



2024

CONFERENCE ON
AMERICAN HISTORY

PUBLIC DIALOGUE,
RELEVANCE, & CHANGE

Being in Service to
Communities and the Nation

ADVERTISING, EXHIBITING
& SPONSORSHIP
at #OAH24



oah.org/oah24/sales

OAH CONFERENCE ON
AMERICAN HISTORY **2024**
OAH/NCPH
VIRTUAL CONFERENCE SERIES

SPONSORSHIP

Pick Your Level of Sponsorship

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

PLATINUM | \$10,000+

Platinum level sponsors receive acknowledgement and their logo in the *OAH Conference Program*, *OAH Onsite Program*, website, virtual conference, and mobile app listing, signage at the conference, four additional conference passes, a tote bag insert, and recognition in the *OAH Awards Booklet*.

GOLD | \$5,000+

Gold level sponsors receive acknowledgement and their logo in the *OAH Conference Program*, *OAH Onsite Program*, website, virtual conference, and mobile app listing, signage at the conference, and three additional conference passes.

SILVER | \$3,000+

Silver level sponsors receive acknowledgement and their logo in the *OAH Conference Program*, *OAH Onsite Program*, website, virtual conference, and mobile app listing, signage at the conference, and two additional conference passes.

Premium Sponsorships

Water Bottle Tower | \$12,000
Includes branded water bottles dispensed in a branded tower

Tote Bag | \$10,000
Branded tote bag for all onsite attendees

Hotel Key Cards | \$5,500
Branded key cards given to all OAH attendees during hotel check-in.

Mobile App | \$5,000
Logo on Mobile App landing page and three banner ads with links. Full promotion on signage, print, and online publications.

Lanyards | \$3,200
Branded lanyards given to all attendees with their namebadges at registration.

Targeted Sponsorships

Wireless Internet | \$9,000
Includes network name and homepage dedicated to your company, as well as signage.

Charging Station | \$4,000
Brand the charging station with your logo and messaging. The charging station is located in the Library Lounge within the Exhibit Hall.

Water Refill Stations | \$2,500
Committee Event | \$100+
Treat-a-Scholar | \$65+

Networking Sponsorships

All networking sponsorships receive table signs and recognition in OAH conference publications.

Opening Night Reception | \$12,000
Maximize your visibility during the Opening Night Reception. This event attracts over 400 attendees.

OAH President's Reception | \$10,000
Sponsor the celebration of outgoing OAH president. Attracts over 350 attendees.

Distinguished Members Reception | \$7,000
This invite-only event gathers over 300 of OAH's most generous donors and longtime members.

Exhibit Hall Coffee Break | \$4,500
A two-hour coffee break stationed near your booth during one of two lunch breaks, includes onsite signage and print and digital promotion.

Branding Sponsorships

Welcome Banner/Mat • Headers • Column • Clings • Escalator Clings

Greet attendees with your logo on sponsored signage and clings throughout the conference space.

Contact ktaylor@oah.org for options, examples, and pricing.

Printed Programs

1.) JANUARY: OAH Conference Program

This program mails to all OAH members and U.S. History departments in December. Reserve your ad space by October 25, and reach approximately 8,000 professional scholars, educators, university administrators, public historians, and graduate students in advance of the conference.

Full Page | \$1,425

Half Page | \$975

Inside front cover and Inside back cover | \$1,950

Back Cover | \$2,150

Circulation: approximately 8,000

Order by October 20

Artwork due November 3

2.) APRIL: OAH Onsite Program (New 8X8 format!)

Distributed to all attendees upon arriving at the conference, the *OAH Onsite Program* contains all the information attendees need to get the most out of their attendance—location and hours, updated sessions and room locations, meal and break times, etc.

Inside front cover and Inside back cover | \$1,550

Back Cover | \$1,975

Circulation: approximately 1,500

Order by January 26

Artwork due February 9

Print Advertising Specifications and Information

OAH Conference Program display ad sizes (width x height):

Full page: 7.25" x 9.25", no bleed

Half page: 7.25" x 4.375", no bleed

Quarter page: 3.375" x 4.375", no bleed

Cover: 8.375" x 10.875," plus .125" bleed

OAH Onsite Program display ad sizes (width x height):

Cover: 8" x 8" plus .125" bleed

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

Digital Media

1.) WEB BANNER ADS

Submit a banner ad during the months leading up to the OAH Conference. More than 64,000 visitors will access the conference pages on the **NEW** OAH website between January and April. Direct traffic to the URL of your choice or remind them to visit your booth!

