t know what would work best for your organization? Consult the Exhibit Manager! She will assist you in selecting the best package for your organization within your budget! Here are some examples of packages that your organization could choose:

- Organization logo on the inside front cover of AIA program guide and AIA abstract book
- Skyscraper Ad on the AIA Annual Meeting web site
- Logo and web site link to your organization’s URL
- Company write-up (100 words) in Program
- Six complimentary conference registrations
- Exhibit booth space
- Printed inserts in conference bag (maximum of six pages)
- One time use of last year’s attendee mailing list

Choose from the examples or AIA/APA can customize a package just for your organization.

Please contact:

Amanda Gourgue, CMP
656 Beacon Street, 6th Floor
Boston, MA 02215-2006
Phone: (617) 353-8704
E-mail: agourgue@aia.bu.edu

Due to the diversity of options there is no order form. Please contact AIA directly for personalized service!
APA Advertising Opportunities

AMERICAN PHILOLOGICAL ASSOCIATION PROGRAM

The 2008 APA Program will list the paper and panel sessions for its 139th Annual Meeting, and will be distributed to all APA members—3,000 members who teach and conduct research in the fields of classical languages and literature, ancient history, and archaeology.

We cordially invite you to advertise in the 2008 APA Annual Meeting Program. Simply read the advertising specifications and instructions below, then complete and submit the APA Advertising Order Form on the facing page.

APA Advertising Opportunities

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. All APA members (2,900 individuals; 300 libraries) receive TAPA.

Volume 137, #2 of TAPA will appear in November 2007, just before the Annual Meeting. The space reservation deadline for this issue is October 5; artwork is also due on October 5. 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 or contact Monica Queen, details below.

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:

Monica Queen, Advertising Coordinator
The Johns Hopkins University Press
2715 North Charles Street
Baltimore, Maryland 21218-4363
Phone: 410-516-6984
E-mail: mqueen@press.jhu.edu

GUIDELINES FOR SUBMITTING DIGITAL DOCUMENTS FOR APA PROGRAM

Sending Files
Please send electronic files (PDF preferred) via email attachment to 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. Also 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 grayscale.

Fonts
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