Exhibitor & Advertising Prospectus 2015





2015 ASOR
Annual Meeting
November 18-21
InterContinental Buckhead Atlanta





The American Schools of Oriental Research (ASOR)

ASOR is a non-profit organization that supports and encourages the study of the history and cultures of the Near East from the earliest times.

The organization was founded in 1900 by twenty-one institutions including Harvard, Princeton, Yale, and Columbia, and currently has more than 1,500 subscribing members in the United States, Canada, and abroad. ASOR has more than 90 consortium institutions, including universities, seminaries, museums, foundations, and libraries, and our affiliated overseas research centers host scholars working in the Middle East.

ASOR communicates news of the latest research findings in our publications, newsletters, and through lectures at our Annual Meeting. ASOR's book series and journals, such as *Near Eastern Archaeology* and the *Journal of Cuneiform Studies*, are intended for a lay audience as well as specialist archaeologists, historians, and biblical scholars. Founded in 1919 the *Bulletin of the American Schools of Oriental Research (BASOR)* is ASOR's flagship scholarly journal and includes articles covering the entire eastern Mediterranean from the Paleolithic period through Islamic times.



ASOR's 2015 Annual Meeting

The 2015 ASOR Annual Meeting will be held from November 18th to 21st at the InterContinental Buckhead Atlanta hotel located at 3315 Peachtree Road NE, Atlanta, GA 30326. The Annual Meeting brings together ASOR's vibrant academic community from around the world to present their current findings and discuss their research. The conference attracts over 1,000 scholars and enthusiasts of archaeology, linguistics, epigraphy, anthropology, art history, science, and other fields related to the study of the ancient Near East.

Make a plan to introduce your organization's publications, products, or services to the archaeological community at ASOR's Annual Meeting. Each year a growing number of exhibitors and sponsors connect with ASOR's attendees during the meeting. Attendees represent colleges and universities, government agencies, non-profit institutes, international organizations, museums, and research institutes. The attendees in Atlanta will be key decision-makers in the purchasing of textbooks, products, and other items.

The location of the Exhibit Area on the Lobby Level of the InterContinental Buckhead Atlanta is centrally located and will ensure steady traffic between the meeting rooms throughout the day. ASOR will strategically place beverage stations around the Exhibit Area, which will encourage attendees to visit your displays during the regularly scheduled coffee breaks. We support our exhibitors with profiles in our Program and Abstract Book, as well as additional opportunities for advertising and sponsorship. Take advantage of the many marketing options ASOR has to offer in order to increase your organization's visibility. We invite you to participate in the ASOR 2015 Annual Meeting in Atlanta, Georgia.

Exhibitor Options

Full Exhibitor Tables \$370

If you plan on sending a staff person to meet and greet the 1,000 ASOR attendees expected in Atlanta, this option is for you!

- 6' skirted table
- 2 chairs
- 1 wastebasket
- 1 complimentary exhibitor registration per table
- Listing in the Exhibitor section of the Annual Meeting Program and Abstract Book and the ASOR website



Self Serve Tables \$250

Not able to send a representative? With the self serve table option, ASOR will set-up and dismantle your books and display for you. While we are not able to return your books following the Annual Meeting, we will donate them to the ASOR library or another library in Atlanta.

- 6' skirted table
- Listing in the Exhibitor section of the Annual Meeting Program and Abstract Book and the ASOR website



Exhibitor Details: The exhibit area will be located on the ground level of the InterContinental Buckhead Atlanta and will be open free of charge to meeting attendees and the public. The final floor plan will be available in October 2015. Exhibitors may purchase additional registrations at the discounted rate of \$180 each. Paid exhibitors have the option to purchase a one-time rental of the attendee mailing list for \$350 (snail mail only). If your organization is interested in hosting an event at ASOR's 2015 Annual Meeting, please contact Arlene Press at asormtgs@bu.edu for available dates and times.

