

2017

ANNUAL  
MEETING

ORGANIZATION OF  
AmericanHistorians

New Orleans  
LOUISIANA

NEW ORLEANS MARRIOTT | APRIL 6-9, 2017

*Circulation*

2017 OAH ANNUAL MEETING



SPONSORSHIP & ADVERTISING PROSPECTUS



## Premium Sponsorships

**Tote Bag | \$10,000**

**Hotel In-Room Channel | \$9,500**

This loop could just be the most direct way to reach attendees. Played in headquarter hotels, it's a great way to provide in-depth product info and drive traffic to your booth.

**Hotel Key Cards | \$5,000**

**Mobile App | \$5,000**

**Lanyards | \$3,000**

## Networking Sponsorships

All sponsorships receive onsite signage, table signs, and recognition in all publications.

**Opening Night Reception | \$12,000**

Maximize your visibility during the Opening Night Reception. This event attracts over 400 attendees and presenters.

**OAH President's Reception | \$10,000**

Sponsor the celebration of 2017 OAH president Nancy Cott, of Harvard University. Attract over 350 attendees.

**Distinguished Members Reception | \$7,000**

This invite-only event gathers over 300 of OAH's highest donors and longtime members.

## Targeted Sponsorships

**Wireless Internet | \$9,000**

Includes network name and homepage dedicated to you as well as signage.

**Escalator Cling | \$6,000**

Message attendees going to and from meeting rooms, registration, and the exhibit hall. Two high-profile locations available. (Price includes production and installation)

**Charging Station | \$4,000**

**Coffee Break | \$4,000**

**Lobby Door Cling | \$3,500**

Clings located on main lobby doors at venue. One entrance location available. (Price includes production and installation)

**Water Refill Stations | \$2,500**

Sponsor up to three water stations at the event.

**Sponsor the Plenary Hall | \$2,000**

Plenary Hall is located in the Exhibit Hall. Sponsor this location where our keynote presenters speak. Our keynote speaks to over 400 attendees.

## Pick Your Level of Sponsorship

As a sponsor, you will be recognized as a true partner. You qualify for one of these levels based on your total purchase of ads, booth space, and sponsorships. Choose one of the sponsorship levels below to further your exposure:

**All three levels receive:**

- Pre-event attendee mailing list
- Free mailing information, after conference, of all attendees
- One tote bag insert
- Acknowledgement and logo in *Annual Meeting Program*, *On-site Program*, and web listing
- Signage at the conference

**CLIO | \$15,000+**

- Eight free conference passes
- Table space for promotional material in registration area
- Recognition in the OAH Awards Program
- 100 word description on web listing
- 25 word description in the *Annual Meeting Program* and *Onsite Program*

**STEAMBOAT | \$10,000+**

- Six free conference passes
- 50 word description on web listing

**RAINTREE | \$5,000+**

- Four free conference passes
- 25 word description on web listing

## Advertising Specifications and Information

**Display ad sizes (width x height):**

All ads full color

Full page, 7.25" x 9.25" | Half page, 7.25" x 4.375" | Quarter page, 3.375" x 4.375"

Cover 7.375" x 9.875"

(for bleeds add .125")

• Trim Size: 8.375" x 10.875"

• File Format: Uncompressed, press-ready, Adobe PDF files

• 4-Color: Files and linked images, must use CMYK-color profile.

• Resolution: 300dpi, including linked images

• Graphics assistance: Layout & production: \$60/hour

**Payment Terms:**

**On Advertising Orders:** All advertising orders are final. Once a signed insertion order is received, you are responsible for payment in full. Credit card required to secure reservation. If invoice is requested, payment is due within 30 days of receipt of invoice. Any invoice more than 60 days past due will incur a finance charge of 18% per annum on the unpaid balance. No refunds apply.

## Advertising

### The OAH Annual Meeting Program

The *OAH Annual Meeting Program* mails to ALL OAH members in January 2017. Reserve your space by October 17, 2016, and reach 9,000 professional scholars, educators, including university administrators, public historians, and graduate students in advance of the conference!

**Full Page | \$1,350**

**Half Page | \$850**

**Inside front cover and Inside back cover | \$1,900**

**Back Cover | \$2,100**

Circulation: approximately 9,000

Print Date: December 2016

**Orders due no later than 10/15/2016**

**Artwork due 11/1/2016**

### OAH Onsite Program

Contains all the information the attendees need to get the most of their participation—location and hours of the Exhibit Hall, updated sessions and room locations, meal and break times, extra-curricular activities, and the like. All ads are full color.

**Full Page | \$950**

**Half Page | \$600**

**Quarter Page | \$350**

**Inside front cover and Inside back cover | \$1,500**

**Back Cover | \$1,900**

Circulation: approximately 2,000

Print Date: March 2016

**Orders due no later than 2/1/2017**

**Artwork due 2/15/2017**

## Digital

Submit a banner ad during the months leading up to the OAH Annual Meeting. More than 27,000 visitors will access the Annual Meeting website between January and April 2017. Direct traffic to the URL of your choice and remind them to visit your booth at the 2017 Annual Meeting.