Premium Web Banner Ad (Top of the page) | \$1950

- 1133px(w) by 150px(h) .png, .jpg, or .gif (inc. animated)
- Links to the URL of your choice
- Appears at the top of OAH conference web pages between January 1–April 30 (Additional months may be purchased at a discount—contact sales@oah.org for more information)

Web Banner Ad (Bottom of the page) | \$1450

- 1133px(w) by 150px(h) .png, .jpg, or .gif (inc. animated)
- Links to the URL of your choice
- Appears at the bottom of OAH conference web pages between January 1–April 30 (Additional months may be purchased at a discount—contact sales@oah.org for more information)

2.) Email Tower Ad | \$425

- 200px(w) by 400px(h) .png, .jpg, or .gif (inc. animated)
- Links to the URL of your choice
- Appears on the top right side bar of an OAH conference email sent to approximately 8,000 OAH members, presenters, registrants, and past attendees.
- Scheduling starts in January

Sign up for three different advertising options for a 10% discount on all three!

Sales inquiries: ktaylor@oah.org

EXHIBITING

Exhibit Space

10'X10' Aisle Booth | \$1,450

10'X10' Corner Booth | \$1,550

Each 10'X10' booth includes:

- Four complimentary conference passes
- Additional passes available at a deeply discounted rate
- 6ft draped table, two chairs, and wastebasket
- Draped 8' backwall and 3' sidewalls
- Booth identification sign
- Listing in the *OAH Conference Program*, the *OAH Onsite Program*, and web and mobile app listing

Exhibit Lite (Tabletop display) | \$950

A budget friendly option. Save hundreds on shipping and staffing. Pack your entire booth in a suitcase!

The fee for the booth includes:

- Two complimentary conference passes
- Additional passes available at a deeply discounted rate
- 8ft draped table, two chairs, and wastebasket (no booth space is available for additional furniture)
- Tabletop identification sign
- Listing in the *OAH Conference Program*, the *OAH Onsite Program*, and web and mobile app listing

Panel Display In-person OR Virtual | \$425

This affordable option is available for smaller, membership-based, non-profit organizations and is limited to non-profits such as historical associations, societies, and small museums.

Both options include:

Two complimentary conference passes (virtual or in-person, depending on which exhibit option you choose)

Listing in the *OAH Conference Program*, the *OAH Onsite Program*, Mobile App, and web listing

The in-person panel also includes:
4ft draped table, chair, and easel

Cooperative Book Exhibit

Publishers and authors, participate even if you can't attend in person! For only \$125 per title, (\$95 for 2-5 books, \$60 for 6+ books), your latest and best selling U.S. history titles will be displayed for OAH attendees at the staff-monitored Cooperative Book Display, located near the OAH booth for prime visibility. The booth will allow attendees to order your books during the three-day convention via your order forms or through the onsite computer.

Exhibitor Enhancements

Featured Email Messaging | \$385

Shine the spotlight on your exhibit and share important messaging & news with attendees as a featured exhibitor in an Annual Meeting email leading up to the conference. Include up to 75 words and one image (not to exceed 150px by 150px). Link to any URLs of your choice.

Tote Bag Inserts | \$550

Send us your catalog, flyer, postcard, booklet, or branded item to be included in the totes provided to all attendees on site. Some size restrictions apply.

Upgraded Web Listing | \$125

Add a 100px (w) x 75px (h) logo and a 25-word description with a direct link to your web page and stand out on the online exhibitor listing.

Bundled Discount | \$900

Select all of the above 3 enhancements and save!

Payment Terms

Exhibit Criteria: Exhibiting firms are limited to those providing publications, services, or products which relate directly to history, teaching, pedagogy, or education. OAH reserves the right to remove an exhibit or any part of an exhibit which, in the sole judgment of OAH, is misleading or deceptive, in poor taste, or is not consonant with the goals and objectives of the OAH conference. Booth sharing is not permitted.

