Sponsor and Exhibitor Prospectus 2016





2016 ASOR Annual Meeting

November 16-19
La Cantera Hill Country Resort
San Antonio, Texas





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 1,650 members in the United States, Canada, and abroad. ASOR has more than 85 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.



2016 ASOR Annual Meeting

The 2016 ASOR Annual Meeting will be held from November 16-19, 2016 at La Cantera Hill Country Resort located at 16641 La Cantera Parkway, San Antonio, Texas 78256. 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 approximately 950 scholars and enthusiasts of archaeology and anthropology, linguistics, biblical studies, art history, cultural heritage, 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 diverse communities that attend ASOR's Annual Meeting. ASOR offers numerous ways for exhibitors and sponsors connect with attendees during the meeting. Attendees represent colleges and universities, government agencies, non-profit institutes, international organizations, museums, and research institutes. The attendees in San Antonio will be decision-makers in the purchasing of textbooks, products, and other items.

The Exhibit Area is centrally located and will ensure steady traffic between the meeting rooms throughout the day. ASOR places beverage stations strategically around the Exhibit Area, which will encourage attendees to visit your displays during the coffee breaks. We support our exhibitors with profiles in our Program and Abstract Book, as well as additional opportunities for advertising and sponsorship. Sponsors receive priority table placement. 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 2016 Annual Meeting in San Antonio.

Exhibitor Options

Full Exhibitor Tables \$380

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

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



Self Serve Tables \$255

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 San Antonio.

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



Exhibitor Details: The exhibit area will be located on the ground level of La Cantera Hill Country Resort and will be open free of charge to meeting attendees. The final floor plan will be available in October, and sponsors will receive priority placement. Exhibitors may purchase additional registrations at the discounted rate of \$185 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 2016 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 La Cantera Hill Country Resort. ASOR has worked with the hotel to secure a 50% discount on box handling fees and a \$25 flat rate per pallet. Please contact the hotel at (210) 558-6500 and ask for the banquets department for complete details. Deliveries should be shipped directly to La Cantera Hill Country Resort with the following label:

ASOR 2016 Annual Meeting 16641 La Cantera Parkway San Antonio, Texas 78256 <Exhibitor Company Name & Dates>

Exhibition Dates & Hours:

Wednesday, Nov. 16th

12:00 pm – 4:00 pm
 4:00 pm – 8:00 pm
 Exhibit Area Open

Thursday, Nov. 17th

8:00 am – 6:00 pm

Exhibit Area Open

Friday, Nov. 18th

• 8:00 am – 6:00 pm

Exhibit Area Open

Saturday, Nov. 19th

• 8:00 am – 4:30 pm

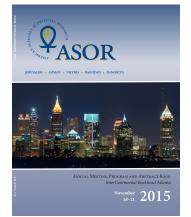
Exhibit Area Open

• 4:30 pm

Dismantle & Move-out

Housing: Exhibitors can take advantage of hotel rooms at La Cantera Hill Country Resort at the discounted conference rates of \$159 single/double occupancy (plus taxes). The discounted rate is based on availability and valid for reservations made for November 14-21, 2016. 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/2016/hotel-city.html.

Advertising Opportunities



Advertise in the **2016 Annual Meeting Program and Abstract Book** to promote your presence at ASOR's Annual Meeting. The Program and Abstract Book contains a full listing of the academic program, as well as the abstracts, business meetings, information on the hotel and city, a listing of exhibitors, and other pertinent details. Every attendee receives a book as part of their welcome packet when they arrive at the Annual Meeting.

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 copies should be sent electronically by 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): \$1,550

Back Cover (color): \$1,550

Four Facing Pages: \$1,050 (save \$1,350)

Two Facing Pages: \$700 (save \$500)

Full Page: \$600

Half Page: \$375

Quarter Page: \$310

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 or in our **2016 Annual Meeting Tote Bags.** Each Annual Meeting attendee receives a re-usable tote bag containing the Program and Abstract Book, important handouts, flyers, and their name badge. Your organization's logo could be featured on 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 La Cantera Hill Country Resort by the end of the day on November 14th.

Logo on the Tote Bag: \$750 Full Page Insert: \$550 5 x 7" Insert: \$450





^{*}Receive a 5% discount on all items with a signed contract and 50% payment by May 1, 2016.

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.



BASOR is the scholarly journal of the American Schools of Oriental Research. It publishes manuscripts covering the entire eastern Mediterranean from the Paleolithic period through Islamic times. The principal subject areas of the journal include art and archaeology, history, anthropology, bioarchaeology and archaeozoology, archaeometry, geography, philology and epigraphy, and literature.



