The 86th Annual Meeting of the Southern Historical Association

November 19-22, 2020
Sheraton Downtown
Memphis, TN
Thank you for joining us at the 86th Annual Meeting of the Southern Historical Association! Your contributions are invaluable to upholding our mission – the promotion, collection, preservation, and research of southern history – and we are so grateful for your support and attendance.

This year’s Meeting will be held at the Renasant (formerly Cook) Convention Center (255 North Main Street, Memphis, TN 38103), November 19-22, 2020. Please note that this year’s meeting runs from Thursday through Sunday. This packet includes all of the details you need to order advertising in our annual meeting program and also order exhibit booth space in Memphis.

The majority of the Meeting’s breakout sessions will be held on the first and second floor of the Renasant Convention Center, and the Exhibit Hall will be in the Ballroom on the second floor.

**Exhibit Hall hours:**
- Friday, November 20 9:00 AM–5:00 PM
- Saturday, November 21 9:00 AM–5:00 PM
- Sunday, November 22 9:00 AM–12:00 PM

**Exhibits may be set up between 1:00 and 5:00 pm on Thursday, November 19th.**

Dismantlement begins at 12 pm on Sunday and should be completed by 4 pm. An Exhibitor Service Manual with rental furnishings, drayage, and shipping information will be sent to all publishers exhibiting at our meeting two months prior to the meeting. The official service contractor for the meeting is SS&G Management. April Moody (april.moody@ssgmanagement.net), our primary contact with SS&G, will be in touch with you later regarding other set-up options.

Enclosed you will find order details for booth(s) and ad(s), order forms, a credit card form, and a Safety and Property Damage Mitigation Statement.

I’d like to encourage you to include books for our European, British, and Latin American scholars. Affiliate groups in all these areas meet with us and have asked if we could urge presses to display books in their fields.

If you have any questions about registering for the event, please call me at (205) 563-9313 or email at emilytarr.sha@gmail.com. For questions about event details after registering, please call Frances Berry at (706) 542-8848 or email at manager@thesha.org.

Sincerely,
Emily Tarr
Marketing Manager
ORDER DETAILS

EXHIBIT RATES:

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Single booth</td>
<td>$450.00</td>
</tr>
<tr>
<td>Two booths*</td>
<td>$787.50</td>
</tr>
<tr>
<td>Three booths*</td>
<td>$1125.00</td>
</tr>
<tr>
<td>Island*</td>
<td>$1462.50</td>
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</table>

*A 25% discount applies to all additional booths after the first one ($337.50 each).

This price includes an attractively draped booth with an 8’ high back wall and a 3’ high side rail drapery, and a one-line identification sign with exhibitor’s name. Listing of name, representatives’ names, and booth number(s) will be listed in the Program, **provided booth registration is made by June 21.** Programs and meeting registration are free to exhibit representatives. Enclosed is a Safety & Property Damage Mitigation statement that all representatives need to be familiar with. Payment is due in full within 30 days of signing.

IMPORTANT EXHIBIT ORDER DUE DATES:

- **June 19** Orders must be received by Emily Tarr (emilytarr.sha@gmail.com)
- **July 1** Booth representative name(s) due to Frances Berry (manager@thesha.org)

ADVERTISING RATES:

<table>
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<tbody>
<tr>
<td>Single page</td>
<td>$350.00</td>
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<tr>
<td>Two-page spread</td>
<td>$450.00</td>
</tr>
<tr>
<td>Four-page spread</td>
<td>$700.00</td>
</tr>
<tr>
<td>Six-page spread</td>
<td>$1150.00</td>
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All covers are previously reserved. **New for 2020!** Although our rates are remaining the same, we are moving to a 8.5” x 11” letter size, full-color program! Please note these new ad specs, and submit a press quality CMYK PDF. Payment is due in full within 30 days of signing.

