

Sponsor / Exhibitor Prospectus



2017 ASTR / TLA Conference
November 16-19
Atlanta, GA

Join us as we kick off the 2017 ASTR/TLA Annual Conference in Atlanta, GA!

ASTR's conference offers one-of-a-kind networking opportunities, education and a unique conference experience tailored exclusively for those in theatre research. This event provides organizations and individuals the unique opportunity to showcase their services to the largest audience of theater research professionals in one location. With **600+** theatre researchers in attendance last year, ASTR is expecting to exceed those numbers in Atlanta. Don't miss the best opportunity for new business, new connections and new learning. Register today!

Leadership

Conference Program Chairs

- Jimmy A. Noriega, The College of Wooster
- Jen-Scott Mobley, East Carolina University
- Analola Santana, Dartmouth College

Conference Program Committee

- Patrick Anderson, University of California San Diego
- Faedra Chatard Carpenter, University of Maryland
- Catherine Cole, University of Washington
- Laura Edmondson, Dartmouth College
- Gad Guterman, Webster University
- Ric Knowles, University of Guelph
- Carrie Sandahl, University of Illinois Chicago
- Karen Shimakawa, New York University
- Harvey Young, Northwestern University
- Jill Stevenson, Marymount Manhattan College, *ex officio*

Board of Directors

- Daphne Lei, President, 2015 - 2018
- Jill Stevenson, Vice President for Conferences, 2015 - 2018
- Esther Kim Lee, Vice President for Publications, 2016 - 2019
- Brandi Wilkins Catanese, Vice President for Awards, 2014 - 2017
- Amy Cook, Secretary, 2014 - 2017
- Cindy Bates, Treasurer, 2014 - 2017

ASTR
American Society for Theatre Research

Exhibit Booth Details

Planning Calendar Deadlines

September 15, 2017

Deadline for ads, prize listings, and sponsorship listings to be included in the onsite program

Exhibit Hall Move In

Thursday, November 16, 2017 | 3:00 PM - 6:00 PM

Exhibit Hall Open

Thursday, November 16, 2017 | 8:30 PM - 10:00 PM

Friday, November 17, 2017 | 8:00 AM - 5:00 PM; Closed 1:30 PM - 2:30 PM

Saturday, November 18, 2017 | 8:00 AM - 5:00 PM; Closed 12:00 PM - 2:00 PM

Sunday, November 19, 2017 | 8:00 AM - 10:00 AM; Teardown 10:00 AM - 1:00 PM

**Exhibit Hall schedule subject to change*

Exhibit Hall Move Out

Sunday, November 19, 2017 | 10:00 AM - 1:00 PM

Exhibitors are required to remain set-up until teardown time at 10:00 AM

Please Note: This is an application to exhibit. All exhibitor applications are subject to review and approval by ASTR. Moreover, we reserve the right to deny exhibitor privileges to any applicant.

Contributions or gifts to ASTR are not tax deductible as charitable contributions. They may, however, be tax deductible as ordinary and necessary business expenses or under other provisions of the Internal Revenue Code. Consult your tax advisor.

| | Early Bird Until October 2 | Standard After October 2 |
|---|------------------------------|----------------------------|
| College/University Booth | \$350 | \$450 |
| Non-Profit Booth | \$400 | \$500 |
| For Profit Booth | \$450 | \$550 |
| Premium Listing for Exhibitors In the App (acts as an add-on option) | N/A | \$1,000 |

We expect exhibit space to sell quickly, so sign up today!

Exhibit Space Specifications

Exhibit tables will be located in the Buckhead Ballroom.

Exhibit Booth Includes

- (2) 6' tables
- (2) chairs
- (1) Wastebasket
- (1) 8" x 11" sign for your table

Additional Items Included with Your Exhibit Booth Include

- Free Conference Registration
- List of Conference Participants
- Listing in online program schedule if submitted by September 15, 2017
- Listing of all Exhibitors in onsite program book if submitted by September 15, 2017

Sponsorship Opportunities

Extend your brand identity and marketing capabilities with a strong visible presence at the 2017 ASTR/TLA Annual Conference. Take advantage of the opportunity to tie your brand identity not only to ASTR, but to the educational aspects of this conference. Multiple levels of conference sponsorship opportunities are available. All sponsorship opportunities are on a first-come first-served basis.

