

THE RENAISSANCE SOCIETY OF AMERICA

August 2017

Dear prospective book exhibitors and advertisers,

I'm writing to invite you to participate in several promotional opportunities—including the book exhibit—at the Renaissance Society of America's 64th annual meeting, 22–24 March 2018, in New Orleans, Louisiana.

The 2018 meeting in New Orleans will have over 500 sessions and approximately 2,000 registrants.

Book exhibit venue:

Hilton New Orleans Riverside
Grand Ballroom B
2 Poydras St
New Orleans, LA 70130

Anticipated set-up hours:

(Sales will not be permitted during set-up.)

Wednesday, 21 March	3:00-6:00 PM
Thursday, 22 March	7:00-9:00 AM

Anticipated book exhibition hours:

Thursday and Friday, 22 March and 23 March	9:00 AM–6:00 PM
Saturday, 24 March	9:00 AM–1:00 PM

Anticipated teardown hours:

Saturday, 24 March	1:00-3:00 PM
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Book Exhibition Table Rates for 2018:

One table	\$500
Two tables	\$950
Three tables	\$1350
Additional tables	\$350

The tables will be a standard 6' size, draped and skirted with two chairs. RSA does not provide signs for the tables; you are welcome to bring your own sign provided that it does not damage the table. Freestanding furniture such as bookshelves placed on the floor is not allowed. We will be unable to hang banners or signs above tables in this space. The hall will be locked outside of exhibit hours.

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Print Program Advertisement Rates for 2018:

New for 2018: the print program will be given to registrants who elect to pay a \$10 fee for receiving the program. Since the conference program is no longer complementary, we have adjusted our rates because we expect only half of all registrants to select the add-on.

One full-page advertisement (no table)	\$250
Additional ad pages (no table)	\$200
One full-page advertisement (in addition to an exhibit table)	\$200
Additional ad pages (in addition to an exhibit table)	\$150

Dimensions for a full-page ad are 4.5 by 7.75 inches. Ads should be sent in black-and-white format as our program interior is printed in black and white. Ads must be received in PDF format by 15 December 2017.

Conference App Banner Advertisement Rates for 2018:

One banner ad in the conference app	\$400
One banner ad in the app (in addition to an exhibit table)	\$300

Our app was once again a hit at the Chicago 2017 conference with 1,259 installs (we had 2,315 registrants). Our registrants were extremely engaged with the app, using it for a total of 70,116 sessions.

The files needed for the app are: one banner advertisement image (600 x 110 pixels) in .png or .jpg format and a link to your website or a PDF that we can upload (max three pages). The app is scheduled to launch in January and the files can be provided at any time up to two weeks before the conference; please allow five business days for the app to be updated with your banner.

Please submit a form to order your table and ad space at <https://goo.gl/forms/49A7JB94YWTJ5n1i2>.

When submitting an order, exhibitors will be asked to agree to the following terms set by the Hilton New Orleans Riverside:

Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless the Hilton New Orleans Riverside, Hilton Worldwide, Inc., and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively "Hotel Parties"), and the Renaissance Society of America from and against any claims or expenses arising out of the use of the exhibition premises.

Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity in this Responsibility Clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hilton New Orleans Riverside, Hilton Worldwide, Inc., the Hotel's Owner, and each of such entities' owners, subsidiaries, and affiliates (collectively, "Hotel Parties") and the

Renaissance Society of America shall be named as additional insureds on such policy, and Exhibitor shall supply the Hilton New Orleans Riverside with Certificates of Insurance at least 30 days prior to the use of the exhibition premises.

The Exhibitor understands that neither the Renaissance Society of America nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Invoices will be sent on a rolling basis and your order will be confirmed upon full payment of the invoiced amount. Further details regarding the mailing of materials to the Hilton New Orleans Riverside will be sent to registered exhibitors in late January 2018. Check the RSA website for continuing updates to the program and special events.

Sincerely,

Tracy E. Robey
RSA Assistant Director
trobey@rsa.org