Shipping Directly to the Hotel:

Exhibitors are responsible for all shipping and receiving charges at the InterContinental Buckhead Atlanta. ASOR has worked with the hotel to secure a discounted rate of \$5/box and \$50/pallet for handling and up to 72 hours storage. Please contact the hotel at (404) 946-9000 and ask for the banquets department for complete details. Deliveries should be shipped directly to the InterContinental Buckhead Atlanta with the following label:

> ASOR 2015 Annual Meeting c/o InterContinental Buckhead Atlanta 3315 Peachtree Road, NE Atlanta, GA 30326 <Exhibitor Company Name & Dates>

Exhibition Dates & Hours:

Wednesday, Nov. 18th

Move-in & Set-up 12:00 pm - 4:00 pm Exhibit Area Open 4:00 pm - 8:00 pm

Thursday, Nov. 19th

8:00 am - 6:00 pm

Exhibit Area Open

Friday, Nov. 20th

8:00 am - 6:00 pm

Exhibit Area Open

Saturday, Nov. 21st

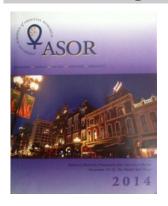
8:00 am - 4:30 pm

4:30 pm

Exhibit Area Open Dismantle & Move-out

Housing: Exhibitors can take advantage of hotel rooms at the InterContinental at the discounted conference rates of \$149 single/double, \$159 triple, and \$179 quadruple occupancy (plus taxes). The discounted rate is based on availability and valid for reservations made for November 17 – 24, 2015. The conference hotel has sold out the past few years, so please make your reservations early. Please visit the ASOR website for complete booking details: http://www.asor.org/am/2015/hotel-city.html.

Advertising Opportunities



Place your advertisement in the **2015** Annual Meeting Program and Abstract Book to add to your presence at ASOR's Annual Meeting. The Program and Abstract Book contains a full listing of the academic program including business meetings, information on the hotel and city, the abstracts, a listing of exhibitors, and other pertinent details. Each attendee will use this book each day in Atlanta as it provides the room locations and the most up-to-date academic program.

Advertising Specifications:

The ASOR Annual Meeting Program and Abstract Book covers are four color and the inside pages are black and white only. Trim size is 8 ½ x 11 inches. Advertising copy may be submitted via snail mail or email (asormtgs@bu.edu). Please include high-resolution .PDF or .EPS file. Ads that do not fit the exact size may be altered. Please send specific instructions if you are ordering multiple pages.

Annual Meeting Program and Abstract Book Advertising Options:

Inside Cover (color): \$1,500

Back Cover (color): \$1,500

Four Facing Pages: \$1,000 (save \$600)

Two Facing Pages: \$600 (save \$200)

Full Page: \$550

Half Page: \$350

Quarter Page: \$300

Tote Bag Advertising Options:

Go everywhere that our attendees go! Make the most of your participation in ASOR's Annual Meeting with an advertisement on/in our **2015 Annual Meeting Tote Bags.** Each Annual Meeting attendee receives a re-usable tote bag filled with the Program and Abstract Book, flyers, inserts, and their name badge. Your organization's logo could be featured on one side of the tote bag, or you could supply an advertising flyer that would be inserted alongside the Program Book. Size options for inserts include Full Page (8 ½ x 11") or a 5 x 7" flyer. ASOR will need a .PDF proof of your insert by October 15th and your printed inserts must arrive at InterContinental Buckhead Atlanta hotel by the end of the day on November 16th.

Logo on the Tote Bag: \$750 Full Page Insert: \$500 5 x 7" Insert: \$400





^{*}Receive a 5% discount on all items with a signed contract and 50% payment by May 1, 2015.

Other ASOR Advertising Options: Consider placing an advertisement in one of ASOR's journals or online. Our publications reach over 3,000 individual members and institutions including students, professors, libraries, museums, and universities. Please contact Inda Omerefendic at asorpubs@bu.edu or (617) 358-4376 or visit the ASOR website (http://www.asor.org/pubs/index.html) for complete advertising information.







Near Eastern Archaeology brings to life the ancient worlds from Mesopotamia to the Mediterranean. It features vibrant images and authoritative analysis of archaeological discoveries to illuminate the people, culture, history, and literature of the ancient Middle East.



The ASOR blog is intended to facilitate ASOR's mission to initiate, encourage and support research into, and public understanding of, the peoples and cultures of the Near East from the earliest times.

