

# HARD TIMES



**An Invitation to Exhibit,  
Advertise and Sponsor at the  
109<sup>th</sup> Annual Meeting**

**AUGUST 16-19, 2014  
HILTON SAN FRANCISCO UNION SQUARE  
AND PARC55 WYNDHAM HOTEL  
SAN FRANCISCO, CA**



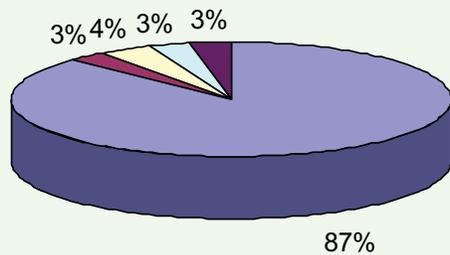
## ASA OFFERS YOUR ORGANIZATION A GREAT OPPORTUNITY TO MAXIMIZE YOUR RETURN ON INVESTMENT AT THE 2014 ANNUAL MEETING:

- 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:
  - ✓ ASA Convention Tote Bag
  - ✓ Hotel Keycard
  - ✓ ASA Convention Lanyard
  - ✓ Each sponsorship includes a level of benefit

### WHY EXHIBIT?

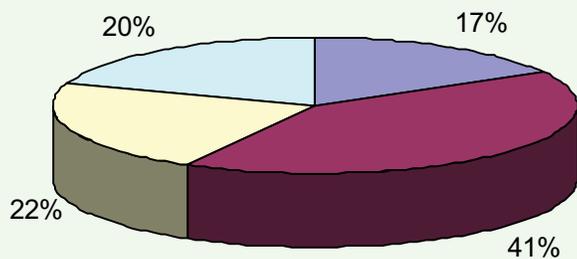
Meet sociologists who are the front runners in research, higher education, and public policy initiatives. The American Sociological Association consists of professional sociologists with backgrounds in academic institutions, applied research and policy settings, government and non-profit agencies, as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

#### ASA Members: Employment Sector



Higher Education Government Non-profits Business Other

#### ASA Members: Age Groups



29 and younger 30 to 44 45 to 59 60 and up

(Source: 2010 ASA Membership Demographics)

Submit your 2014 Exhibit, Advertisement and Sponsorship Contract today to showcase your organization to over 6,000 attendees!



## LOCATION OF EXHIBITS

The ASA exhibit hall will be located in the Grand Ballroom at the Hilton San Francisco Union Square Hotel.

**Booth Rental Fees.** Booth size is 8'x 10'.

1 booth – \$1,900

2 booths – \$2,900

3 booths – \$3,800

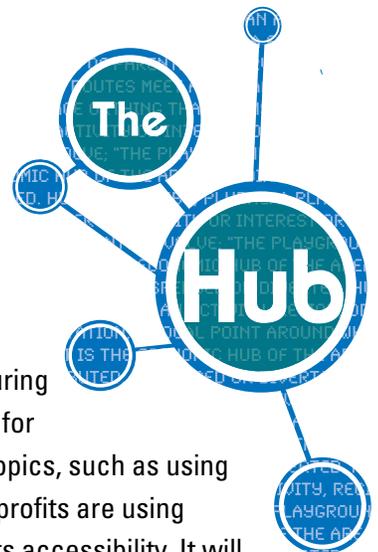
Island booth (20' x 20') — \$5,000

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, 2014. The Expo Group has been designated as the official drayage and storage company for the 2014 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. These features will be right inside the exhibit hall:

- **ASA Networking Nooks:** A gathering place for attendees to meet and greet colleagues.
- **The Hub:** Located in the ASA Exhibit hall, The Hub is ASA's social media booth during the Annual Meeting. The Hub offers informal, 20-minute technology training modules for meeting attendees. These mini-training opportunities will cover an array of popular topics, such as using social networking tools (e.g., Twitter and Facebook), seeing how educators and non-profits are using Google maps, and making your personal website 508 compliant in order to increase its accessibility. It will include the ASA bookstore, cyber café, and dedicated tech-training stations.



## 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 16	2:00 PM - 6:00 PM
Sunday, August 17	9:00 AM - 4:00 PM
Monday, August 18	9:00 AM - 5:00 PM
Tuesday, August 19	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, 2014.



