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ASOR 2019 Prospectus



asor

UNEARTHING THE PAST SINCE 1900



2019 ASOR
Annual Meeting

November 20-23

The Westin San Diego
San Diego, California



The American Schools of Oriental Research (ASOR)

ASOR is a non-profit organization that supports and encourages the study of the history and cultures of the Near East from the earliest times.

The organization was founded in 1900 by 21 institutions including Harvard, Princeton, Yale, and Columbia, and currently has more than 1,650 members in the United States, Canada, and abroad. ASOR has more than 85 consortium institutions, including universities, seminaries, museums, foundations, and libraries, and our affiliated overseas research centers host scholars working in the Middle East.

ASOR communicates news of the latest research findings in our publications and newsletters, as well as through lectures at our Annual Meeting. ASOR's book series and journals, such as *Near Eastern Archaeology* and the *Journal of Cuneiform Studies*, are intended for a lay audience as well as specialist archaeologists, historians, and biblical scholars. Founded in 1919, the *Bulletin of the American Schools of Oriental Research (BASOR)* is ASOR's flagship scholarly journal and includes articles covering the entire eastern Mediterranean from the Paleolithic period through Islamic times.



2019 ASOR Annual Meeting

The 2019 ASOR Annual Meeting will be held from November 20-23 at The Westin San Diego located at 400 West Broadway, San Diego, CA 92101. The Annual Meeting brings together ASOR's vibrant academic community from around the world to present their current findings and discuss their research. The conference attracts approximately 900 scholars and enthusiasts of archaeology and anthropology, linguistics, biblical studies, art history, cultural heritage, and other fields related to the study of the ancient Near East.

Start planning now to introduce your organization's publications, products, or services to the diverse communities that attend ASOR's Annual Meeting. ASOR offers numerous ways for exhibitors and sponsors to connect with attendees during the meeting. Attendees represent colleges and universities, government agencies, non-profit institutes, international organizations, museums, and research institutes. The attendees in San Diego will be authors, potential authors, and decision-makers in the purchasing of textbooks, products, and other items.

The Exhibitor Hall will be centrally near the ASOR registration and in the heart of the meeting space. ASOR ensures steady traffic by strategically placing signage, coffee breaks, and poster displays, and by using mobile app notifications and games to encourage attendees to visit the exhibits frequently. We support our exhibitors with profiles on the ASOR website, in the Annual Meeting Program and Abstract Book, and in the meeting's mobile app, as well as by offering opportunities for advertising and sponsorship. Sponsors receive priority table placement. Take advantage of the many marketing options ASOR has to offer in order to increase your organization's visibility.

We enthusiastically invite you to participate in the ASOR 2019 Annual Meeting in San Diego!

Exhibitor Options

Full Exhibitor Tables \$395

If you plan on sending a staff person to meet and greet the 900+ ASOR attendees expected in San Diego, this option is for you!

- 6' skirted table
- 1-2 chairs per table
- 1 wastebasket
- 1 complimentary exhibitor registration per table
- Listing in the Exhibitor section of the Annual Meeting Program and Abstract Book, in the mobile app, and on the ASOR website



Self-Serve Tables \$300

Not able to send a representative? With the self-serve table option, ASOR will set up and dismantle your books and display for you. While we are not able to return your books following the Annual Meeting, you can choose to donate them to the ASOR library or have them included in the ASOR raffle.

- 6' skirted table
- Listing in the Exhibitor section of the Annual Meeting Program and Abstract Book, in the mobile app, and on the ASOR website



Exhibitor Details: The exhibit area is open and free to meeting attendees and will be located throughout the Second Floor Mezzanine of The Westin San Diego. The floor plan will be available in October, and sponsors will receive priority placement. Exhibitors may purchase additional registrations at the discounted rate of \$200 each. Paid exhibitors have the option to purchase a one-time rental of the attendee mailing list for \$350 (snail mail only). If your organization is interested in hosting an event at ASOR's 2019 Annual Meeting, please contact Arlene Press at meetings@asor.org for available dates and times.