Important Dates:

Exhibitor Space Reserved

Receive a 5% Discount with Signed Contract and 50% Payment

Signed Exhibitor Contract and Full Payment Due Signed Advertising Contract and Full Payment Due Deadline for Exhibitor Information for Program and Abstract Book

Deadline for Advertising Order

Deadline to submit a .PDF proof of Tote Bag Inserts.

Discounted Hotel Rate Reservation Deadline
The InterContinental Begins Accepting Exhibitor
Shipments. Tote Bag Inserts must arrive at the
hotel by the end of the day.

Upon Signing Contract and Sending Payment May 1, 2015

August 15, 2015 August 15, 2015 August 15, 2015

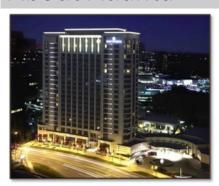
August 15, 2015 October 15, 2015

October 18, 2015 November 16, 2015





About Atlanta



Atlanta, Georgia, with the world's busiest airport, is a gateway to the world and a popular destination for tourism and business. As the largest city in Georgia, Atlanta is the center of the state's cultural and social life. The city is home to CNN World Headquarters and The World of Coca-Cola, as well as many unique museums and historical attractions. The 2015 ASOR Annual Meeting venue is located in the heart of Atlanta's prestigious Buckhead neighborhood, boasting upscale shopping, exciting nightlife, fine dining, and sophisticated entertainment options. The InterContinental Buckhead Atlanta features an inviting atmosphere with southern charm and is located only 7 miles from downtown. For more information please visit: http://www.asor.org/am/2015/hotel-city.html

Annual Meeting Sponsorship Opportunities

Are you looking to maximize your visibility at ASOR's 2015 Annual Meeting in Atlanta? If so, consider becoming an Annual Meeting Sponsor! More than 1,000 prospective customers, vendors, partners—even future employees—are expected to attend this industry-leading event, and we offer a variety of **Sponsorship Packages** for those wishing to augment their exposure during the Annual Meeting. Opportunities range from supporting an all-attendee coffee break or the Opening Night Reception to helping underwrite the Scholarship Program for student attendees. All sponsors also receive prime exhibit table positioning and visibility at the Annual Meeting. Platinum and Gold Sponsors will be consulted in advance for input on the placement of their tables. Receive a 5% discount with a signed contract and 50% payment by May 1, 2015.



Sponsorship Packages:

Platinum Package

\$3,000

(\$7,000+ value)

Coffee Break signage, Scholarship Program support, and maximum visibility in both printed ad and physical presence.

Platinum Package Includes:

- Assist student members of the ASOR community to attend the Annual Meeting by providing four \$250 travel scholarships. (\$1,000 value)
- As a partial sponsor of an all-attendee coffee break, your signage will be placed by each coffee station (\$1,500 value)
- Inside or back cover ad in color in the Program Book (\$1,500 value)
- Three full meeting registrations (\$540 value)
- One full exhibitor table (\$370 value)
- \$750 credit toward Tote Bag advertising (logo or insert)
- One Single Ad Space on the Front Page Banner of the ASOR blog (\$600 value)
- One full-page ad in Near Eastern Archaeology or BASOR (\$500 value)
- One-time use of the pre-event attendee mailing list between Oct. 15 – Nov. 15 (\$350 value)
- One-time use of the post-event attendee mailing list (\$350 value)
- Special recognition of support in the Annual Meeting Program Book, including on the Scholarship page
- Organization listed as a supporter in pre-Annual Meeting publicity and on the ASOR website
- Recognition at the meeting via listing on signage and looping PowerPoint slides
- Recognition during the raffle prize drawing on Saturday

Gold Package

\$2,000

(\$4,500+ value)

Coffee Break signage and company visibility.

Gold Package Includes:

- As a partial sponsor of an all-attendee coffee break, your signage will be placed by each coffee station (\$1,500 value)
- One full-page ad in the Program Book (\$550 value)
- Two full meeting registrations (\$360 value)
- One full exhibitor table (\$370 value)
- \$500 credit toward Tote Bag advertising (logo or insert)
- One Single Ad Space on the Side Bar of the ASOR blog (\$375 value)
- One half-page ad in Near Eastern Archaeology or BASOR (\$300 value)
- One-time use of the pre-event attendee mailing list between Oct. 15 – Nov. 15 (\$350 value)
- One-time use of the post-event attendee mailing list (\$350 value)
- Special recognition of support in the Annual Meeting Program Book
- Organization listed as a supporter in pre-Annual Meeting publicity and on the ASOR website
- Recognition at the meeting via listing on signage and looping PowerPoint slides
- Recognition during the raffle prize drawing on Saturday

Silver Package

\$1,300

(\$3,000+ value)

Opportunity to support the Opening Night Reception.