Breakout Audio Visual

\$1,500 per room

(6) Opportunities Thursday; (6) Opportunities Friday; (6) Opportunities Saturday Available

- Sponsor listing and logo display in the onsite brochure.
- Logo displayed on event signage placed outside of the room.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and sponsor listing on the event website.

Plenary Session Audio Visual

\$3,000 per session

(1) Opportunity Thursday; (1) Opportunity Friday; (1) Opportunity Saturday Available

- One complimentary registration.
- Sponsor listing and logo display in the onsite brochure.
- Logo displayed on event signage placed outside of the room.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and sponsor listing on the event website.

Guest Performer Sponsor

\$1,500

(1) Opportunity Available

- Exclusive sponsorship.
- Sponsor listing and logo display in the onsite conference brochure.
- Logo displayed on event signage.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and sponsor listing on the event website.

Video Services – State of the Profession

\$4,000

(1) Opportunity Available

- One complimentary registration.
- Logo/acknowledgement in all recorded video segments produced.
- Logo displayed in the onsite conference brochure.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and company link on the event website.

Opening Reception

\$2,000

(3) Opportunities Available | Sponsors can provide cocktail napkins, drink stirrers, etc., at their own expense.

- One complimentary registration.
- Verbal acknowledgement during the reception.
- Logo displayed in the onsite conference brochure.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and Company link on the event website.

Awards Luncheon Sponsor

\$2,500

(2) Opportunities Available

- One complimentary registration.
- Logo displayed in the onsite conference brochure.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and company link on the event website.
- Logo displayed on table tents at luncheon.

Career Session – Boxed Lunches

\$1,250

(2) Opportunities Available

- Logo displayed in the onsite conference brochure.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and company link on the event website.
- Logo displayed on table tents during pick-up.

Continental Breakfast

\$750

(1) Opportunity Friday; (1) Opportunity Saturday; (1) Opportunity Sunday Available

- Logo displayed in the onsite conference brochure.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo displayed on Continental Breakfast Tables.

Coffee/Beverage Break

\$750

(2) Opportunities Thursday; (2) Opportunities Friday; (2) Opportunities Saturday; (1) Opportunity Sunday Available

- Logo displayed in the onsite conference brochure.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo displayed on Coffee/Beverage Tables.

Graduate Student Reception

\$1,000

(3) Opportunities Available

- Logo displayed in the onsite conference brochure.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and company link on the event website.
- Sponsors can provide cocktail napkins, drink stirrers, etc., at their own expense.

Name Badge Sponsor

\$1,500

(1) Opportunity Available

- Logo on bottom of all conference name badges.
- Logo displayed in the onsite conference brochure.
- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and company link on the event website.

Sponsor a Graduate Student to Attend Conference

\$500

- Logo displayed on event signage and sponsorship PPT before general sessions.
- Logo and company link on the event website.
- ASTR will work with companies to choose the graduate student that they wish to sponsor.

In Kind Sponsorship Opportunities

- Lanyards
- Programs / Menus / Signage
- Reception
- Bags
- Folders
- Pens
- Journals
- Awards
- VIP Giveaway / Raffle Items
- Food & Beverage
- Audio Visual / Projectors
- Video Services / Recording & Editing

Please Note: The benefits listed are only when 100% in-kind sponsorship is provided. Should there be minimal or discounted cost to the ASTR, the benefits are calculated by the following formula: Retail Value – Actual Paid by ASTR = In-Kind Sponsorship %. Then take the In-Kind Sponsorship % * (Retail Value – Actual Paid by ASTR) = In-Kind Sponsorship Level.

Advertising Opportunities

Maybe you can't attend the conference? You can still reach this target audience by placing a black and white or color ad in the conference program book that is distributed to attendees! Files must be 300 DPI or higher and in PDF Format. Please purchase your ad on astr.org.

An onsite program book is provided to all conference attendees, and includes:

- A complete schedule of educational sessions
- A listing of special events
- ASTR business meetings

Conference attendees use the Onsite Program Book as their guide throughout the meetings of plenary sessions and seminars. Your best outreach to attendees is through this useful conference tool. Reserve a space to promote your company's products and/or services to this broad audience of theatre scholars and educators in higher education.

