

# 2019

## The 85th Annual Meeting of the Southern Historical Association



*the* SOUTHERN  
HISTORICAL ASSOCIATION

November 7-10, 2019  
Galt House Hotel  
Louisville, KY

*the* SOUTHERN  
HISTORICAL ASSOCIATION

The 85<sup>th</sup> Annual Meeting  
November 7-10, 2019 | Galt House Hotel in Louisville, KY

Thank you for joining us at the 85<sup>th</sup> 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 of the Southern Historical Association will be held at the Galt House Hotel (140 North Fourth St., Louisville, KY 40202), November 7-10, 2019. **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 Louisville.

All of the panels will be held on the first, second, and third floor of the Suite Tower at the Galt House. The Exhibit Hall will be in the Grand/Exhibit Hall on the second floor (ballroom level) of the Suite Tower.

**Exhibit Hall hours:**

Friday, November 8	9:00 AM–5:00 PM
Saturday, November 9	9:00 AM–5:00 PM
Sunday, November 10	8:30 AM–12:00 PM

**Exhibits may be set up between 1:00 and 5:00 pm on Thursday, November 7<sup>th</sup>.** 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, 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, a floor plan of the exhibit hall, 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](mailto: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](mailto:manager@thesha.org).

Sincerely,  
Emily Tarr  
Marketing Manager

*the* **SOUTHERN**  
HISTORICAL ASSOCIATION

The 85<sup>th</sup> Annual Meeting  
November 7-10, 2019 | Galt House Hotel in Louisville, KY

**ORDER DETAILS**

**EXHIBIT RATES:**

Single booth	\$450.00
Two booths*	\$787.50
Three booths*	\$1125.00
Island*	\$1462.50

\*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 21 ORDERS MUST BE RECEIVED BY EMILY TARR**  
**July 1 BOOTH REPRESENTATIVE NAME(S) DUE**

**ADVERTISING RATES:**

Single page	\$350.00
Two-page spread	\$450.00
Four-page spread	\$700.00
Six-page spread	\$1150.00

All covers are previously reserved. The page size is 5" (w) x 8" (h), 133-line screen. Ads are accepted by email using PDF files. Our program is in black and white. A minimum of 600 dpi is recommended when submitting camera-ready copy. Payment is due in full within 30 days of signing.

