



**An Invitation to Exhibit,
Advertise and Sponsor at the
111th Annual Meeting**

**AUGUST 20-23, 2016
WASHINGTON STATE CONVENTION CENTER
AND SHERATON SEATTLE HOTEL
SEATTLE, WA**

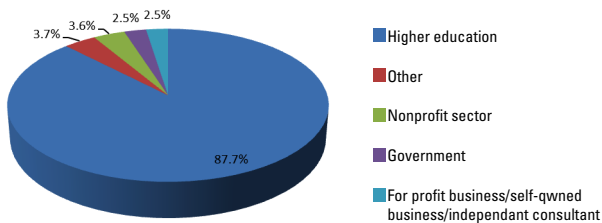
ASA OFFERS YOUR ORGANIZATION A GREAT OPPORTUNITY TO MAXIMIZE YOUR RETURN ON INVESTMENT AT THE 2016 ANNUAL MEETING:

- Advertisement in the Final Program.
- Online advertisement with a direct link from ASA Annual Meeting webpage to your website.
- Interactive Floor plan where attendees can view company information before during and after the exhibits.
- Enhanced sponsorships to extend and expand your visibility outside the exhibit hall which includes:
- Internet “buyout” of Wi-Fi access for meeting attendees
 - ✓ ASA Convention Tote Bag
 - ✓ Hotel Keycard
 - ✓ ASA Convention Lanyard
 - ✓ Each sponsorship includes a level of benefit

WHY EXHIBIT?

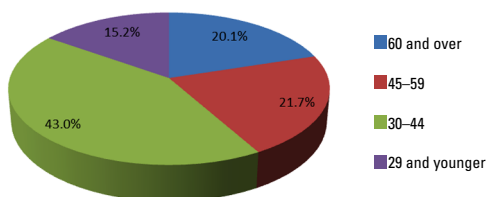
Meet sociologists who are the front runners in research, higher education, and public policy initiatives. The American Sociological Association (ASA) consists of professional sociologists with backgrounds in academic institutions, applied research and policy settings, government and non-profit agencies, as well as many graduate and undergraduate students at universities and colleges all over the U.S.

ASA Members by Employment Sector



Source: ASA Membership Database, 2013.
For 9,982 members who reported employment sector.

ASA Membership by Age Group



Source: ASA Membership Database, 2013.
For 12,386 members who reported birth year.

Last year's Annual Meeting in Chicago attracted 5,600 attendees. Submit your 2016 Exhibit, Advertisement and Sponsorship Contract today to showcase your organization to over 6,000 attendees at the Annual Meeting in Seattle!



LOCATION OF EXHIBITS

The ASA exhibit hall will be located in 4A on level four of the Washington State Convention Center.

Booth Rental Fees. Booth size is 10'x 10'.

1 booth (10'x 10') – \$2,300

2 booths (10'x 20') – \$3,300

3 booths (10'x 30') – \$4,000

4 booths (10'x 40') – \$5,000

Island booth (20' x 20') — \$5,000

Your exhibit fee includes an identifying sign and three exhibitor registrations per booth (Island booths receive 12 exhibitor registrations). A directory of exhibitors with booth locations will be listed on the ASA website as well in the *ASA Final Program*. To ensure the promotion of your organization in the *Final Program*, be sure to submit your exhibitor contract with payment by June 6, 2016. The Expo Group has been designated as the official drayage and storage company for the 2016 Annual Meeting.

TRAFFIC GENERATING FEATURES:

ASA has created a number of activities to increase the traffic flow in this year's exhibit hall. Exhibitors may take advantage of these features to create great networking opportunities and increase business leads.

EXHIBIT HALL HOURS

The ASA exhibit hall will be open for four days. Booths must be staffed at all times during exhibit hours.