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 cultures and history 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 hotel often sells out long before the deadline
Exhibitor Shipments: La Cantera Hill Country
Resort will begin accepting boxes and pallets.
Tote Bag Inserts must arrive at the hotel by the

Upon Signing Contract and Sending Payment May 1, 2016

August 15, 2016 August 15, 2016 August 15, 2016

August 15, 2016 October 15, 2016

October 21, 2016

November 14, 2016





About the Venue

end of the day.



La Cantera Hill Country Resort is situated just north of San Antonio in the Texas Hill Country. Business will be a pleasure at this luxury resort. In addition to a variety of on-site dining and entertainment options, complimentary shuttles run to a nearby open-air shopping center featuring premier restaurants and shopping, as well as to the Six Flags theme part at the edge of the property. ASOR will provide round-trip shuttles one night to downtown San Antonio where attendees can explore the King William Historic District and the famous Riverwalk. To quote ASOR's board chair who is a native Texan, "If there ever was an Annual Meeting destination made for a family vacation, this is the one." http://www.asor.org/am/2016/hotel-city.html

Annual Meeting Sponsorship Opportunities

Are you looking to maximize your visibility at ASOR's 2016 Annual Meeting? If so, consider becoming an Annual Meeting Sponsor! More than 950 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.

Don't miss your chance to save! Receive a 5% discount with a signed contract and 50% payment by **May 1, 2016.**



Sponsorship Packages:

Platinum Package

\$3,000

(\$9,000+ value)

Coffee Break signage, scholarship support, and maximum visibility in print, online, and on-site presence

Platinum Package Includes:

- Guest room upgrade to a Junior Suite at group price
- 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)
- Four consecutive ad pages in the Program Book (\$1,050 value)
- Three full meeting registrations (\$555 value)
- One full exhibitor table (\$380 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 Program Book
- Organization listed as a supporter in pre-event publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides and in the Mobile App (\$700 value)
- One push notification to all app users during meeting *under the discretion of ASOR (\$300 value)

Gold Package

\$2,000

(\$5,000+ value)

Coffee Break signage, advertisement opportunities, and enhanced 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)
- Two facing pages in the Program Book (\$700 value)
- Two full meeting registrations (\$370 value)
- One full exhibitor table (\$380 value)
- \$550 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 Program Book
- Organization listed as a supporter in pre-Annual Meeting publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides and in the Mobile App (\$700 value)

Silver Package

\$1,350

(\$4,000+ 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. 16th, your signage will be placed in the reception area (\$1,500 value)
- One half-page ad in the Program Book (\$375 value)
- One full meeting registrations (\$185 value)
- 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 full-page, color insert in the attendee tote bag (\$550 value)
- One-time use of the attendee mailing list (\$350 value)
- Special recognition of support in the Program Book
- Organization listed as a supporter in pre-Annual Meeting publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides and in the Mobile App (\$700 value)

Bronze Package

\$775

(\$2,500+ 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 (\$310 value)
- \$250 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-time use of the attendee mailing list (\$350 value)
- Special recognition of support in the Program Book
- Organization listed as a supporter in pre-Annual Meeting publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides and in the Mobile App (\$700 value)

ASOR Technology Sponsorship

\$2,500 (\$4,400 + value)

Help ASOR share the history and cultures of the past with those in the present! The introduction of a Mobile App at the 2015 Annual Meeting was a huge success. Attendees enjoyed building their own schedules, in-app networking, and push notifications about events and special offers. Exhibitors benefited from increased visibility and a way to quickly connect with ASOR attendees in real time. 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:

- Splash page (main screen) recognition (\$800 value)
- 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)
- 2 push notification to all app users during meeting *under the discretion of ASOR (\$600 value)
- Ability to add one attachment (PDF file) to your in-app sponsor profile (\$250 value)
- Post-meeting analytic report of in-app logo and advertisement clicks (\$100 value)
- 2 Annual Meeting Registrations (\$360 value)
- One full exhibitor/sponsor display table (\$380 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 on Annual Meeting looping PowerPoint slides



Exhibitor Rules & Regulations

ASOR Annual Meeting La Cantera Hill Country Resort | San Antonio, Texas November 16-19, 2016



All Exhibitors at ASOR's 2016 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 16
from 12:00pm— 4:00pm. Exhibit hours are tentatively
scheduled for: Wednesday, November 16 from 4:00pm—
8:00pm; Thursday, November 17 from 8:00am—6:00pm; Friday,
November 18 from 8:00am—6:00pm; and Saturday, November
19 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 2016 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 2016 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 \$250 processing fee. If ASOR receives notice after **August 25, 2016**, 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 La Cantera Hill Country Resort 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 La Cantera Hill Country Resort.