Silver Package Includes:

- As a partial sponsor of the opening reception on the evening of Wednesday, Nov. 18th, your signage will be placed in the reception area. (\$750 value)
- One half-page ad in the Program Book (\$350 value)
- One full meeting registrations (\$250 value)
- \$250 credit toward Tote Bag advertising (logo or insert)
- One Shared Ad Space on Side Bar of the ASOR blog (\$250 value)
- One half-page ad in Near Eastern Archaeology or BASOR (\$300 value)
- One half-page, color insert for the attendee tote bag (\$250 value)
- One-time use of the attendee mailing list (\$350 value)
- Special recognition of support in the Annual Meeting Program Book
- Organization listed as a supporter in pre-Annual Meeting publicity and on the ASOR website
- Recognition at the meeting via listing on signage and looping PowerPoint slides

Bronze Package

\$750

(\$2,200+ value)

Opportunity to support the ASOR Registration and Help Desk.

Bronze Package Includes:

- Have your organization's logo appear on the Registration and Help Desk signage. Each attendee must visit the Registration desk in order to receive their badge and Program Book (\$500 value)
- One quarter-page ad in the Program Book (\$250 value)
- \$100 credit toward Tote Bag advertising (logo or insert)
- One Shared Ad Space on Side Bar of the ASOR blog (\$250 value)
- One quarter-page ad in Near Eastern Archaeology or BASOR (\$250 value)
- One half-page, color insert for the attendee tote bag (\$250 value)
- One-time use of the attendee mailing list (\$350 value)
- Special recognition of support in the Annual Meeting Program Book
- Organization listed as a supporter in pre-Annual Meeting publicity and on the ASOR website
- Recognition at the meeting via listing on signage and looping PowerPoint slides

ASOR Technology Sponsorship \$2,500 (\$3,700 + value)

New Sponsorship Opportunity for 2015!

Help ASOR share the history and cultures of the past with those in the present! Each year new software, technology, and online tools are released that diversify and enhance the way that we share research and learn from one another. Your Technology Sponsorship will directly support Wi-Fi, Mobile App, and technology services at the ASOR Annual Meeting. In addition to the many benefits that these services provide for all attendees, Technology Sponsors receive:

- Logo displayed in-app during conference (\$700 value)
- Advertisement or announcement pinned to the news feed for 4 hours during meeting peak-time (\$500 value)
- Splash page (main screen) recognition (\$500 value)
- 1 push notification to all app users during meeting
 *under the discretion of ASOR (\$250 value)
- Post-meeting analytic report of in-app logo and advertisement clicks (\$100 value)
- Optional in-app challenges to bring attendees to your booth (\$100)
- 2 Annual Meeting Registrations (\$350 value)
- One full exhibitor/sponsor display table (\$370 value)
- One Single Ad Space on the Side Bar of the ASOR Blog (\$375 value)
- One-time use of the post-event attendee mailing list (\$350 value)
- Other optional benefits based on mobile app selection

- Organization listed as a supporter in pre-Annual Meeting publicity and on the ASOR website
- Recognition during the raffle prize drawing on Saturday
- Recognition at the meeting via listing on signage and looping PowerPoint slides



Exhibitor Rules & Regulations

ASOR Annual Meeting InterContinental Buckhead Atlanta November 18-21, 2015



All Exhibitors at ASOR's 2015 Annual Meeting must adhere to the following rules and regulations. These rules and regulations may be amended and changed as ASOR determines necessary for the orderly conduct of the Exhibit Area.

