



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

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

Theme: A River of Earth: Action, Scholarship, Reflection, and Renewal

When: **March 11 – 13, 2011**

Exhibits are open Friday at 11:30 AM, Saturday morning and afternoon, and Sunday morning. You may set-up exhibits between 6-8 PM Thursday & 9-11:30 PM Friday. During off-hours, the exhibit area will be locked to provide security.

Where: **Eastern Kentucky University, Richmond, Kentucky**

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 2011 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. Exhibit fee includes two conference registrations. Additional persons working vendor tables must pay conference registration. 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 or 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 15, 2010.

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 to sponsor for actual cost.

Our **Publisher's Reception on Saturday March 12th** 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 attached form.

For rates or to reserve an exhibit table, advertisement, or sponsorship, see the attached form. Return the reservation form to the address below by November 15, 2010. All fees are due by January 10, 2011 and payable to the Appalachian Studies Association.

Space is limited so reserve early!



EXHIBITOR/ADVERTISER/SPONSOR REGISTRATION FORM: Thirty-fourth Annual ASA Conference, March 11-13, 2011 Eastern Kentucky University, Richmond, Kentucky

Please return this reservation form by November 15, 2010, to address listed below.

Contact Person: _____

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

Complete Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Email: _____

Please list the name(s) of persons working table(s) so we may provide nametags (limit: 2 persons per vendor). Extra persons must pay regular conference registration.

EXHIBITS:

- ___ Yes, please reserve a table for our exhibit at ASA 2011 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 vendor. Amt.: _____
- ___ Please reserve _____ Friday banquet tickets at \$20 each. Amt.: _____
- ___ Please reserve _____ Saturday lunch tickets at \$12 each. Amt.: _____
- ___ Please reserve _____ Sunday brunch tickets at \$11 each. Amt.: _____
- ___ Optional ASA Membership: ___ Library/Institutional \$45; ___ Regular \$75; ___ Student \$55. Amt.: _____

Signature of student advisor: _____ Subtotal Exhibit/Meal/
Exhibit booth requirements (electric, location, etc.): _____ Membership Fee: _____

ADVERTISEMENTS: (Ads should be 300 resolution (DPI) and gray scale and submitted as PDF files):

- ___ 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.: _____

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

Subtotal Ad Fee: _____

SPONSORSHIPS

Yes, I would like to co-sponsor one or more of the following, please check the appropriate event(s):

___ FRIDAY RECEPTION (\$500) ___ BOOK-SIGNING* ___ BREAK (\$500) ___ OTHER RECEPTION **

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

**Special receptions may be arranged. Call number below for information. Sponsor will be direct billed. Sponsorship Fee: _____

Total Amount Due: _____

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

Ads must be received 11/15/10; fees are due 1/10/11. Order early as space is limited. Mail checks to address below and make payable to: Appalachian Studies Association, or call to pay by credit card (Master Card or Visa only).