Saturday, August 20	2:00 PM - 6:00 PM
Sunday, August 21	9:00 AM - 4:00 PM
Monday, August 22	9:00 AM - 5:00 PM
Tuesday, August 23	9:00 AM - 1:00 PM

BOOTH ASSIGNMENTS

A booth is assigned by the date of receiving the booth contract. To receive a prime location we recommend that you return the exhibit contract with payment as soon as possible. Full payment of the exhibit fee must accompany the Exhibit Booth Contract; booth assignment will not be made until both the Exhibit Booth Contract and full payment have been received by ASA. Be sure to include your booth preference on the contract. Booth assignments will be sent to exhibitors by May 2, 2016.



BOOTH SET-UP AND DISMANTLING

Exhibitors may begin booth set-up at the Washington State Convention Center August 19th from 1:30 pm to 5:00pm. Set-up will continue on August 20th from 8:00 am to 1:00 pm. **Absolutely no teardown or dismantling activity will be allowed prior to 1:00 pm on Tuesday, August 23rd. For safety purposes, children under 16 years of age will not be permitted in the exhibit hall during the hours of installation and dismantling.**

Detailed information including additional booth cost (i.e. furniture, carpet, if needed, electricity, etc.) will be provided in the Exhibitor Service Kit.

CANCELLATION

Exhibitors who cancel their exhibit reservation prior to May 2, 2016 will be refunded 50% of the total booth fee. **No refunds are available after May 2, 2016.**

FOR MORE EXHIBIT INFORMATION

Contact ASA Exhibits at (202) 383-9005 ext. 308 or Exhibits@asanet.org.

ADVERTISING OPPORTUNITIES

FINAL PROGRAM

Promote your product and organization by advertising in the 2016 *Final Program*. The Program of the ASA Annual Meeting is distributed to all convention registrants and contains timetables, a topical outline of sessions, a list of social activities, and other essential information for persons attending the conference. It has been our experience that attendees retain the Program as a permanent resource; in addition, the Executive Office receives requests for copies throughout the year. Advertising in the Program provides an opportunity to reach over 6,000 of the leading sociologists in the U.S., Canada, and foreign countries. This year's Program provides a wide range of themes and sociological topics of interest to sociologists and provides an excellent opportunity for both publishers and suppliers to advertise their services and products. The Program is sized at approximately 8"x10". Please note that telephone reservations will not be accepted for Program advertising. Special placement (e.g., covers) will be based on early receipt of reservations.

RATES

\$1,500/page	Full page, 7 x 9 (w x h)
\$1,200/half-page	Half page, 7 x 4 1/4 (w x h)
\$2,600/two-page spread	
\$2,200 third cover	

SPECIFICATIONS

Send Electronic ad files to: Crystal Dirolf, e-mail cdirolf@ags.com, and cc: ASA Exhibits, e-mail Exhibits@asanet.org with subject line "ASA -Your company's name". **PDF files strongly preferred.**

Advertisement Deadline (copy and reservations): June 6, 2016.

BAG INSERTS

An additional opportunity is being offered to exhibitors and advertisers who would like to broaden their company's exposure to over 6,000 Annual Meeting attendees. 2016 Annual Meeting registration materials will be distributed in a conference tote bag, and companies that exhibit *and/or* advertise this year may place a promotional item into the tote bag. Space is limited, however; only ten bag inserts will be permitted. Bag inserts may be a flyer/advertisement or a promotional item (pens, stress balls, key rings, etc.). A sample of the piece or item must be submitted to ASA for review and acceptance. Guidelines governing bag insert access and arrangements are:

- Acceptance of the proposed insert/item is at ASA's discretion (a copy of the bag insertion must be submitted to ASA for approval by June 13, 2016)
- Must be an Exhibitor and/or purchase at least one full page ad in the 2016 *Program*.
- Bag insert applications will be reviewed on a first-come, first-served basis.
- Sponsor will supply 6,000 copies of the accepted insert/item.

Bag Insert Fee: \$1,000

Bag Insert Deadline (copy and reservations):

June 6, 2016.