## ADVERTISING OPPORTUNITIES

### FINAL PROGRAM

Promote your product and organization by advertising in the 2014 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

\$1,300/page ..... Full page, 7 x 9 (w x h)  
\$1,000/half-page ..... Half page, 7 x 4 1/4 (w x h)  
\$2,400/two-page spread  
\$2,000/third cover

### SPECIFICATIONS

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

**Advertisement Deadline** (copy and reservations):  
June 9, 2014

### BOOTH SET-UP AND DISMANTLING

Exhibitors may begin booth set-up at the Hilton San Francisco Union Square August 15th from 1:30 pm to 5:00pm. Set-up will continue on August 16th 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 19th.** 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 (ie furniture, carpet, if needed, electricity, etc) will be provided in the Exhibitor Service Kit. **Please note the Grand Ballroom is carpeted.**

### CANCELLATION

Exhibitors who cancel their exhibit reservation prior to May 9, 2014 will be refunded 50% of the total booth fee. No refunds are available after May 9, 2014.

### FOR MORE EXHIBIT INFORMATION

Contact Lee Morris at (202) 383-9005 ext. 308 or [Exhibits@asanet.org](mailto:Exhibits@asanet.org).

## 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. 2014 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, 2014)
- Must be an Exhibitor and/or purchase at least one full page ad in the 2014 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, 2014

**For more advertisement and bag insert information**

Contact Lee Morris 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 2014 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 2014 Annual Meeting homepage or the Online Preliminary Program webpage.

120 x 240 Vertical "Slim" Banner	\$750
250 x 250 Square Banner	\$1,000
160 x 600 Vertical Banner	\$2,000
240 x 400 Top Horizontal Banner	\$2,500

**Send Electronic ad files to:** Lee Morris, 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, 2014.



## ASA Annual Meeting App AD: \$3,000

The app provides real-time updates (convention bulletin, floor plans, 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 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 2014 Annual Meeting by buying a sponsor package. These packages allow you to be seen beyond a singular event.

## *Comprehensive Sponsorship Package:*

<b>PLATINUM (\$7,000)</b>
Sign Recognition Onsite
Listing in the Final Program
Listed on webpage dedicated to sponsor listing (with logo and link to website)
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
Listing in the ASA Annual Report as an Annual Meeting Sponsor

<b>GOLD (\$4,000)</b>
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

<b>SILVER (\$2,000)</b>
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

## *A la Carte Options:*

### **HOTEL KEYCARD: \$6,500**

ASA attendees will see your company logo each time they unlock their hotel room door at the Hyatt Regency. 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 5,500 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 LANYARDS: \$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: \$10,000**

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 not limited to The Hub, it will also be access in the 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 Lee Morris, 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

**ASA**  
AMERICAN SOCIOLOGICAL ASSOCIATION

**Example**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- \* Suspendisse eget rutrum lacus, eget porttitor sapien.
- \* Vivamus digna magna nec libero velut nunc hendrerit con hendrerit.
- \* Curabitur tempus ipsum ac tunc nunc hendrerit con hendrerit.

**HARD TIMES**  
109th MEETING  
The Impact of Economic Inequality ON FAMILIES AND INDIVIDUALS

**Final Program - Half page advertisement**

Half page

**ASA**  
AMERICAN SOCIOLOGICAL ASSOCIATION

**Final Program - One page advertisement**

**Example**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- \* Suspendisse eget rutrum lacus, eget porttitor sapien.
- \* Vivamus digna magna nec libero velut nunc hendrerit con hendrerit.
- \* Curabitur tempus ipsum ac tunc nunc hendrerit con hendrerit.
- \* Maecenas a erat eu nulla interdum hendrerit.