In addition, Exhibitor acknowledges that ASOR and La Cantera Hill Country Resort 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

ASOR Annual Meeting La Cantera Hill Country Resort | San Antonio, Texas November 16-19, 2016



Exhibitor Information				
Contact name and title: _				
Company name:				
Address:				
City, State, ZIP, Country: _				
Phone:	Fax:	Email:		
agreed upon and enforced be agree to pay for the assigne with the "Exhibitor Rules an prospectus. We agree to ab these terms as a part of this exhibitor. Exhibit Space Set-Up: (See the "Exhibitor Informate Full Table Package includes chairs, and a wastebasket.	ASOR's 2016 Annual Meeting are by my company signature. We dexhibit space in accordance d Regulations" contained in this ide by all provisions set forth in contract between ASOR and the cion" sheet for more details.) The cone 6-foot draped table, two	Self Serve Table: \$255 eac	ch x tables = ch x tables = 85 each x = 	
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.		TOTAL:		
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 company description, and a high-res logo (.JPG or .TIF). Please note that the website listing will not occur until full payment is received. Payment Information: *Receive a 5% discount with a signed contract and 50% payment by May 1, 2016. Please make all checks payable to ASOR. Payment must be received in full by August 15, 2016. Send all applications, payments, and any questions to: Arlene Press Manager of Programs and Events American Schools of Oriental Research (ASOR) 656 Beacon Street, 5 th Floor			er American Express	Check Exp. Date
		Cardholder's name Address City	State	ZIP
		I have read and will adhere to ASOR's "Exhibitor Rules and Regulations." Authorizing Signature		

Date

Advertising Contract

ASOR Annual Meeting La Cantera Hill Country Resort | San Antonio, Texas November 16-19, 2016



Advertiser Information

Fax: 617-353-6575

Auvertiser 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	Program Book Advertisement Page Sizes & Cost			
academic program, including business meetings, information on	Inside cover:	\$1,550		
he hotel and city, the abstracts, a listing of exhibitors, and other	Back cover:	\$1,550		
pertinent details. Each attendee will use this book as it provides	Four facing pages:	\$1,050		
he room locations and the most up-to-date academic program.	Two facing pages:	\$700		
Advertising Specifications:	Full page:	\$600		
The ASOR Annual Meeting Program Book covers are four color	Half page	\$375		
and the inside pages are black and white only. Trim size is 8 ½ x	Quarter page:	\$310		
1 inches. Advertising copy should be sent electronically by	Taka Basa Adamatian an			
email (asormtgs@bu.edu). Please include high-resolution .PDF	Tote Bag Advertiseme			
or .EPS along with a printed proof. Ads that do not fit the exact	Logo on the Tote Bag	\$750		
ize may be altered. Please send specific instructions if you are ordering multiple pages.	Full Page Insert	\$550		
ordering multiple pages.	5 x 7" Insert	\$550		
Cancellation:	One-time Attendee Mailing List Rental			
ailure to submit advertising copy by August 15, 2016 will result	Snail mail only	\$350		
n cancellation of space. Advertisers who cancel in writing before			TOTAL:	
his date will receive a refund of the advertising fee, less a \$250 processing fee. No refunds will be issued after August 25, 2016 .			TOTAL:	
brocessing ree. No returns will be issued after August 23, 2010.	Payment Method:			
Return Policy & Conditions:	Visa Master Card	Discover	American Express	Check
Advertising materials become the sole property of ASOR.	Tiou muster curu	2.00010.	7 2	•
Artwork will not be returned. Advertising deemed inappropriate	Check #		PO #:	
vill be declined, as will ads for the sale of antiquities.				
Payment Information:	Credit card number	CV	/#	Exp. Date
Receive a 5% discount with a signed contract and 50%				•
payment by May 1 st , 2016. Please make all checks payable to	Cardholder's name			
ASOR. Payment must be received in full by August 15, 2016.	Cardifolder 3 flame			
send all applications, payments, and any questions to:				
Arlene Press	Address			
Manager of Programs and Events American Schools of Oriental Research (ASOR)				
656 Beacon Street, 5 th Floor	City		State	ZIP
Boston, MA 02215				
Phone: 856-272-2506	Authorizing Signature			

Date