



## 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.
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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!***

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# EXHIBITOR/ADVERTISER/SPONSOR REGISTRATION FORM: Thirty-fifth Annual ASA Conference, March 23-25, 2012 Indiana University of Pennsylvania, Indiana, PA

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.: \_\_\_\_\_
- Subtotal Exhibit Fee: \$** \_\_\_\_\_
- \_\_\_\_ 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 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) Amt.: \_\_\_\_\_

\*\*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