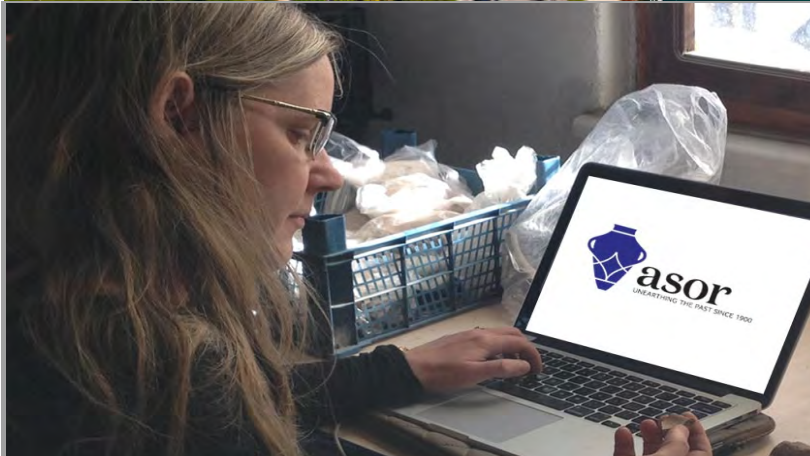


# Exhibit | Sponsor | Advertise

## ASOR 2021 Prospectus



ASOR 2021  
Annual Meeting

Chicago: November 17–20 &  
Virtual: December 9–12



## ASOR Annual Meeting 2021: Chicago & Virtual

Chicago, November 17–20 | Virtual: Online, December 9–12

As the world recovers from the Coronavirus pandemic, ASOR plans to meet safely in-person and to provide a virtual format similar to the 2020 VAM. This means that ASOR’s 2021 Annual Meeting will have two components and double the opportunity to exhibit, sponsor, and advertise. Participation prices include both components. **Please contact ASOR to discuss Silver, Gold, and Platinum custom packages.**

The Annual Meeting brings together ASOR’s vibrant academic community from around the world to present current research, connect with colleagues, and to shape the future study of the ancient Middle East. The conference attracts approximately 1,200 scholars and enthusiasts of archaeology, anthropology, linguistics, biblical studies, art history, and cultural heritage.

Attendees represent colleges and universities, museums, government agencies, non-profit institutes, and international organizations. They include authors and decision-makers in the purchasing of textbooks, products, and other items.

ASOR has 2,250 members from 39 countries and six continents, and 15,500 Friends who subscribe to our weekly e-newsletter.

### In-Person Component: Chicago, November 17–20

The in-person component of ASOR’s 2021 Annual Meeting will be held at the Hilton Chicago, located downtown on Michigan Avenue, overlooking Grant Park and Lake Michigan. It is steps away from public transportation, great restaurants, shopping, and a short walk to Chicago’s Museum Campus and Millennium Park. Exhibitors are eligible to take advantage of ASOR’s discounted room rates (\$159 single/double) at the Hilton Chicago.



The Exhibit Hall will be located 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 to encourage attendees to visit the exhibits frequently. We support our exhibitors with profiles on the ASOR website, in the meeting’s mobile app, and by offering opportunities for advertising and sponsorship. Sponsors receive priority table placement, and we consult Gold and Platinum Sponsors when assigning exhibit space. Take advantage of the many marketing options ASOR has to offer in order to increase your organization’s visibility.

Exhibitors are responsible for all shipping and receiving charges at the Hilton Chicago. ASOR has secured a discount on box fees and a flat rate of \$50 per pallet. Deliveries should be shipped directly to the hotel and labeled:

The Hilton Chicago  
ASOR Annual Meeting, Nov. 17  
720 S. Michigan Ave.  
Chicago, IL 60605  
<ATTN: Exhibitor Company Name>

Audio visual support and electrical services are available at the exhibitor’s expense through the hotel. Information will be provided in the exhibitor service kit.

### Exhibition Dates & Hours:

Wednesday, Nov. 17<sup>th</sup>

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

Thursday, Nov. 18<sup>th</sup>

- 8:00 am–4:30 pm Exhibit Area Open

Friday, Nov. 19<sup>th</sup>

- 8:00 am–4:30 pm Exhibit Area Open

Saturday, Nov. 20<sup>th</sup>

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

## Virtual Component: Online, December 9–12

The 2020 VAM had more than 1,150 registrants from 39 different countries and 6 continents. The virtual component of the 2021 Annual Meeting will have a similar look and feel, hosted on ASOR’s virtual platform powered by OpenWater.