Shipping Directly to the Hotel:

Exhibitors are responsible for all shipping and receiving charges at The Westin San Diego. ASOR has worked with the hotel to secure a 50% discount off box handling fees and a \$25 flat rate per pallet. Please contact the hotel at (619) 239-4500 and ask for the banquets department for complete details. Deliveries should be shipped directly to The Westin San Diego with the following label:

The Westin San Diego
c/o ASOR Annual Meeting – Nov. 20
400 West Broadway
San Diego, CA 92101
<ATTN: Exhibitor Company Name>

Exhibition Dates & Hours:

Wednesday, Nov. 20th

- 12:00 pm–4:00 pm Move-in & Set-up
- 4:00 pm–8:00 pm Exhibit Area Open

Thursday, Nov. 21st

- 8:00 am–4:30 pm Exhibit Area Open

Friday, Nov. 22nd

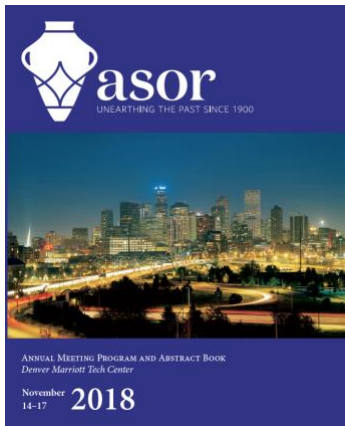
- 8:00 am–4:30 pm Exhibit Area Open

Saturday, Nov. 23rd

- 8:00 am–4:30 pm Exhibit Area Open
- 4:30 pm Pack & Move-out

Housing: Exhibitors can take advantage of hotel rooms at The Westin San Diego at the discounted ASOR conference rate of \$159 single/double occupancy (plus taxes). The discounted rate is based on availability and the conference hotel sells out early each year. Make your reservation today by visiting the ASOR website for complete booking details: <http://www.asor.org/am/hotel-city>

Advertising Opportunities



Advertise in the **2019 Annual Meeting Program and Abstract Book** to promote your presence at ASOR's Annual Meeting. The Program and Abstract Book contains a full listing of the academic program, as well as the abstracts, business meetings, information on the hotel and city, a listing of exhibitors, and other pertinent details. Every attendee receives a book as part of their welcome packet when they arrive at the Annual Meeting.

Advertising Specifications:

The ASOR Annual Meeting Program and Abstract Book covers are four color and the inside pages are black and white only. Trim size is 8 ½ x 11 inches. Advertising copies should be sent electronically by email (meetings@asor.org). Please include a high-resolution PDF or EPS file. Ads that do not fit the exact size may be altered. Please send specific instructions if you are ordering multiple pages.

Annual Meeting Program and Abstract Book Advertising Options:

Inside Cover (color):	\$1,600
Back Cover (color):	\$1,700
Four Facing Pages:	\$1,100 (save \$1,600)
Two Facing Pages:	\$800 (save \$550)
Full Page:	\$675
Half Page:	\$400
Quarter Page:	\$325

Tote Bag Advertising Options:

Go everywhere that our attendees go! Make the most of your participation in ASOR's Annual Meeting with an advertisement on or in our **2019 Annual Meeting Tote Bags**. Each Annual Meeting attendee receives a re-usable tote bag containing the Program and Abstract Book, important handouts, flyers, and their name badge. Your organization's logo could be featured on the tote bag, or you could supply an advertising flyer that would be inserted alongside the Program Book. Size options for inserts include Full Page (8 ½ x 11") or a 5 x 7" flyer. ASOR will need to review a PDF proof of your insert by October 15th and your printed inserts must arrive at the hotel by the end of the day on Monday, November 18th.

Logo on the Tote Bag:	\$1,000
Full Page Insert:	\$550
5 x 7" Insert:	\$450



*Receive a 5% discount on all items with a signed contract and 50% payment by May 1, 2019.

Annual Meeting Sponsorship Opportunities

Are you looking to maximize your visibility at ASOR's 2019 Annual Meeting? If so, consider becoming an Annual Meeting Sponsor! More than 900 prospective customers, vendors, partners—even future employees—are expected to attend this industry-leading event, and we offer a variety of **Sponsorship Packages** for those wishing to augment their exposure during the Annual Meeting. Opportunities range from supporting an all-attendee coffee break or the Opening Night Reception to sponsoring Wi-Fi throughout the meeting space. Sponsors also receive prime exhibit table positioning and visibility at the Annual Meeting. Platinum and Gold Sponsors will be consulted in advance for input on the placement of their tables. If you don't see a package that meets your needs, contact Arlene Press to ask about custom package opportunities at meetings@asor.org.

