



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

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- What:** Appalachian Studies Association/Twenty-ninth Annual Appalachian Studies Conference  
**Theme:** *Both Ends of the Road: Making the Appalachian Connection*
- When:** March 17 - 19, 2006  
Exhibits will open Friday at 11 a.m. (set-up between 8-11 a.m.), and will also be open Saturday morning and afternoon, and Sunday morning. During off-hours, the exhibit area will be locked to provide security.
- Where:** The Ponitz Center at Sinclair Community College, Dayton, Ohio
- Who:** Approximately 600 plus 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 2500 people.
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Publishers and other organizations are invited to exhibit during the 2006 Appalachian Studies Conference. **You are also invited to advertise in the preliminary program and/or the final conference program and to sponsor a coffee break, reception, and/or book-signing.**

### Exhibitors

Registration fee for exhibitors is \$150. Exhibitors will be provided with two chairs and one 6 foot table, clothed and draped. Additional tables, clothed and draped, are available for \$125 each. Exhibits should not be so tall or so arranged as to block the view of other exhibits. Registration fee includes admission to all sessions, but does not include meals or ASA membership. Exhibitors may purchase tickets for the Friday night banquet (\$19) or Saturday lunch (\$14).

### Advertisers

Ads may now be reserved for both the preliminary (mailed to over 2500 people) and final programs as part of a packaged deal (\$250 f/p, \$150 h/p). Ads appearing only in the final program are \$175 f/p, \$100 h/p. Ads (black and white only) should be 300 resolution (DPI) and gray scale. Both TIF and PDF files are accepted and may be sent electronically. To be included in the preliminary program, ads must be received by Nov. 15, 2005; those to appear only in the final program are due by Jan. 16, 2006.

### Sponsors for Breaks, Receptions, and Other Events

ASA has listened to your comments and has combined all book-signings into one comprehensive venue, scheduled so as to generate more exposure for publishers/presses by maximizing attendance. Our new **Publisher's Wine and Cheese Reception** will highlight publishers/presses and feature your books and authors. All book-signings will be scheduled at this time to maximize attendance. The reception will held on Saturday, March 18 at 5:45 p.m. so as not to compete with other sessions/events. If you are interested in sponsoring a book-signing for this event or sponsoring a break/other reception, please contact Carol Baugh at [carol.baugh@sinclair.edu](mailto:carol.baugh@sinclair.edu). Specific information describing receptions, breaks, and book-signings, along with rates, will be mailed at a later date.

**To reserve an exhibit table or advertisement, please return the attached form by November 15, 2005,** to the address below. All fees **are due by January 16, 2006** and payable to the Appalachian Studies Association.



Exhibitor/Advertiser Registration Form:
Twenty-ninth Annual ASA Conference, March 17-19, 2006

Please return this reservation form along with any exhibit requirements by November 15, 2005, to the address listed below.

Contact Person: \_\_\_\_\_

Company/Institution: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

Name(s) of persons attending conference: \_\_\_\_\_

Yes, please reserve a table for our exhibit at ASA 2006. Amt.: \$150

Please reserve extra table(s) at \$125 each. Amt.: \_\_\_\_\_

Please reserve banquet tickets at \$19 each. Amt.: \_\_\_\_\_

Please reserve lunch tickets at \$14 each. Amt.: \_\_\_\_\_

Total Exhibitor Fee: \_\_\_\_\_

Please reserve full-page ad(s) at \$250 per package. Amt.: \_\_\_\_\_
(the package price includes the same ad in both the preliminary and final programs)

Please reserve full-page ad(s) at \$175 in the final program. Amt.: \_\_\_\_\_
(Full page ads cannot exceed 7-1/2" wide by 10" long)

Please reserve half-page ad(s) at \$150 per package. Amt.: \_\_\_\_\_
(the package price includes the same ad in both the preliminary and final programs)

Please reserve half-page ad(s) at \$100 per half-page in the final program. Amt.: \_\_\_\_\_
(Half-page ads cannot exceed 7-1/2" wide by 5" long)

Please contact Carol Baugh for information on sponsoring a break/book-signing Total Ad Fee: \_\_\_\_\_
(carol.baugh@sinclair.edu).

EXHIBITOR FEE ENCLOSED AD FEE ENCLOSED PLEASE BILL ME

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