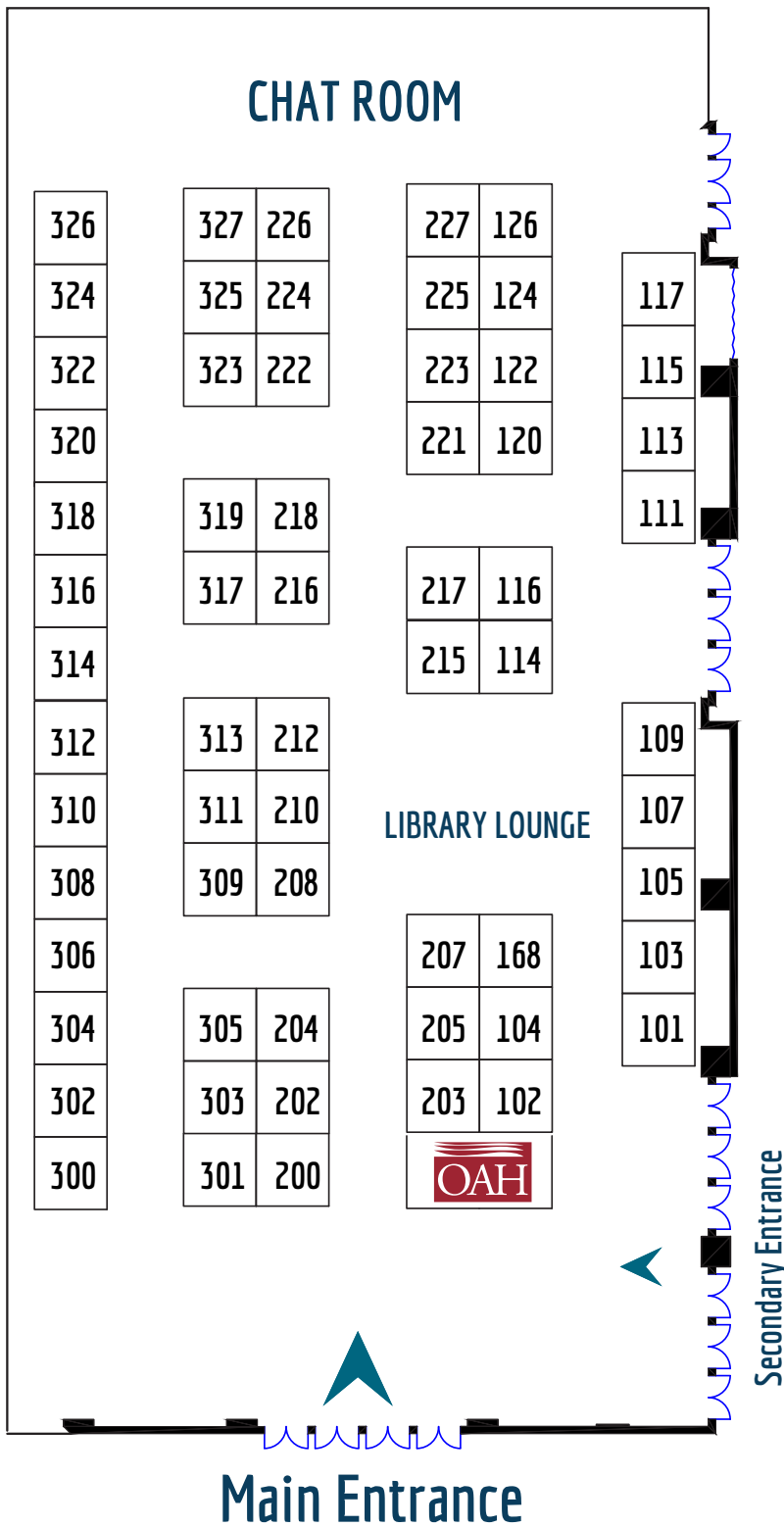
Deposit on Booth Orders: For orders placed by December 31, a 50% deposit is due with the signed application or when the order is submitted online. Any outstanding balance is due by January 1. Orders submitted online or received on or after January 1 must be accompanied by full payment.

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: 50% of full payment; November 1: 75% of full payment; January 1: 100% of full payment. Should cancellation of the conference occur, exhibitors may either defer their payment to the following year, purchase alternate products of equal value, or request a refund minus 15% processing fee.

On Advertising Orders: All advertising orders are final. Once a signed insertion order is received, you are responsible for payment in full. Credit card information is required to secure reservation. If an 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. Should cancellation of the conference occur and purchase not be delivered, advertisers may purchase items of equal value or be refunded minus a 15% processing fee.

EXHIBITING

EXHIBIT HALL FLOOR PLAN



Booths are assigned first-come, first-served, so reserve your premium spot in the exhibit hall today!

Visit oah.org/oah24/sales for more details on all available opportunities.

When you are ready to order, visit the Conference Partner Center at secure.oah.org/conference-partners or email Kristy Taylor at ktaylor@oah.org

We hope you'll join us at the
2024 OAH Conference on American History
 New Orleans, Louisiana
 Thursday, April 11 to Sunday, April 14, 2024

New Orleans Marriott
 555 Canal St, New Orleans, LA 70130