Don't miss your chance to save! Receive a 5% discount with a signed contract and 50% payment by May 1, 2019.



Sponsorship Packages:

Platinum Package

\$3,000
(\$10,000+ value)

Maximum visibility in print, online, and on-site presence with premier/choice booth positioning

Platinum Package Includes:

- As a partial sponsor of the Welcome Reception on Wednesday, Nov. 20, your signage may be placed in the reception area (\$2,000 value)
- Front or back inside cover (based on availability) ad in color in the Program Book (\$1,700 value)
- Four consecutive ad pages in the Program Book (\$1,100 value)
- Four full exhibit tables with one registration per table (\$1,580 value)
- \$1,000 credit toward Tote Bag advertising (logo or insert)
- One 150 x 600 pixels feature ad with description in two issues of the *Ancient Near East Today* (\$600 value)
- One-time use of the pre-event attendee mailing list (snail mail) between Oct. 15–Nov. 15 (\$350 value)
- One-time use of the post-event attendee mailing list (\$350 value)
- Special recognition of support in the Program Book
- Organization listed as a supporter in pre-event publicity and on the ASOR website
- One push notification to all app users during meeting (\$400 value) **under the discretion of ASOR*
- Option to add one attachment (PDF file) to your in-app sponsor profile (\$250 value)
- Recognition on Annual Meeting looping PowerPoint slides and a banner ad in the mobile app (\$750 value)

Gold Package

\$2,000
(\$4,800+ value)

Advertising opportunities, enhanced visibility, and advanced consultation for booth position

Gold Package Includes:

- As a partial sponsor of the Poster Hallway your signage may be placed on the third floor on Saturday during the Projects on Parade session (\$1,000 value)
- Two facing pages in the Program Book (\$800 value)
- Two full exhibit tables with one registration per table (\$790 value)
- \$550 credit toward Tote Bag advertising (logo or insert)
- One 180 x 180 pixels ad with short description in two issues of the *Ancient Near East Today* (\$350 value)
- One-time use of the pre- or post-event attendee mailing list (\$350 value)
- Special recognition of support in the Program Book
- Option to add one attachment (PDF file) to your in-app sponsor profile (\$250 value)
- Organization listed as a supporter in pre-event publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides and in a banner ad in the mobile app (\$750 value)

Silver Package

\$1,250

(\$2,800+ value)

Silver Package Includes:

- Two page facing ad in the Program Book (\$800 value)
- One full exhibit table with one registration (\$395 value)
- One 180 x 180 pixels ad with short description in two issues of Ancient Near East Today (\$350 value)
- \$550 credit toward tote-bag advertising (logo or insert)
- One-time use of the pre- or post-event attendee mailing list (\$350 value)
- Special recognition of support in the Program Book
- Organization listed as a supporter in pre-event publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides and listed as sponsor in the mobile app (\$400 value)

Bronze Package

\$650

(\$1,500+ value)

Bronze Package Includes:

- \$675 credit toward program book advertising
- \$450 credit toward Tote Bag advertising (logo or insert)
- Special recognition of support in the Program Book
- Organization listed as a supporter in pre-event publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides and listed as a sponsor in the mobile app (\$400 value)

ASOR Technology Sponsorship

\$2,000 (\$4,000+ value)

Help ASOR share the history and cultures of the past with those in the present! The Annual Meeting Mobile App has been very popular with attendees and this sponsorship offers maximum visibility. Attendees enjoy building their own schedules, in-app networking, and push notifications about events and special offers. Exhibitor benefit from expanded advertisement opportunities, increased visibility, and a way to quickly connect with ASOR attendees in real time. Your Technology Sponsorship will directly support Wi-Fi, mobile app, and technology services at the ASOR Annual Meeting. In addition to the many benefits that these services provide for all attendees, Technology Sponsors receive:

- Company recognition in pre-meeting e-blast promoting the ASOR19 mobile app (\$300 value)
- Advertisement or announcement pinned to the news feed for four hours during meeting peak-time (\$500 value)
- Two push notification to all app users during meeting (\$800 value) **under the discretion of ASOR*
- Option to add one attachment (PDF file) to your in-app sponsor profile (\$250 value)
- Two full exhibitor/sponsor display tables (\$790 value)
- One-time use of the pre- and post-event attendee mailing list (\$700 value)
- Other optional benefits based on mobile app selection
- Organization listed as a supporter in pre-event publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides, as well as enhanced recognition in the mobile app and in the Annual Meeting Program Book (\$750)



Sponsorship Opportunities À La Carte

In addition to exhibit tables and sponsor packages, there are many other opportunities during ASOR's Annual Meeting for organizations, universities, and excavations to reach attendees and increase visibility. If you have an idea for a sponsorship that is not listed here, contact Arlene Press at meetings@asor.org to inquire about customized sponsorship opportunities.

Reception Sponsorship: Private, All-Attendee, Early-Career Scholars, and More

Host a private or open reception to have dedicated time with attendees, including the opportunity to make a speech, give a short presentation, publicize a program, or network with students and recent graduates. Signage and Program book listings are complimentary. Prices vary depending on actual cost of food & beverages. Ask about the different options or suggest a reception.

Coffee Break Sponsorship:

Everyone appreciates a cup of coffee or tea as they move between sessions and the exhibit hall over a three-day conference. Sponsoring a coffee break is a great way to attract attention to your school, program, or business. All prices include beverages ordered by ASOR from the hotel, recognition in the meeting mobile app and program book, and a sponsor listing on the ASOR website. Breaks are assigned by ASOR based on availability and sponsorship purchase.



Platinum/Solo Enhanced (\$5,000)

- Two display tables during a single coffee break
- Signage on both sides of all double-sided stations
- Logo on conference tote bag
- Up to four student and two regular registrations
- Facing page ad in program book
- Option to include PDF ad to your mobile app coffee break listing
- One push notification to all app users during meeting (\$400 value) **under the discretion of ASOR*
- Recognition on Annual Meeting looping PowerPoint slides

Full Coffee Break/Solo (\$4,000)

- Two display tables during a single coffee break
- Signage on both sides of all double-sided stations
- Logo on conference tote bag
- Up to two student and one regular registrations
- One-page ad in program book
- Option to include PDF ad to your dedicated mobile app coffee break listing
- Recognition on Annual Meeting looping PowerPoint slides

Single Station (\$2,000)

- One display table during a single coffee break
- Signage on both sides of one double-sided station
- Logo on conference tote bag
- Two student registrations or one regular registration
- \$550 credit toward tote-bag advertising (logo or insert)
- Acknowledgement in mobile app coffee-break listing
- Recognition on Annual Meeting looping PowerPoint slides

Shared Station (\$1,000)

- Shared display table during a single coffee break
- Signage on one side of a double-sided coffee station
- Half-page ad in conference program book
- Acknowledgement in mobile app coffee-break listing
- Recognition on Annual Meeting looping PowerPoint slides

Candy Sponsor (limit 4):

Anyone who has attended an ASOR Annual Meeting knows that they can satisfy their sweet tooth at the Registration tables and Help Desk. Sponsorship includes your logo on the candy bowls for 1 day, sponsor sign at the Registration and Help Desk tables, candy supplied by ASOR, and recognition in the program book and meeting mobile app.

- Wednesday from 5 to 9pm - peak registration (\$400)
- Thursday all day (\$400)
- Friday or Saturday all day (\$250)



Important Dates:

Exhibitor Space Reserved

Receive a 5% Discount with Signed Contract and 50% Payment

Signed Exhibitor Contract and Full Payment Due

Signed Advertising Contract and Full Payment Due

Deadline for Exhibitor Information for Program and Abstract Book

Deadline for Advertising Order

Deadline to submit a PDF proof of Tote Bag Inserts

Discounted Hotel Rate Reservation Deadline

**The hotel often sells out long before the deadline*

Exhibitor Shipments: The Westin San Diego will begin accepting boxes and pallets. Tote Bag Inserts must arrive at the hotel by the end of the day.