For more advertisement and bag insert information

Contact ASA Exhibits at (202) 383-9005 ext. 308 or

Exhibits@asanet.org.

ANNUAL MEETING ONLINE BANNER ADVERTISEMENT

Advertise beyond the printed program. In today's market the online approach is essential. This year ASA is working to give you the most effective return on your investment. ASA's Annual Meeting website is a great location to reach ASA members, meeting attendees, presenters, and all others who visit our meeting website again and again.

Your banner ad would be viewed by all who visit the 2016 Annual Meeting website as well as those looking for the latest program information. This advertisement option is a great complement to your current marketing plan—and a must-have for your organization's needs.

Online Advertising Rates

(90-calendar days)

Each ad space is available on the 2016 Annual Meeting homepage or the Online Preliminary Program webpage.

300 width x 250 height	\$1,000
180 width x 150 height	\$2,000
160 width x 600 height	\$2,500

Send Electronic ad files to:

ASA Exhibits, Exhibits@asanet.org with the subject line "Online Meetings Advertisement". .Gif or .jpg files strongly preferred.

Please note that telephone reservations are not accepted. Remember to use the Advertising Reservation Form to reserve online meeting advertisement space.

Advertisement Deadline (copy and reservations):
June 6, 2016.



ASA Annual Meeting App AD: \$3,000

The Annual Meeting App provides real-time updates via the online condensed "Pocket Program" which includes meeting room locations; late-breaking program adjustments via the convention bulletin; floor plans of meeting facilities; and announcements, etc.) for attendees using Smart-phone and Tablets before and during the meeting. Complimentary Wi-Fi access will be provided to meeting attendees in all ASA contracted meeting rooms and the entire Exhibit Hall during the Annual Meeting. By placing an ad on the Annual Meeting App, your company will have direct access to meeting attendees before and during the Annual Meeting.

SPONSORSHIP OPPORTUNITIES

Sponsorships provide an opportunity to boost your organization's visibility to Annual Meeting attendees. Increase your exposure and maximize your revenue at the 2016 Annual Meeting by buying a comprehensive sponsor package. Each package allows you to be seen beyond a singular event.

Comprehensive Sponsorship Package:

PLATINUM (\$7,000)
Sign Recognition Onsite
Listing in the Final Program
Listed on webpage dedicated to sponsor listing (with logo and link to website)
Listing of Sponsors on screen at all Plenary Sessions
Free insertion of a flyer or promo piece in conference tote bag
Free Pre-registration list of attendees as of the end of first week in July
Listing in the ASA Annual Meeting App as a Sponsor

GOLD (\$4,000)
Sign Recognition Onsite
Listing in the Final Program
Listed on webpage dedicated to sponsor listing
Free insertion of a flyer or promo piece in conference tote bag
Listing in the ASA Annual Report as an Annual Meeting Sponsor
Listing in the ASA Annual Report as an Annual Meeting Sponsor

SILVER (\$2,000)
Listing in the Final Program
Listed on webpage dedicated to sponsor listing
Free insertion of a flyer or promo piece in conference tote bag
Listing in the ASA Annual Report as an Annual Meeting Sponsor

A la Carte Options:

HOTEL KEYCARD: \$6,500

ASA attendees will see your company logo each as they access their hotel room door at the ASA headquarter hotels. The sponsorship provides great visibility for your company. *This sponsorship also enjoys the Platinum level benefits.*

ANNUAL MEETING BAG: \$5,000 (UP TO 4 SPONSORS)

Take advantage of prime exposure available on the Annual Meeting bag. Over 6,000 attendees will display your organization's logo while they carry the ASA Annual Meeting bag. Your logo will travel around the meeting site and at locations in the US and around the world. *This sponsorship also enjoys the Platinum level benefits.*

ANNUAL MEETING LANYARD: \$4,000

Reach 6,000 attendees by sponsoring the convention lanyard. The sponsorship includes company name and logo on the lanyard. *This sponsorship also enjoys the Gold level benefits.*

INTERNET "BUYOUT" FOR THE ASA ANNUAL MEETING: \$8,000

This sponsorship provides complimentary Wi-Fi access for attendees who bring their own technical devices while attending the ASA Annual Meeting. The complimentary Wi-Fi is accessible in all ASA program session rooms. The sponsorship includes a pop-up ad to be display whenever the network is accessed.