The virtual format will allow increased options for visibility and the opportunity to reach a wider audience over an extended period of time. Exhibitors will be able to upload their description, logo, and digital resources. Customizable features, media uploads, and extended visibility are available for enhanced and custom packages.

Every exhibit includes at least one registration with access to the academic sessions, digital library, and all of the features of the online platform that are available to meeting attendees.

We enthusiastically invite you to participate in Chicago and online to make the most of this year’s dual component Annual Meeting. The pricing is the same for one or both components.

## Exhibit at ASOR 2021: Chicago and Virtual

The price to Exhibit (\$400) includes both the in-person and virtual components.

Chicago	Virtual
<ul style="list-style-type: none"> <li>- 1 Six ft. Table (additional tables are \$400 each)</li> <li>- 1 In-person Registration/Name Badge</li> <li>- Exhibitor listing on the ASOR website and in the Mobile App</li> </ul>	<ul style="list-style-type: none"> <li>- Basic Virtual Exhibit Hall Listing</li> <li>- Logo, 150 word (max) description, and up to 3 files</li> <li>- 2 VAM Registrations</li> <li>- Exhibit Analytics (views, busy times)</li> </ul>

Note: If you are unable to travel to Chicago, the ASOR staff can set up a display table (return shipping is not available).

## Visibility: Advertise and Sponsor Opportunities À La Carte



### Tote-Bag Sponsorship (\$1,000)

Go everywhere that our attendees go! With these popular reusable bags, you can help support ASOR’s commitment to reducing our carbon footprint by providing an opportunity to reduce and reuse. Your logo (single color) will be printed on the tote-bags that are given to every attendee in Chicago (limit 4 sponsors).



### Candy Sponsor (\$250 - \$500)

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. Prices range from \$250 - \$500 depending on day, timeframe, and exclusivity.

## Annual Meeting Schedule Booklet:

As part of ASOR’s commitment to carbon neutrality, we anticipate that the schedule booklet will look different from past program books. We expect that it will contain the academic and business schedules, as well as advertisements and important information. The Program Committee is still working on the details as we actualize our carbon-neutral commitment. Advertising copies should be sent electronically by email (or shared file link) to [meetings@asor.org](mailto:meetings@asor.org) by September 1. Please include a high-resolution PDF or EPS file. Ads that do not fit the exact size may be altered.

Inside Cover:	\$500
Back Cover:	\$1,000
Full Page:	\$300
Half Page:	\$250



## Coffee Break Sponsorship (In-Person)

Everyone enjoys a cup of coffee or tea as they move between sessions. Contact us to inquire about the various sponsor options for this crowd pleaser!

### **Solo Enhanced (\$5,000)**

*Exclusive visibility, display tables, advertisements, comp registrations, & more*

### **Solo (\$4,000)**

*Exclusive visibility, advertisement credits & more*

### **Single Station (\$2,000)**

*Signage at 1 coffee station, advertising credit & more*

### **Shared Station (\$1,000)**

*Shared display with signage on one side of station, sponsor recognition*

## Digital Welcome Packet Insert: 1/2 Page (\$250), Full Page (\$500)

*Every attendee will receive a Digital Welcome Packet. As part of our carbon-neutral commitment, the exact dimensions are still being determined.*

## Advertise in *The Ancient Near East Today* and reach over 15,500 subscribers!



*The Ancient Near East Today* reaches more than 15,500 subscribers every Thursday. Reserve your custom digital advertisement that includes a 200 x 200 or 200 x 300 graphic plus a statement / description of approximately 120 to 180 words.

**(\$1,000 for two issues)**

## Custom Ads and Sponsorships – One or Both Components (Chicago and/or Virtual)

Maximize your visibility at ASOR's 2021 Annual Meeting. The dual component format offers a variety of customizable sponsorship and advertising options that will reach a wider audience over an extended period of time.

There will be opportunities for visibility in Chicago including the Plenary Address, receptions, coffee breaks, the poster hallway, Wi-Fi and technology sponsorships, and more. Sponsors also receive prime exhibit table positioning and visibility at the Annual Meeting. The Virtual component brings even more options for visibility.

If you don't see a package that meets your needs on page 5, ASOR will work with Silver, Gold and Platinum sponsors to customize a package. Contact Arlene Press ([meetings@asor.org](mailto:meetings@asor.org)) or Andy Vaughn ([executive-director@asor.org](mailto:executive-director@asor.org)) to discuss options.