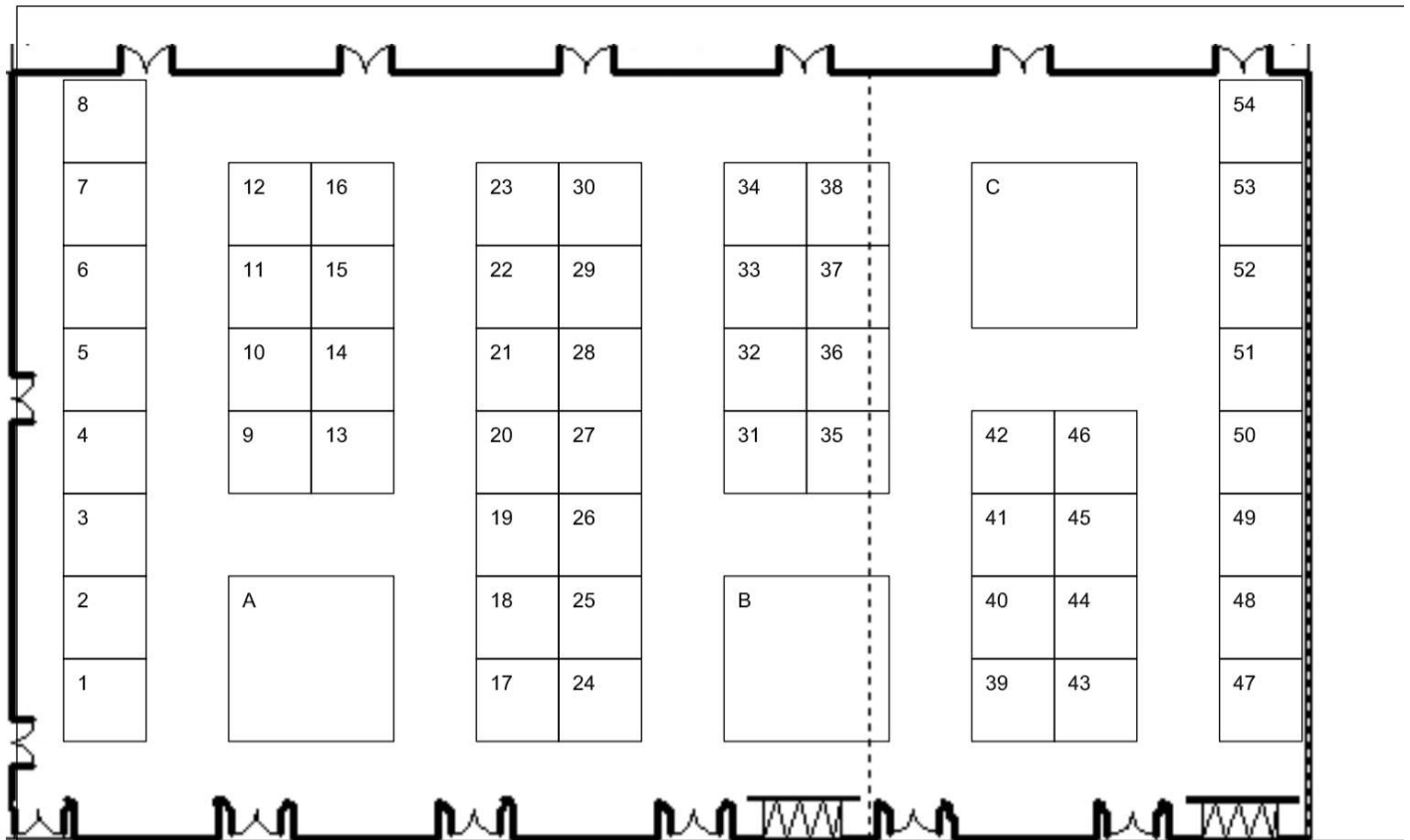
**IMPORTANT AD ORDER DUE DATES**

**June 21 ORDERS MUST BE RECEIVED BY EMILY TARR**  
**July 1 DEADLINE FOR AD COPY**

*the* SOUTHERN  
HISTORICAL ASSOCIATION

The 85<sup>th</sup> Annual Meeting  
November 7-10, 2019 | Galt House Hotel in Louisville, KY

EXHIBIT HALL FLOOR PLAN



Main Entrance

*the* SOUTHERN  
HISTORICAL ASSOCIATION

The 85<sup>th</sup> Annual Meeting  
November 7-10, 2019 | Galt House Hotel in Louisville, KY

**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.

Your cooperation is appreciated.

**Unauthorized Booth Sharing or Suit Casing Activities:**

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.

*the* **SOUTHERN**  
HISTORICAL ASSOCIATION

The 85<sup>th</sup> Annual Meeting  
November 7-10, 2019 | Galt House Hotel in Louisville, KY

Date Received in Office \_\_\_\_\_ Booth(s) Assigned \_\_\_\_\_

**Exhibit Space Contract**

Exhibitor \_\_\_\_\_

Address \_\_\_\_\_  
Street City State Zip Code

Booth number preference(s) \_\_\_\_\_

Space will be assigned on basis of preference listed in order of receipt of reservation.

<b>SELECT BOOTH OPTION:</b>		
<input type="checkbox"/>	Single booth	\$450
<input type="checkbox"/>	Two booths	\$787.50
<input type="checkbox"/>	Three booths	\$1125.00
<input type="checkbox"/>	Island	\$1462.50

**DEADLINES:**

- 30 days of signing Payment due in full.
- June 21 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 the balance.

Name \_\_\_\_\_

Representatives:

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Email to Emily Tarr at [emilytarr.sha@gmail.com](mailto:emilytarr.sha@gmail.com).**

*the* **SOUTHERN**  
HISTORICAL ASSOCIATION

The 85<sup>th</sup> Annual Meeting  
November 7-10, 2019 | Galt House Hotel in Louisville, KY

## Advertising Contract

Advertiser \_\_\_\_\_

Address \_\_\_\_\_  
Street City State Zip Code

SELECT AD OPTION:		
<input type="checkbox"/>	Single page	\$350
<input type="checkbox"/>	Two-page spread	\$450
<input type="checkbox"/>	Four-page spread	\$700
<input type="checkbox"/>	Six-page spread	\$1150
<input type="checkbox"/>	_____	_____

### AD SPECS:

Page size 5" (w) x 8" (h)

Black & White

133-line screen

Minimum of 600 dpi is recommended

Camera-ready copy

PDF file

### DEADLINES:

30 days of signing

June 21

July 1

Payment due in full.

Orders due to [emilytarr.sha@gmail.com](mailto:emilytarr.sha@gmail.com).

Copy due to [manager@thesha.org](mailto:manager@thesha.org)

Name \_\_\_\_\_

Title \_\_\_\_\_

**Signature** \_\_\_\_\_

Date \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

*the* **SOUTHERN**  
HISTORICAL ASSOCIATION

The 85<sup>th</sup> Annual Meeting  
November 7-10, 2019 | Galt House Hotel in Louisville, KY

## 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:

<b>SELECT BOOTH OPTION:</b>		
<input type="checkbox"/>	Single booth	\$450
<input type="checkbox"/>	Two booths	\$787.50
<input type="checkbox"/>	Three booths	\$1125.00
<input type="checkbox"/>	Island	\$1462.50

<b>SELECT AD OPTION:</b>		
<input type="checkbox"/>	Single page	\$350
<input type="checkbox"/>	Two-page spread	\$450
<input type="checkbox"/>	Four-page spread	\$700
<input type="checkbox"/>	Six-page spread	\$1150
<input type="checkbox"/>	_____	_____

### 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](mailto:manager@thesha.org).

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