Ads Due September 15

Please send ads to Rhonda Grizzard rhondag@astr.org. Ads should not have bleeds.

Returning Advertiser Discount

2016 Advertisers returning to advertise in 2017 will receive \$50 off each additional advertisement ordered. Please contact Rhonda Grizzard at rhondag@astr.org for the promo code.

| | Size | Price | Color or Black & White |
|------------------------------|------------|---------|------------------------|
| Full Page Ad | 7" x 10" | \$700 | Black & White |
| Half Page Ad | 7" x 5" | \$500 | Black & White |
| Quarter Page Ad | 3.5" x 5" | \$325 | Black & White |
| Inside Front Cover Ad | 8.5" x 11" | \$800 | Full Color |
| Inside Back Cover Ad | 8.5" x 11" | \$800 | Full Color |
| Back Cover Ad | 8.5" x 11" | \$1,000 | Full Color |

Location

Grand Hyatt Atlanta in Buckhead
 3300 Peachtree Road NE
 Atlanta, Georgia, USA, 30305
 Tel: +1 404 237 1234

Contact Us

Rhonda Grizzard, Event Planner
 1000 Westgate Drive, Suite 252
 Saint Paul, MN 55114
 Office: (651) 288-3429
 Direct: (847) 447-1703

Policies

Cancellation Policy

Written cancellation notice must be received via fax, mail, or email by October 2, 2017 to receive a 50% refund. No refunds will be given after this date. If ASTR cannot hold the conference due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, or impracticable to provide the facilities or to hold the meeting, each prepaid registrant/exhibitor will receive a copy of conference handouts and any other materials that would have been distributed. Fixed conference expenses will be paid from the pre-registration funds. Remaining funds will be refunded to pre-registrants/exhibitors. ASTR is not responsible for any other costs incurred by pre-registrants/exhibitors in connection with the conference.

Early Departure Penalty: \$250 USD

To enhance the experience of attendees in the exhibit hall, ASTR requires that all exhibit booths must remain fully set up and attended by a company representative until the specified tear-down time. To assist in enforcing this policy, ASTR has instituted an early departure fee of \$250 USD that will be assessed to any company that begins to dismantle its booth or leaves its booth unattended before the official tear down time denoted in the exhibitor prospectus. Payment of this fee will be required before the company is allowed to register for booth space at the following annual conference and the company will be placed at the bottom of the list for booth assignments at the next annual conference. ASTR is dedicated to making our attendee and exhibitor experience enjoyable and educational at all times. Thank you for your continued support and cooperation on this matter.

Exhibit Materials and Activity

ASTR reserves the right to prevent any exhibitor from displaying beyond the bounds of the exhibitor's rented exhibit space: noisy electrical devices (ex. loud appliances, machines, games), smells/scents that are offensive or commonly cause allergic or physical reactions (ex. industrial smells, chemical smells, nail polish, cleaners), displays, fire hazards (ex. open flames, highly flammable fumes), costumed mascots, live animals or anything which may prove objectionable. All aisles must be kept clear of displays. Inventory must be discreetly stored within an exhibitor's booth space. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitors. Exhibitors are allowed to sponsor prize drawings within their exhibit space. Any limitations on registering for or accepting the prize must be prominently displayed in the exhibit space.

ASTR Bingo Card Drawing

Attendees will receive a bingo card with a listing of all exhibitors and must obtain at least 90% of the exhibit booth signatures to be qualified for the drawing. Drawings will take place at the conclusion of the Annual Meeting on Saturday, November 18, 2017. Bingo Card Drawing items will be listed on onsite materials that are distributed to all attendees. If you wish to contribute an item for the bingo card drawing, you must be present to give away the prize on Saturday afternoon. Please indicate your participation on the application form. Prizes may not exceed \$100 in value. The \$100 prize limit will be strictly enforced onsite. Prizes will be reviewed by ASTR staff prior to the giveaway. One prize drawing per company. The bingo drawing will take place on Saturday at approximately 2:30 pm.

Exhibitor Door Prize Drawing

Exhibitors have the option to give away a door prize at their booth. Door prize drawing items will not be listed in onsite materials. There will be a board in the exhibit hall on Saturday for you to post your door prize winners' names. Exhibitors are responsible for contacting the winners directly. ASTR is not responsible for any prizes that are won and not collected.