GENERAL EXHIBITOR CONDUCT

Exhibit hours, move-in hours, and dismantling:

Exhibit set-up will take place on Wednesday, November 18 from 12:00pm— 4:00pm. Exhibit hours are tentatively scheduled for: Wednesday, November 19 from 4:00pm—8:00pm; Thursday, November 19 from 8:80am—6:00pm; Friday, November 20 from 8:00am—6:00pm; and Saturday, November 21 from 8:00am—4: 30pm. Exhibit dismantling will begin on Saturday, November 21 at 4:30pm. Exhibitors agree to make reasonable efforts to keep exhibits properly staffed during the published exhibit hours. Early dismantling is discouraged.

Layout must not obstruct other exhibits:

Each exhibit space will be arranged based on the number of tables purchased. Exhibits may not project beyond their space. Initial placement will take place onsite at the 2015 ASOR Annual Meeting.

Distribution of promotional materials:

Distribution of flyers, brochures, or any advertising/marketing materials must be confined to the Exhibit Area or designated areas determined by ASOR. Advertising may not be displayed in hotel hallways or reception areas without prior approval by ASOR.

Badges:

Exhibitors must wear their badges for identification. On exhibit days, Exhibitors may take advantage of refreshment breaks.

Appearance and operation of exhibits:

Exhibitors may not schedule private events which conflict with any ASOR events. Please contact Arlene Press to discuss private events and/or sponsorship opportunities. ASOR reserves the right to prohibit or restrict exhibits that because of noise, method of operation, materials, or any other reason become objectionable. In the event that restriction occurs, ASOR is not liable to refund the Exhibitor any of the exhibit expenses.

FLOOR PLAN

Initial placement will take place onsite at the 2015 ASOR Annual Meeting. ASOR reserves the right to make modifications that may be necessary to meet the needs of the Exhibit Area. ASOR has the right to allocate and assign space among Exhibitors and to relocate exhibits after initial assignment, if circumstances warrant, at its sole discretion.

TERMS AND PROVISIONS OF EXHIBIT SPACE

All exhibitors are required to send details about their company/organization and the material they plan to exhibit. Allocation of exhibit space is reserved for materials in either print or electronic media, journals, and other materials and tools appropriate for teaching and scholarly research that are judged to be consistent with the statement of purpose of the ASOR. ASOR reserves the right to determine all table assignments and to refuse exhibit space or to exclude any exhibit judged not to be consonant with the character of ASOR and its Annual Meeting. No exhibitor may sublet tables to others. Exhibits that promote the sale of antiquities will not be accepted.

CANCELING EXHIBIT CONTRACT

If Exhibitors notify ASOR in writing of their intent to cancel a reserved exhibit space 90 days prior to the Annual Meeting, ASOR shall refund the Exhibitor fee, minus a \$150 processing fee. If ASOR receives notice after **August 15, 2015**, no refund will be issued. Exhibitors must send cancellation notification in writing to Arlene Press (asormtgs@bu.edu).

LIABILITY

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save ASOR and the InterContinental Buckhead Atlanta hotel against all claims, losses, and damages to persons or property, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibit space, excluding any such liability caused by the sole negligence of ASOR or the InterContinental Buckhead Atlanta hotel.

In addition, Exhibitor acknowledges that ASOR and the InterContinental Buckhead Atlanta hotel do not maintain insurance covering Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance, including, if desired, business interruption and property damage insurance covering losses by the Exhibitor. Responsibility for the security of an Exhibitor's area, product, and property rests solely with the Exhibitor.

GENERAL INFORMATION

For information before, during, and after the Annual Meeting, please contact Arlene Press, Manager of Programs and Events at 857-272-2506 or email at asormtgs@bu.edu.