HAVE AN IDEA OF A SPONSORSHIP?

If you don't see a sponsorship package that meets your marketing needs, please contact ASA Exhibits, Exhibits@asanet.org and we will work with you to provide a custom sponsorship opportunity that better suits your organization.

A LA CARTE SPONSORSHIP SAMPLES



Keycard Sponsorship Sample



Registration Tote Bag Sample




Registration Lanyard Sample



Sponsored by **Your Logo
Booth #**

Signage for complimentary Wi-Fi sample


ADVERTISING OPPORTUNITIES SAMPLES



Example


Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- * Suspendisse eget metus ipsum, eget porttitor sapien.
- * Vivamus fringilla augue nec libero vehicula non laoreet sem fermentum.
- * Curabitur tempus ipsum auctor urna aliquam eu volutpat felis cursus.



Final Program - Half page advertisement

Half page




Final Program - One page advertisement

Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- * Suspendisse eget metus ipsum, eget porttitor sapien.
- * Vivamus fringilla augue nec libero vehicula non laoreet sem fermentum.
- * Curabitur tempus ipsum auctor urna aliquam eu volutpat felis cursus.
- * Maecenas a erat eu nulla lobortis feugiat.



Full page

ASA 2012
1905
AMERICAN SOCIOLOGICAL ASSOCIATION

Final Program - Two page advertisement

Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

* Suspendisse eget metus. Potentesque non erat sem.

* Vivamus tringula augue nec libero vehicula non laoreet sem fermentum.

* Curabitur tempus ipsum auctor urna aliquam eu volutpat felis cursus.

* Maecenas a erat eu nulla lobortis feugiat.

* Fusce eget risus mi, id potentiessque quam.

* Nunc aliquam risus ut massa dignissim et sollicitudin diam consequat.

* Suspendisse eget metus. Potentesque non erat sem.

* Fusce tincidunt posuere. Nam venenatis sagittis

* Integer a erat congue. Suspendisse eget metus.

* Potentesque non erat sem. Fusce tincidunt posuere.

* Morbi nec leo quis. Nam venenatis sagittis.

* Nam venenatis sagittis. Suspendisse eget metus.

* Nulla pharetra mi a velit. Morbi nec leo quis.