Upon Signing Contract and Sending Payment

May 1, 2019

August 15, 2019

August 15, 2019

August 15, 2019

August 15, 2019

October 15, 2019

October 22, 2019

November 18, 2019



About the Venue



San Diego is the second-largest city in California and is known for its ideal climate, impressive beaches, and many tourist attractions including Old Town, Balboa Park, and the San Diego Zoo. Set on the Pacific Ocean, the city enjoys more than 70 miles of beautiful coastline and its boardwalk hugs the San Diego Bay, home to Navy Pier and Seaport Village. San Diego boasts the largest concentration of museums west of the Mississippi River with 17 major museums located in Balboa Park. Getting around is easy on the city's extensive trolley lines.

The Westin San Diego is located in downtown San Diego within a short walk from the Gaslamp Quarter, Little Italy, and the Harbor District. ASOR attendees will be able to choose from many fine or casual dining options and a variety of shopping and entertainment destinations within a few blocks of the hotel. The Westin provides a complimentary shuttle with roundtrip service between the hotel and the San Diego International Airport for hotel guests.

To learn more about the conference venue and things to do in San Diego, visit: <http://www.asor.org/am/hotel-city>

Thank you for considering the ASOR Annual Meeting as part of your plans to exhibit and advertise in 2019. The breadth of the academic program, the number of paper proposals, and current registrations all indicate that San Diego will be a popular meeting for ASOR members. If you have any questions about the meeting or if you would like to discuss options for making the most out of your Annual Meeting participation, please do not hesitate to e-mail ASOR's Director of Meeting and Events, Arlene Press, at meetings@asor.org, or call 857-272-2506.



Exhibitor Rules & Regulations

ASOR Annual Meeting

The Westin San Diego | San Diego, CA

November 20-23, 2019



All Exhibitors at ASOR's 2019 Annual Meeting must adhere to the following rules and regulations. These rules and regulations may be amended and changed as ASOR determines necessary for the orderly conduct of the Exhibit Area.

GENERAL EXHIBITOR CONDUCT

Exhibit hours, move-in hours, and dismantling:

Exhibit set-up will take place on Wednesday, November 20 from 12:00pm–4:00pm. Exhibit hours are tentatively scheduled for: Wednesday, November 20 from 4:00pm–8:00pm; Thursday, November 21 from 8:00am–4:30pm; Friday, November 22 from 8:00am–4:30pm; and Saturday, November 23 from 8:00am–4:30pm. Exhibit dismantling will begin on Saturday, November 23 at 4:30pm. Exhibitors agree to make reasonable efforts to keep exhibits properly staffed during the published exhibit hours. Early dismantling is discouraged.

Layout must not obstruct other exhibits:

Each exhibit space will be arranged based on the number of tables purchased. Exhibits may not project beyond their space. Platinum and Gold Sponsors will be consulted on booth location. Initial placement will take place on-site at the 2019 ASOR Annual Meeting.

Distribution of promotional materials:

Distribution of flyers, brochures, or any advertising/marketing materials must be confined to the Exhibit Area or designated areas determined by ASOR. Advertising may not be displayed in hotel hallways or reception areas without prior approval by ASOR.

Badges:

Exhibitors must wear their badges for identification. On exhibit days, Exhibitors may take advantage of refreshment breaks.

Appearance and operation of exhibits:

Exhibitors may not schedule private events which conflict with any ASOR events. Please contact Arlene Press to discuss private events and/or sponsorship opportunities. ASOR reserves the right to prohibit or restrict exhibits that because of noise, method of operation, materials, or any other reason become objectionable. In the event that restriction occurs, ASOR is not liable to refund the Exhibitor any of the exhibit expenses.

FLOOR PLAN

Initial placement will take place onsite at the 2019 ASOR Annual Meeting. ASOR reserves the right to make modifications that may be necessary to meet the needs of the Exhibit Area. ASOR has the right to allocate and assign space among Exhibitors and to relocate exhibits after initial assignment, if circumstances warrant, at its sole discretion.