Photo Consent

As part of the ASTR Annual Conference, you may be photographed or recorded on audio and/or video. These items may be used in promoting future conferences or in other marketing related to ASTR. Your attendance at this event implies your consent to be photographed or recorded.

Policies (continued)

Important Exhibitor Information

- Only one company per exhibit space will be permitted.
- Attaching/hanging marketing materials from the ceiling in the exhibit hall is not allowed.
- Exhibiting companies who wish to provide food/ beverage for attendees must order directly through the conference hotel.
- Lead retrieval systems will not be used at the ASTR Annual Conference.
- All exhibit set-up and materials must stay within the given footprint layout set by ASTR.
- All exhibit booths will be limited to 4 representatives (2 included with registration and up to 2 additional paid representatives).
- Any additional people who plan to be at your company's booth must be included in your representative limit.
- This includes photographers, caricature artists, etc.
- Exhibitors and Sponsors are welcome to attend Thursday opening reception, lunches and breaks in the exhibit area. Exhibit space does NOT include participation in the gala awards dinner, ASTR pre-workshops, concurrent educational sessions, or keynote presentations.
- Interactive displays (photo booths, money machines, etc.) must be approved by the ASTR office prior to the conference.
- Exhibitors/sponsors must not sponsor/hold any events during conference hours or the hours of any official ASTR functions from Thursday, November 16 through Sunday, November 19, 2017.

Any vendor not adhering to the above will be ineligible to exhibit at the next ASTR conference.

Registering Your Company Representatives

ASTR will request your company exhibit/sponsor representatives' names in October. A form will be sent to your main exhibit contact to submit your representative names. Each booth includes exhibitor registration for one representative. You may purchase up to two more registrations per booth. The cost for additional representatives is \$150 USD through October 13. After October 13, the price will increase to \$200 USD. The cost to register additional representatives onsite will be \$225 USD. No refunds will be provided for representative registrations. Representative registrations cover; the Thursday opening reception, breaks in the exhibit area. The representative registration does not include participation in the awards luncheon or ASTR educational sessions.

Security

ASTR will provide onsite security, but the American Society for Theatre Research and the Grand Hyatt do not guarantee to protect the exhibitors against any loss or damage of any kind.

Electricity

If your booth requires electricity or any other A/V needs, be sure to order those services accordingly from the packet provided by the show decorator.

Shipping Information

An exhibitor service kit will be provided to all confirmed exhibitors and will include shipping information. The hotel will receive, store, and deliver your package directly to your booth, and will be on-site Saturday to assist with return shipments if necessary.

Promotion of Sponsorship or Exhibit

Use of the ASTR logo in any promotions of the conference is subject to approval by ASTR. Using the logo without permission can result in a forfeiture of your exhibit booth and/or sponsorship. Please submit any proposed ads that use the ASTR logo to Rhonda Grizzard at rhondag@astr.org for approval.

Insurance and Disclaimer

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the hotel, its owners, and its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the hotel and its employees and agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this exhibit agreement, in an amount not less than \$2 million combined single limit for personal injury and property damage. The hotel, its owners, and its operator shall be included in such policies as additional named insureds. In addition, exhibitor acknowledges that neither the hotel, its owners, nor its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

ASTR Enforced Exhibiting Policies

Please review in detail the exhibiting policies. All policies will be firmly enforced. Exhibitors must agree to adhere to all ASTR guidelines, policies, and procedures when submitting an application to exhibit.

Assignment of Space

ASTR will make final assignment of booth space considering conference sponsorship, and date registration was received. We will accommodate your requests as much as possible, but cannot guarantee that you will be assigned to any of the spaces requested or not be placed near a competitor. Exhibit space is available on a first-come, first-served basis.

Confirmation

A registration confirmation will be emailed to your company's contact upon receipt. Your booth assignment will be emailed to your designated company contact. A final confirmation with important onsite information will be sent to all exhibitor representatives.

Registration Deadlines

Exhibit space is available on a first-come, first-served basis. Exhibit and sponsorship registration must be completed online. The deadline for inclusion in the conference program booklet is September 16, 2017.