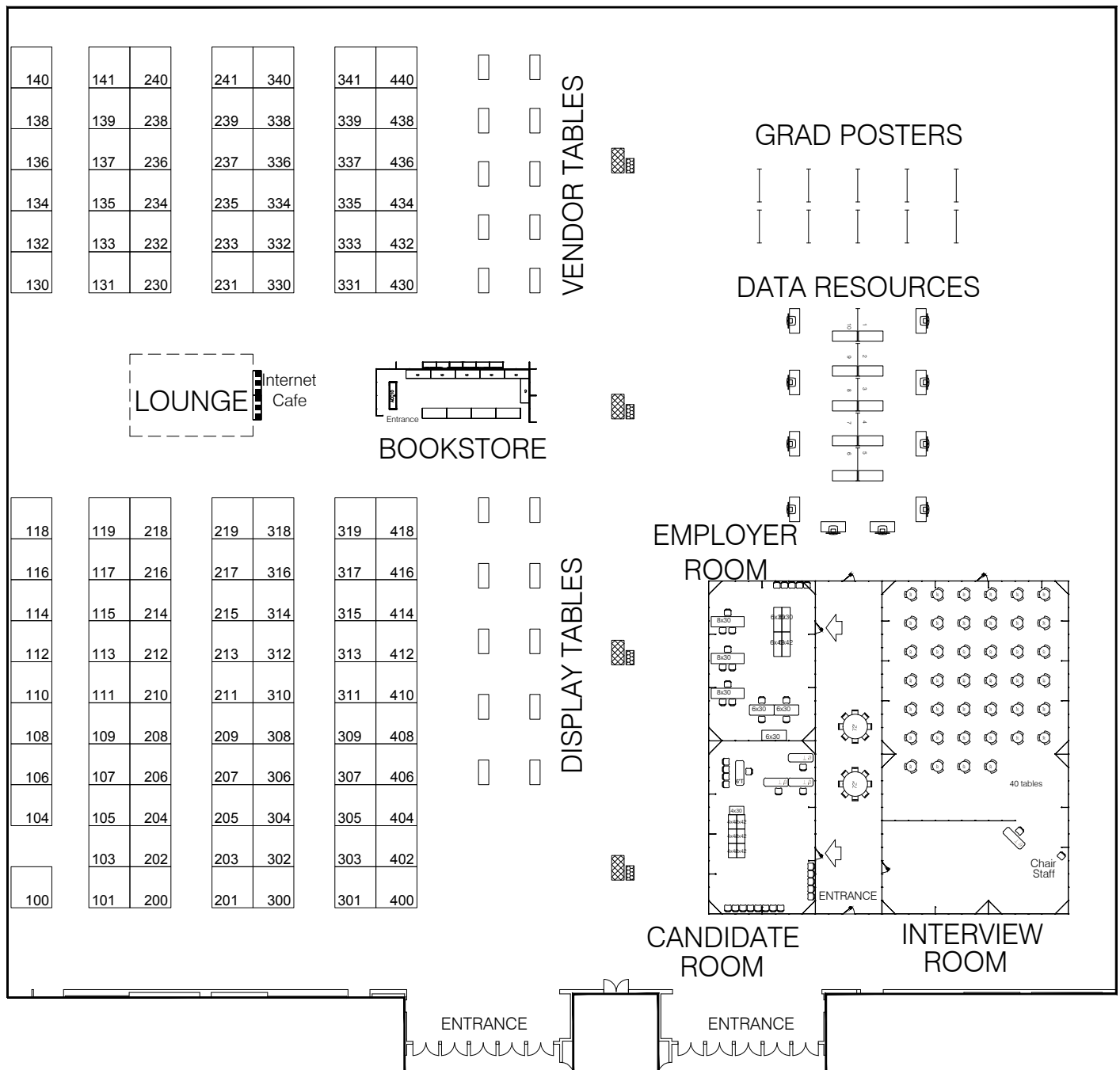
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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur in tristique sapien. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum nunc purus, bibendum non adipiscing vulputate, tincidunt eu elit. Mauris tempus ligula quis nunc iaculis egestas. In ornare, nisi vel malesuada volutpat, dolor metus ullamcorper nisi, quis pharetra nulla neque in eros. Vestibulum placerat sollicitudin gravida. Etiam pharetra erat nec magna iaculis pharetra. Integer lorem neque, condictum quis vulputate et, consequat sollicitudin velit. Cras egestas auctor aliquet.

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Two page spread

FLOOR PLAN



**111TH ANNUAL MEETING
AUGUST 20-23, 2016
WASHINGTON STATE
CONVENTION CENTER AND
SHERATON SEATTLE HOTEL
SEATTLE, WA**

2016 ASA ANNUAL MEETING – CONTRACT/REGISTRATION

In accordance with the Exhibit Tradeshow Regulations governing rental of exhibit space on the last page of this Exhibitor Prospectus, the undersign hereby applies for exhibit space at the ASA Annual Meeting at the Washington State Convention Center, August 20-23, 2016. Exhibitor has read and agrees to the exhibit regulations. Exhibitor also understands that these regulations are incorporated into this contract by reference and that this application becomes a contract when accepted by ASA.