TERMS AND PROVISIONS OF EXHIBIT SPACE

All exhibitors are required to send details about their company/organization and the material they plan to exhibit. Allocation of exhibit space is reserved for materials in either print or electronic media, journals, and other materials and tools appropriate for teaching and scholarly research that are judged to be consistent with ASOR's statement of purpose. ASOR reserves the right to determine all table assignments and to refuse exhibit space or to exclude any exhibit judged not to be consonant with the character of ASOR and its Annual Meeting. No exhibitor may sublet tables to others. Exhibits that promote the sale of antiquities will not be accepted.

CANCELING EXHIBIT CONTRACT

If Exhibitors notify ASOR in writing of their intent to cancel a reserved exhibit space 90 days prior to the Annual Meeting, ASOR shall refund the Exhibitor fee, minus a \$250 processing fee. If ASOR receives notice after **August 25, 2019**, no refund will be issued. Exhibitors must send cancellation notification in writing to Arlene Press (meetings@asor.org).

LIABILITY

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save ASOR and The Westin San Diego against all claims, losses, and damages to persons or property, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibit space, excluding any such liability caused by the sole negligence of ASOR or The Westin San Diego.

In addition, Exhibitor acknowledges that ASOR and The Westin San Diego do not maintain insurance covering Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance, including, if desired, business interruption and property damage insurance covering losses by the Exhibitor. Responsibility for the security of an Exhibitor's area, product, and property rests solely with the Exhibitor.

GENERAL INFORMATION

For information before, during, and after the Annual Meeting, please contact Arlene Press, Director of Meetings and Events, at 857-272-2506 or by email at meetings@asor.org.

Advertising Contract

ASOR Annual Meeting
The Westin San Diego | San Diego, CA
November 20-23, 2019



Advertiser Information

Contact name and title: _____

Company name: _____

Address: _____

City, State, ZIP, Country: _____

Phone: _____ Fax: _____ Email: _____

Advertising in ASOR Annual Meeting Program Book:

The Annual Meeting Program Book contains a full listing of the academic program, including business meetings, information on the hotel and city, the abstracts, a listing of exhibitors, and other pertinent details. Each attendee will receive a copy of the program book in a tote bag along with other inserts.

Advertising Specifications:

The ASOR Annual Meeting Program Book covers are four color and the inside pages are black and white only. Trim size is 8 ½ x 11 inches. Advertising copy should be sent electronically by email (meetings@asor.org). Please send a high-resolution PDF or EPS file. Ads that do not fit the exact size may be altered. Please send specific instructions if you are ordering multiple pages.

Cancellation:

Failure to submit advertising copy by **August 15, 2019** will result in cancellation of space. Advertisers who cancel in writing before this date will receive a refund of the advertising fee, less a \$250 processing fee. No refunds will be issued after **August 25, 2019**.

Return Policy & Conditions:

Advertising materials become the sole property of ASOR. Artwork will not be returned. Advertising deemed inappropriate will be declined, as will ads for the sale of antiquities.

Payment Information:

***Receive a 5% discount with a signed contract and 50% payment by May 1, 2019.** Please make all checks payable to **ASOR**. Payment must be received in full by August 15, 2019. Send all applications, payments, and any questions to:

Arlene Press
Director of Meetings and Events
American Schools of Oriental Research (ASOR)
P.O. Box 16956
Alexandria, VA 22302
Phone: 857-272-2506
E. meetings@asor.org

Program Book Advertisement Page Sizes & Cost

Inside cover:	\$1,600	_____
Back cover:	\$1,700	_____
Four facing pages:	\$1,100	_____
Two facing pages:	\$800	_____
Full page:	\$675	_____
Half page:	\$400	_____
Quarter page:	\$325	_____

Tote Bag Advertisements & Cost

Logo on the Tote Bag	\$1,000	_____
Full Page Insert	\$550	_____
Half Page Insert	\$450	_____

One-time Attendee Mailing List Rental

Snail mail only	\$350	_____
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TOTAL: _____

Payment Method:

Visa Master Card Discover American Express Check

Check # _____ PO #: _____

Credit card number _____ CVV # _____ Exp. Date _____

Cardholder's name _____

Address _____

City _____ State _____ ZIP _____

Authorizing Signature _____

Date _____