Exhibit Location

Grand Hyatt Atlanta in Buckhead
3300 Peachtree Rd NE
Atlanta, Georgia, USA, 30305

An exhibitor service kit will be emailed to your designated company contact in advance of the meeting. Exhibit fee includes the following:

Attendee Registrants receive conference materials, admission to Thursday, Friday and Saturday sessions, the Thursday opening reception, Saturday Awards Luncheon and breaks. Allotted attendee registrations are included with different exhibit/sponsor packages.

Exhibit Representatives receive admission to the Thursday opening reception, lunches and breaks in the exhibit area. Exhibit space does not include participation in the ASTR Awards Luncheon or any other special events.

Please Indicate Sponsorship, Exhibitor or Advertiser Level

Sponsorship Options

| | | | |
|---------------------------------------|----------------------------------|------------------------------|----------------------------------|
| Breakout Audio Visual | <input type="checkbox"/> \$1,500 | Career Session Boxed Lunches | <input type="checkbox"/> \$1,250 |
| Plenary Audio Visual | <input type="checkbox"/> \$3,000 | Continental Breakfast | <input type="checkbox"/> \$750 |
| Guest Performer Sponsor | <input type="checkbox"/> \$1,500 | Coffee/Beverage Break | <input type="checkbox"/> \$750 |
| Video Services (SOTP) | <input type="checkbox"/> \$4,000 | Graduate Student Reception | <input type="checkbox"/> \$1,000 |
| Opening Reception | <input type="checkbox"/> \$2,000 | Name Badges | <input type="checkbox"/> \$1,500 |
| Awards Luncheon | <input type="checkbox"/> \$2,500 | Sponsor a Graduate Student | <input type="checkbox"/> \$500 |
| In Kind (write your desired donation) | \$ _____ | | |

Exhibitor Options

| | Early Bird Until October 2 | Standard October 2 - November 15 |
|--|--------------------------------|------------------------------------|
| College/University Booth | <input type="checkbox"/> \$350 | <input type="checkbox"/> \$450 |
| Two College/University Booths | <input type="checkbox"/> \$700 | <input type="checkbox"/> \$900 |
| Non-Profit Booth | <input type="checkbox"/> \$400 | <input type="checkbox"/> \$500 |
| Two Non-Profit Booths | <input type="checkbox"/> \$800 | <input type="checkbox"/> \$1,000 |
| For Profit Booth | <input type="checkbox"/> \$450 | <input type="checkbox"/> \$550 |
| Two For Profit Booths | <input type="checkbox"/> \$900 | <input type="checkbox"/> \$1,100 |
| Premium Listing for Exhibitors In the App (acts as an add-on option) | N/A | <input type="checkbox"/> \$1,000 |

Advertising Options

| | | | |
|-----------------|--------------------------------|-----------------------|----------------------------------|
| Full Page Ad | <input type="checkbox"/> \$700 | Inside Front Cover Ad | <input type="checkbox"/> \$800 |
| Half Page Ad | <input type="checkbox"/> \$500 | Inside Back Cover Ad | <input type="checkbox"/> \$800 |
| Quarter Page Ad | <input type="checkbox"/> \$325 | Back Cover Ad | <input type="checkbox"/> \$1,000 |

Name _____
 Company _____
 Address _____
 City, State, Zip _____
 Country _____
 Phone _____ Email _____

Payment Options (prepayment is required): Check Visa MasterCard American Express Discover

Name of Cardholder _____

Card Number _____ Exp Date _____ Security Code _____

Cardholder Phone Number _____

Signature _____

Credit Card Billing Address Same as Address Above

Address _____

City, State, Zip _____

Country _____

Questions? Email: rhondag@astr.org

FAX this completed form and payment to:
ASTR, Attention: Rhonda Grizzard
FAX: +1 651.290.2266 | PHONE: +1 651.288.3429
PLEASE DO NOT EMAIL FORMS WITH CREDIT CARD INFORMATION.
 Please note that transmission of credit card payment information to the ASTR office by email cannot be accepted due to PCI Compliance standards.

(For office use only)

| | |
|-----------|------|
| initials | fin. |
| date | |
| CK/CC | |
| amt. paid | |
| bal. due | |