IMPORTANT AD ORDER DUE DATES:

- **June 19** Orders must be received by Emily Tarr (emilytarr.sha@gmail.com)
- **July 1** Deadline for ad copy due to Frances Berry (manager@thesha.org)
SAFETY & PROPERTY DAMAGE MITIGATION:

To prevent damages to hotel property, fixtures and surfaces, which are cause for action for casualty loss and damage claims assessed against the Association and our contractors, exhibitors are required to observe the following:

- Exhibitors are not permitted to move in exhibit freight through the hotel lobby, in passenger elevators, or through other back of house areas.
- No exhibitor-owned, wheeled material handling devices will be allowed in the hotel. They cause damages to walls, doors and flooring surfaces.
- Exhibitors are not allowed to be in Hotel Staff Work Area ever.
- To prevent damages to hotel property, fixtures, and surfaces, exhibitors are required to use the official convention contractor, SSG Management, for all freight shipments for both inbound and outbound exhibit freight handling. This protects all parties concerned and limits our exposure to liability.
- There are no exceptions.

UNAUTHORIZED BOOTH SHARING OR SUIT CASING:

Each Exhibiting Press must reserve and pay for booth space. No exhibitors under any circumstances will be allowed to share booth space. Suit casing: Any activity designed to solicit or sell products or services to attendee attending a meeting, conference, or event without the proper authorization from the event sponsor or in ways violating the rules of the event or exhibition. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company’s booth or in violation of any portion of the SHA Exhibitor Rules and Regulations will be asked to leave immediately. Additional penalties may be applied. Please report any violations you observe to show management.

Off-Site Activities are defined as the securing of meeting or exhibit space in any SHA contracted space or any property within the bounds of the city in which we meet without the express authorization of the Association with the implied or purposeful intent to draw Association Membership/Attendees away from our event or exposition. This again falls under the guise of Suit casing activities and will result in similar actions.
Exhibit Space Contract

Exhibitor: ____________________________________________

Address: ____________________________________________

<table>
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<tr>
<th>Street</th>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
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SELECT BOOTH OPTION:

☐ Single booth $450
☐ Two booths $787.50
☐ Three booths $1125.00
☐ Island $1462.50

DEADLINES:

30 days of signing Payment due in full.
June 19 The convention program will list the names of publishers and up to five representatives for those whose orders are received by this date. There is no charge for this listing.
July 1 Booth representative name(s) due
July 15 No cancellation will be accepted or refunds made after this date. Exhibitors who cancel after this date will be billed in full.

<table>
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<tr>
<th>Name</th>
<th>Representatives:</th>
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Signature ____________________________________________
Title ____________________________________________
Date ____________________________________________
E-mail ____________________________________________
Phone ____________________________________________

Email to Emily Tarr at emilytarr.sha@gmail.com.
Advertising Contract

Advertiser: ____________________________________________________________

Address: ______________________________________________________________

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☐ Six-page spread $1150
☐ _______________ __________

AD SPECS:

Page size 7” (w) x 9” (h)
CMYK, Full Color
Press Quality
PDF file

DEADLINES:

30 days of signing
June 19
Orders due to emilytarr.sha@gmail.com.
July 1
Copy due to manager@thesha.org

Name ________________________________
Title ________________________________
Signature ____________________________
Date ________________________________
Email ________________________________
Phone ________________________________
Credit Card Authorization Form

Name__________________________________________________________________________
Address________________________________________________________________________

*Name should be as it appears on the card; address should be the billing address.

E-mail (for receipt) __________________________________________________________________

If paying by credit card, check one or both of the following:

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CREDIT CARD PAYMENT:

☐ MasterCard  ☐ Visa  ☐ Discover

Card Number _____________________________

Card CSC Code ______________
(This is found on the back of your card, usually the last three digits, to verify you possess the card)

Card Expiration Date _________________________

Thank you for your payment. Please send payment to Frances Berry at manager@thesha.org.

Credit card information can also be taken over the telephone. Please call Frances Berry at (706) 542-8848.