**HARD TIMES**  
109th MEETING  
The Impact of Economic Inequality ON FAMILIES AND INDIVIDUALS

**Final Program - One page advertisement**

Full page

**ASA**  
AMERICAN SOCIOLOGICAL ASSOCIATION

**Final Program - Two page advertisement**

**Example**

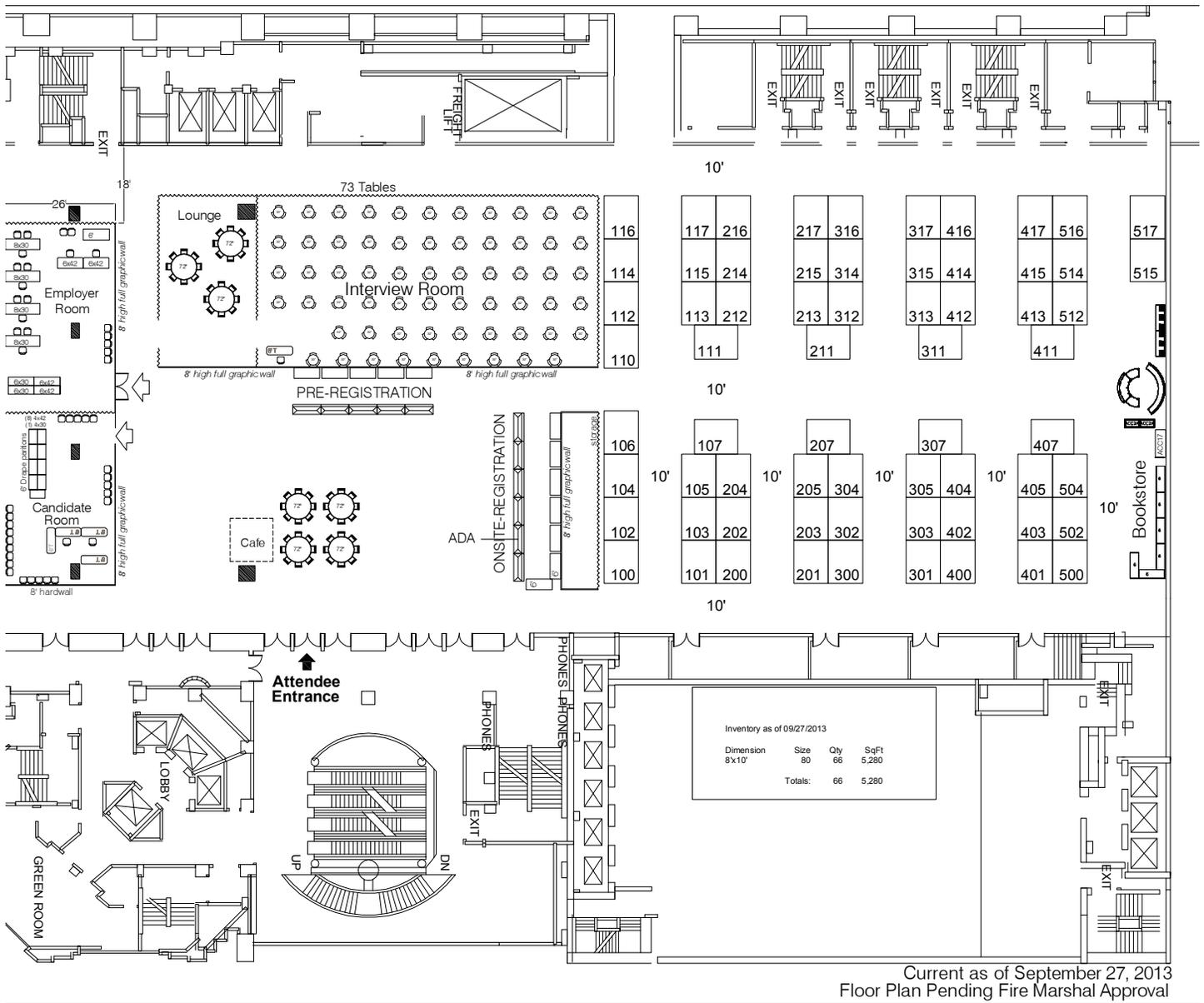
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- \* Suspendisse eget rutrum lacus, eget porttitor sapien.
- \* Vivamus digna magna nec libero velut nunc hendrerit con hendrerit.
- \* Curabitur tempus ipsum ac tunc nunc hendrerit con hendrerit.
- \* Maecenas a erat eu nulla interdum hendrerit.

**HARD TIMES**  
109th MEETING  
The Impact of Economic Inequality ON FAMILIES AND INDIVIDUALS

Two page spread

# FLOOR PLAN



Current as of September 27, 2013  
 Floor Plan Pending Fire Marshal Approval

## 109TH ANNUAL MEETING AUGUST 16-19, 2014 HILTON SAN FRANCISCO UNION SQUARE AND PARC55 WYNDHAM HOTEL SAN FRANCISCO, CA



## **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.