Primary Contact: (Name of person for all exhibit correspondence)

Name: _____ Title: _____
Phone: _____ E-mail: _____

Institution:

Company Name: _____ (as listed in Program)
Street Address: _____ City/State/Zip: _____

Number of Booths: _____

1st Choice # _____ 2nd Choice # _____ 3rd Choice # _____

Name(s) of on-site Exhibitor(s) (3 per 10 X 10 Booth)

Name: _____ Title: _____
Phone: _____ E-mail: _____

Name: _____ Title: _____
Phone: _____ E-mail: _____

Name: _____ Title: _____
Phone: _____ E-mail: _____

Additional exhibitors above the allotted number per booth must register at the "member/associate member" rate. A badge is required for entry to the exhibit hall and all with appointments, meetings or book signings must be registered.

An invoice will be created and sent to the primary contact.

Sponsorship

- | | | |
|--------------------------|----------|---------|
| <input type="checkbox"/> | Platinum | \$7,000 |
| <input type="checkbox"/> | Gold | \$4,000 |
| <input type="checkbox"/> | Silver | \$2,000 |

Booth Type

- | | | |
|--------------------------|----------------------|---------|
| <input type="checkbox"/> | 10' X 10' (1 booth) | \$2,300 |
| <input type="checkbox"/> | 10' X 20' (2 booths) | \$3,300 |
| <input type="checkbox"/> | 10' X 30' (3 booths) | \$4,000 |
| <input type="checkbox"/> | 10'X 40' (4 Booths) | \$5,000 |
| <input type="checkbox"/> | 20' X 20' (island) | \$5,000 |

Advertisement Choices

- | | | |
|--------------------------|------------------------|---------|
| <input type="checkbox"/> | Full Page, 7x9 (WxH) | \$1,500 |
| <input type="checkbox"/> | 1/2 Page, 7 x4 ¼ (WxH) | \$1,200 |
| <input type="checkbox"/> | 2 page spread | \$2,600 |
| <input type="checkbox"/> | Third Cover | \$2,200 |

Bag Inserts

- | | | |
|--------------------------|--|---------|
| <input type="checkbox"/> | | \$1,000 |
|--------------------------|--|---------|

Online Advertising

- | | | |
|--------------------------|------------------------|---------|
| <input type="checkbox"/> | 300 width x 250 height | \$1,000 |
| <input type="checkbox"/> | 180 width x 150 height | \$2,000 |
| <input type="checkbox"/> | 160 width x 600 height | \$2,500 |

Sponsorship: \$ _____

Booth Package: \$ _____

Advertisement: \$ _____

Bag Inserts: \$ _____

TOTAL AMOUNT DUE: \$ _____

☐ Check or ☐ Money Order #: _____ **Make Payments to: American Sociological Association**

Charge my: ☐ Master Card ☐ Visa ☐ American Express ☐ Discover Card

Credit Card #: _____ Exp. Date: _____ CVC: _____

Name as it appears on Card: _____

Authorized by: _____

ASA POLICY ON EXHIBITS, ADVERTISEMENTS, SPONSORSHIPS, AND SALES

All items exhibited, advertised, sponsored, and/or sold under the auspices of the American Sociological Association (e.g., at the Annual Meeting, in *Footnotes*, or in direct mailings to the ASA membership) must be of a nature that they can reasonably be considered to be (1) “tools of the trade” by sociologists acting in their professional capabilities as faculty, students, and/or sociological practitioners; (2) of benefit to individual members (e.g., insurance offered at competitive rates because of group membership); or (3) of benefit to the ASA while insuring that individual members have adequate information regarding costs to subscribers (e.g., credit cards, a portion of whose profits go to the ASA).