Exhibitor Contract

Fax: 617-353-6575

ASOR Annual Meeting InterContinental Buckhead Atlanta November 18-21, 2015



Exhibitor Information	n				
Contact name and title	2:				
Company name:					
Address:					
City, State, ZIP, Countr	y:				
	ne: Fax: Email:				
Agreement Terms:					
All terms and conditions of ASOR's 2015 Annual Meeting are agreed upon and enforced by my company signature. We agree to pay for the assigned exhibit space in accordance with the "Exhibitor Rules and Regulations" contained in prospectus. We agree to abide by all provisions set forth in these terms as a part of this contract between ASOR and the		Exhibit Booth and	Sponsorship Packages*:		
		Full Table:	\$370 each x t	tables =	
		Self Serve Table:	\$250 each x t	tables =	
		Additional Registra	tion: \$180 each x	=	
exhibitor.		Platinum Package (\$3,000)		
Exhibit Space Set-Up: (See the "Exhibitor Information" sheet for more details.) The Full Table Package includes: one 6-foot table with skirt, two chairs, and a wastebasket.		Gold Package (\$2,0	00)		
		Silver Package (\$1,2	250)		
		Bronze Package (\$7	700)		
Phone, Electrical, Shipping Information: No phone, internet, electric, drayage, etc. is included with the Exhibitor fee. Shipping information will be posted to the ASOR exhibitor web pages.		Technology Sponsorship Package (\$2,500)			
			TOTAL	:	
		Payment Method:			
Products and Services to be Featured Online and in Annual Meeting Program Book: Please email the following to Arlene Press at asormtgs@bu.edu: company name, URL, E-mail, 50 word description, and a high-res logo (.JPG or .TIF). Please note that posting to the website will not occur until full payment is received.		Visa 1	Master Card Dis	cover Check	
		Credit card number		Exp. Date	
		Cardholder's name			
Payment Information: *Receive a 5% discount v	with a signed contract and 50%				
payment by May 1, 2015. Please make all checks payable to ASOR . Payment must be received in full by August 15, 2015 .		Address			
Send all applications, payments, and any questions to:		City	State	ZIP	
Arlene Press Manager of Programs and Events American Schools of Oriental Research (ASOR) 656 Beacon Street, 5 th Floor Boston, MA 02215 Phone: 856-272-2506		I have read and wil Regulations."	ll adhere to ASOR's "Exh	ibitor Rules and	
		Authorizing Signature			

Date

Advertising Contract

ASOR Annual Meeting InterContinental Buckhead Atlanta November 18-21, 2015



Advertiser Information

Advertiser information				
Contact name and title:				
Company name:				
Address:				
City, State, ZIP, Country:				
Phone: Fax:	Email:			
Advertising in ASOR Annual Meeting Program Book: The Annual Meeting Program Book contains a full listing of the academic program, including business meetings, information on the hotel and city, the abstracts, a listing of exhibitors, and other pertinent details. Each attendee will use this book as it provides	Program Book Adver Inside cover: Back cover: Four facing pages:	\$1,500 \$1,500 \$1,000	e Sizes & Cost - - -	
the room locations and the most up-to-date academic program. Advertising Specifications:	Two facing pages: Full page:	\$600 \$550	_	
The ASOR Annual Meeting Program Book covers are four color and the inside pages are black and white only. Trim size is 8 ½ x 11 inches. Advertising copy may be submitted via snail mail or	Half page Quarter page:	\$350 \$300	<u>-</u>	
email (asormtgs@bu.edu). Please include high-resolution .PDF or .EPS along with a printed proof. Ads that do not fit the exact	Tote Bag Advertisem Logo on the Tote Bag	\$750	_	
size may be altered. Please send specific instructions if you are ordering multiple pages.	Full Page Insert 4 x 6" Insert	\$500 \$350	-	
Cancellation: Failure to submit advertising copy by August 15, 2015 will result in cancellation of space. Advertisers who cancel in writing before this date will receive a refund of the advertising fee, less a \$100	One-time Attendee N Snail mail only	Mailing List Re \$350	_	
processing fee. No refunds will be issued after August 15, 2015.	Payment Method:		-	
Return Policy & Conditions: Advertising materials become the sole property of ASOR.	Visa	Master Card	Discover	
Artwork will not be returned. Advertising deemed inappropriate will be declined, as will ads for the sale of antiquities.	Check #		PO #:	
Payment Information: *Receive a 5% discount with a signed contract and 50% payment by May 1 st , 2015. Please make all checks payable to ASOR .	Credit card number			Exp. Date
Payment must be received in full by August 15, 2015 . Send all applications, payments, and any questions to:	Cardholder's name			
Arlene Press Manager of Programs and Events Arranger Schools of Oriental Research (ASOR)	Address			
American Schools of Oriental Research (ASOR) 656 Beacon Street, 5 th Floor Boston, MA 02215	City		State	ZIP
Phone: 856-272-2506 Fax: 617-353-6575	Authorizing Signature			

Date