**100px by 300px (40kb) | \$600**

- Ads appear in the right-hand column of the page
- Each ad will rotate through three designated positions
- Your ad will stay on the website until April 30, 2017

<http://www.oah.org/meetings-events/meetings-events/>

**\* Sign up for an online banner, Onsite Program, and Annual Meeting Program and save 10%**

## Booth Space

**20' x 20' Island Booth | \$3,800**

**10' x 10' Corner Booth | \$1,400**

**10' x 10 Aisle Booth | \$1,300**

The fee for the booth includes:

- Four complimentary conference passes (additional passes available for a discounted fee) (\$660 value)
- 6ft draped table, two chairs, and wastebasket
- Draped 8' backwall and 3' sidewalls
- Booth identification sign
- Listing in *Annual Meeting Program*, *Onsite Program*, and web listing

## Exhibit Enhancements\*

**Tote Bag Inserts | \$500**

**Mailing list | \$250**

The attendee mailing list is available to exhibitors and sponsors only. A mailing list can be used only once and must be used in conjunction with participation at the OAH Annual Meeting. Excel file contains attendees' names and mail and email addresses for attendees agreeing to receive information.

**Upgraded web listing | \$100**

Add a 100x75px logo and a 25 word description with a direct link to your web page on the online exhibitor list.

### \*Bundled Discount

Sign up for the above 3 enhancements and save 10%.

### Payment Terms:

**On Booth Orders:** A 50% deposit is due with the signed application and no later than October 17, 2016. Any outstanding balance is due by January 1, 2017. Contracts received on or after January 1, 2017, must be accompanied by full payment.

### Booth Cancellation:

Notification for cancellation must be made in writing. The exhibitor forfeits all monies paid and is obligated to pay the following rates: September 1, 2016: 50% of full payment; November 1, 2016: 75% of full payment; January 1, 2017: 100% of full payment

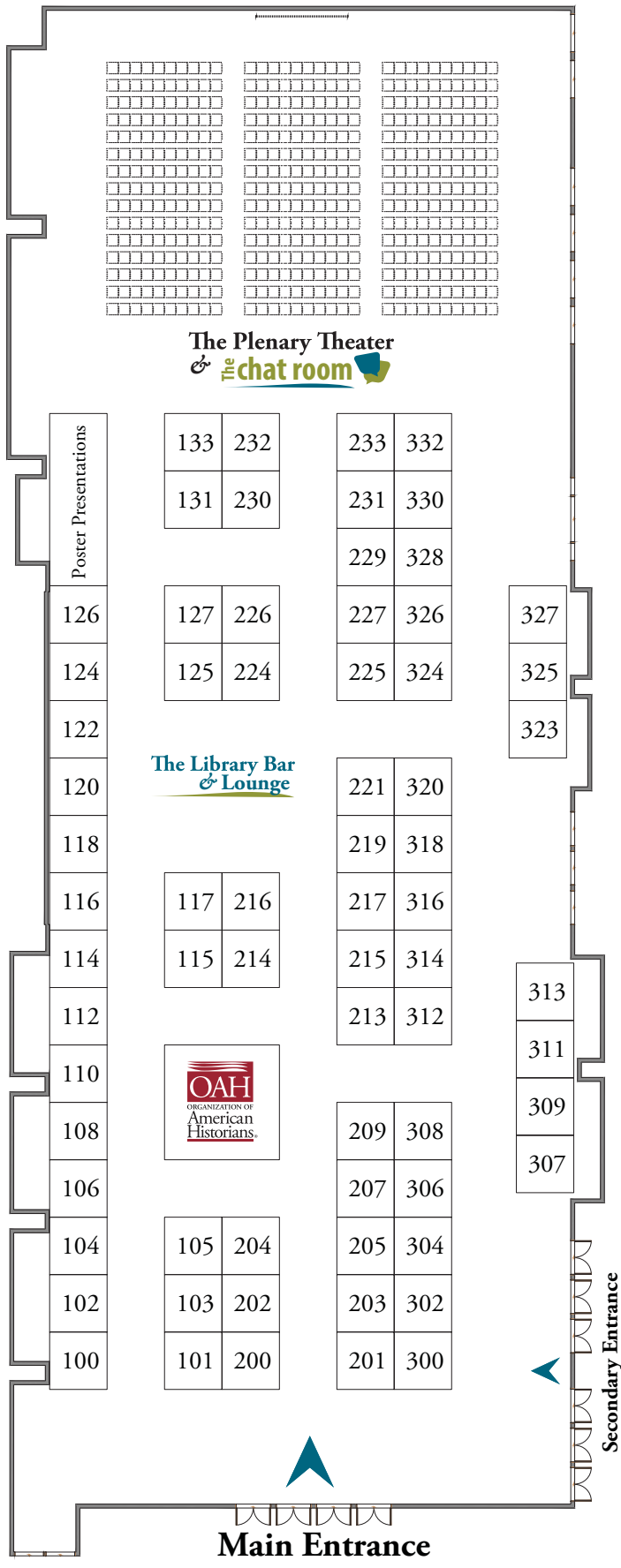
## Sales Contacts

**Malisa Minetree | Nami Novak**

**317 815 7223 | 317 201 7223**

**sales@oah.org**





**EXHIBITOR MOVE-IN**

**Wednesday, April 5**

3:00 pm–7:00 pm

**Thursday, April 6**

8:00 am–12:00 pm

**EXHIBIT HALL HOURS**

**Thursday, April 6**

12:30 pm–6:00 pm

EXHIBIT HALL HAPPY HOUR

4:00 pm–6:00 pm

**Friday, April 7**

9:00 am–6:00 pm

**Saturday, April 8**

9:00 am–5:00 pm

**EXHIBITOR MOVE-OUT**

**Saturday, April 8**

5:00 pm–8:30 pm

**SEND YOUR RESERVATION FORM TO:**

**Malisa Minetree or Nami Novak**  
[sales@oah.org](mailto:sales@oah.org)

**317 815 4688 | 317 201 7223**

**112 N. Bryan Ave., Bloomington, IN, 47408**