**Don't miss your chance to save!** Receive a 5% discount with a signed contract and 50% payment by August 5, 2021.

Sponsorship Packages ASOR 2021 Annual Meeting: Chicago & Virtual	Silver \$1,000	Gold \$2,000	Platinum \$3,000
Chicago Sponsor Features <i>(prices in parentheses indicate value, not actual cost)</i>			
6-foot table skirted table, chair (value = \$400 each)	Use Credit	Use Credit	Use Credit
Registration/Badge for Chicago and Virtual (value = \$200)	2	3	4
Annual Meeting Schedule Advertisement (can use credit below)	Use Credit	Use Credit	Use Credit
Mobile-App and Website Listing (value = \$700)	X	X	X
Mobile App Push Notification (value = \$400 each)		1	2
Mobile App Banner Ad (value = \$600)			1
Looping Welcome Slide Recognition (value = \$500)	X	X	X
Event Sponsor (based on availability; can use credit below)	Use Credit	Use Credit	Use Credit
Credit for exhibit tables (5 max) or advertising à la cart items (credits have no monetary value and there are no refunds for unused credits)	\$1,000	\$2,000	\$3,500
Virtual Sponsor Features <i>(prices in parentheses indicate value, not actual cost)</i>			
Customized Enhanced Exhibit Listing (value = \$500)	X	X	X
Virtual Component Welcome Slide Recognition (value = \$250)	X	X	X
Logo on Website Footer (value = \$250)	X	X	X
Virtual Meeting Registrations (value = \$200)	4	6	8
Exhibitor Analytics (value = \$200 each)	X	X	X
Exhibit listing content available on meeting platform for __ days	90 days	120 days	180 days
Pre-Conference Attendee Insights (demographics report)		X	X
Post-Conference Attendee Insights (demographics report)		X	X
20 min. Dedicated Zoom Room (value = \$500) <i>A Zoom meeting featured on the virtual program during one of the scheduled breaks. This time can be used to play a video, meet with attendees, feature flash sale books or products, etc.</i>	Use Credit	Use Credit	Use Credit
Additional Visibility and Advertising Perks			
Conference Morning E-mails – Featured Listing (value = \$500 each)	1 day	2 days	3 days
<i>The Ancient Near East Today</i> (value = \$1,000 for 2 issues) <i>ANE Today</i> is a digital e-newsletter that reaches 15,500 subscribers by email every Thursday (52 times a year).	1 Custom Ad for 2021–2022 academic year	2 Custom Ads for 2021–2022 academic year	4 Custom Ads for 2021–2022 academic year
One-time use of post-conference physical mailing list (value = \$350)	Use Credit	Use Credit	Included
One-time e-mail sent by ASOR to all registrants (value = \$500)	Use Credit	Use Credit	Use Credit
Digital Welcome Packet Insert (value = \$250 - \$1,000) <i>Every attendee will receive a Digital Welcome Packet. Format is being finalized.</i>	Use Credit	Included	Enhanced
<b>TOTAL VALUE OF PACKAGE:</b>	<b>\$5,500+</b>	<b>\$9,000+</b>	<b>\$14,500+</b>

# Exhibitor Rules & Regulations

ASOR Annual Meeting 2021

The Hilton Chicago | November 17–20

Virtual | December 9–12



*All Exhibitors at ASOR's 2021 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 in Chicago will take place on Wednesday, Nov. 17 from 12:00pm–4:00pm. Exhibit hours are tentatively scheduled for: Wednesday, Nov. 17 from 4:00pm–8:00pm; Thursday, Nov. 18 from 8:00am–4:30pm; Friday, Nov. 19 from 8:00am–4:30pm; and Saturday, Nov. 20 from 8:00am–4:30pm. Exhibit dismantling will begin on Saturday, Nov. 20 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. Tables are 6 ft. 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 2021 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 2021 ASOR Annual Meeting. Platinum and Gold sponsors will be consulted in advance for their preference. 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. Exhibitors must comply with hotel policies.

## 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 **September 1, 2021**, no refund will be issued. Exhibitors must send cancellation notification in writing to Arlene Press ([meetings@asor.org](mailto:meetings@asor.org)).

## LIABILITY

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save ASOR and the Hilton Chicago 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 Hilton Chicago.

In addition, Exhibitor acknowledges that ASOR and the Hilton Chicago 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.

**VIRTUAL EXHIBIT RULES & REGULATIONS** will be posted online.

## 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](mailto:meetings@asor.org).

Information can also be found on ASOR's Annual Meeting website at [www.asor.org/am](http://www.asor.org/am) and in the Annual Meeting Mobile App that is released in October.