The character of the exhibits, advertisements, sponsorships, or sales is subject to the approval of the Executive Officer or her/his designee. The ASA reserves the right to refuse any application for exhibit space, advertising, sponsorship, or sales, and to curtail or cancel any such exhibit, advertisement, sponsor, or sale which, in the sole judgment of the Executive Officer, does not conform to these guidelines. This policy applies to unacceptable displays, advertisements, or sales of novelties and souvenirs, as well as the personal conduct of exhibits or their representatives.

Exhibitor Representative Responsibilities

For each exhibit, there must be at least one primary person to be the official on-site representative and responsible party. This person will receive all relevant materials relating to the exhibit show. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to ASA and to other contractors and subcontractors. At least one representative must be present at the exhibit booth during all official hours of the exhibit show.

Exhibitor Registration

Each 10 X 10 booth space includes 3 exhibitor badges. Any exhibitor wishing to include more individuals will have to register at the “member/associate member” rate. In order to register booth personnel in advance, Submit exhibitor names by the registration deadline of June 6, 2016.

Admission to Exhibit Hall

ASA shall have sole control over all admission policies at all times. Badges must be worn at all times; badge swapping among personnel is prohibited. Use of these badges is restricted to booth personnel only. All personnel in the exhibit booth are required to wear their name badges throughout move-in, show hours and move-out. Security guards will be checking for badge identification on all exhibit personnel.

Exhibit Show Decorator

The official show decorator is The Expo Group. Space furnishings, electrical and internet needs and labor to set up and dismantle an exhibit booth are to be ordered on the forms provided in the exhibitors’ kit provided by the Conference Manager. Electrical needs will be handled by the conference facility. A request form will be provided to confirmed exhibitors. Electrical installation must conform to all rules and regulations and to all national, state and local codes, as well as facility regulations.

Shipping & Storage

All shipping and storage arrangements will be managed by the Expo Group. Information will be provided in the Exhibitor Kit. **ASA will not be responsible for exhibitor shipping costs and needs. If an exhibitor chooses to ship booth materials directly to the conference hotel or conference facility, it is to be shipped to the attention of the primary person for that exhibit. This person will be responsible for all shipping and delivery charges by the hotel or conference facility.**

Use of Exhibit Booth Space

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear, and exhibits should be arranged so attendees will be in front of or inside assigned space.

Display materials or equipment at the sides of the exhibit booth shall not exceed the heights of the booth of the exhibit space. Display material may not be higher than 42” above the sidewalls (if present) and in the back 5’ of the exhibit space. All materials used for decoration, i.e., paper, cardboard, cloth, etc., shall be flame-retardant. Safety and fire exits and equipment must be left accessible and in full view at all times. Display materials or equipment of significant size must be pre-approved by ASA. All special requests must be submitted in writing prior to the Exhibitor Show. Dismantling or removing an exhibit or materials, including packing of literature or product before the official closing of the exhibit hall is prohibited.

No exhibitor shall assign, sublet or share the whole or any of the booth space assigned without the consent of ASA and approval of the terms thereof. No exhibitor is permitted to show goods other than those manufactured or handles by him/her in the regular course of business. No company or organization not assigned space in the exhibit hall will be permitted to solicit business in any manner within the exhibit hall.

Security

The exhibitor is solely responsible for his or her own exhibit material and should insure his or her exhibit against loss or damage. ASA will employ reputable guards and will take reasonable precautions to safeguard the exhibit hall.

Liability

It is mutually agreed that ASA, The Washington State Convention Center and the Expo Group shall not be liable to any exhibitor for any damage to or for the loss or destruction of an exhibit or the property of exhibitor or injuries to his/her representative resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the exhibitor

Sound Devices and Noise Level

The use of sound devices is prohibited. Any demonstrations or presentations must be conducted at a low volume so that nearby exhibitors are not affected.

Solicitation and Circulation

Distribution by the exhibitor or any printed materials, souvenirs or other articles must be confined to the booth space assigned. No exhibit or advertizing material will be allowed to extend beyond the space assigned to the exhibitor.