

Sponsor and Exhibitor Prospectus 2017



asor

UNEARTHING THE PAST SINCE 1900



**2017 ASOR
Annual Meeting**

November 15-18

The Westin Boston Waterfront
Boston, Massachusetts



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 twenty-one 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, newsletters, and 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.



2017 ASOR Annual Meeting

The 2017 ASOR Annual Meeting will be held from November 15-18, 2017 at The Westin Boston Waterfront located at 425 Summer Street, Boston, Massachusetts. 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 950 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.

Make a plan 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 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 Boston will be decision-makers in the purchasing of textbooks, products, and other items.

The Exhibitor Galleria is located near the main lobby and meeting space and ASOR ensures steady traffic by strategically placing coffee breaks, locating the research poster displays in the same vicinity, and using mobile app notifications and games to encourage attendees to visit the Exhibit Galleria frequently. We support our exhibitors with profiles in our Program and Abstract Book, on our website, and in the meeting's mobile app, as well as additional 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 invite you to participate in the ASOR 2017 Annual Meeting in Boston!

Exhibitor Options

Full Exhibitor Tables \$390

If you plan on sending a staff person to meet and greet the 950+ ASOR attendees expected in Boston, 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, the Mobile App, and on the ASOR website



Self Serve Tables \$275

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, we will donate them to the ASOR library or another library in Boston.

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



Exhibitor Details: The exhibit area will be located on the Harborwing, Concourse Level of The Westin Boston Waterfront and will be open free of charge to meeting attendees. The final floor plan will be available in October, and sponsors will receive priority placement. Exhibitors may purchase additional registrations at the discounted rate of \$185 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 2017 Annual Meeting, please contact Arlene Press at asormtgs@bu.edu for available dates and times.

Shipping Directly to the Hotel:

Exhibitors are responsible for all shipping and receiving charges at The Westin Boston Waterfront. 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 (617) 532-4600 and ask for the banquets department for complete details. Deliveries should be shipped directly to The Westin Boston Waterfront with the following label:

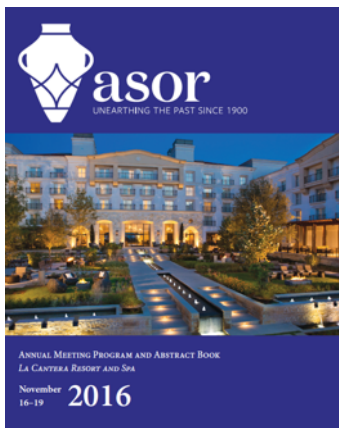
The Westin Boston Waterfront
ASOR Annual Meeting, Nov. 15
425 Summer Street
Boston, MA 02210
<ATTN: Exhibitor Company Name>

Exhibition Dates & Hours:

Wednesday, Nov. 15 th	
• 12:00 pm–4:00 pm	Move-in & Set-up
• 4:00 pm–8:00 pm	Exhibit Area Open
Thursday, Nov. 16 th	
• 8:00 am–6:00 pm	Exhibit Area Open
Friday, Nov. 17 th	
• 8:00 am–6:00 pm	Exhibit Area Open
Saturday, Nov. 18 th	
• 8:00 am–4:30 pm	Exhibit Area Open
• 4:30 pm	Dismantle & Move-out

Housing: Exhibitors can take advantage of hotel rooms at The Westin Boston Waterfront at the discounted conference rates of \$182 single/double occupancy (plus taxes). The discounted rate is based on availability and valid for reservations made for November 13-19, 2017. The conference hotel has sold out the past few years, so please make your reservations early. Please visit the ASOR website for complete booking details: <http://www.asor.org/am/2017/hotel-city.html>

Advertising Opportunities



Advertise in the **2017 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 (asormtgs@bu.edu). 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):	\$1,550
Back Cover (color):	\$1,650
Four Facing Pages:	\$1,050 (save \$1,550)
Two Facing Pages:	\$750 (save \$550)
Full Page:	\$650
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 **2017 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 a .PDF proof of your insert by October 15th and your printed inserts must arrive at The Westin Waterfront by the end of the day on Monday, November 13.

Logo on the Tote Bag:	\$800
Full Page Insert:	\$550
5 x 7" Insert:	\$450

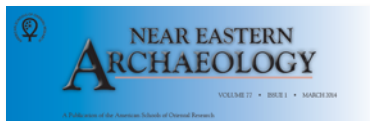


*Receive a 5% discount on all items with a signed contract and 50% payment by May 1, 2017.

Other ASOR Advertising Options: Consider placing an advertisement in one of ASOR’s journals or online. Our publications reach over 3,000 individual members and institutions including students, professors, libraries, museums, and universities. Please contact Inda Omerefendic at asorpubs@bu.edu or (617) 358-4376, or visit the ASOR website (<http://www.asor.org/pubs/index.html>) for complete advertising information.



BASOR is the scholarly journal of the American Schools of Oriental Research. It publishes manuscripts covering the entire eastern Mediterranean from the Paleolithic period through Islamic times. The principal subject areas of the journal include art and archaeology, history, anthropology, bioarchaeology and archaeozoology, archaeometry, geography, philology and epigraphy, and literature.



Near Eastern Archaeology brings to life the ancient worlds from Mesopotamia to the Mediterranean. It features vibrant images and authoritative analysis of archaeological discoveries to illuminate the people, culture, history, and literature of the ancient Middle East.



The *ASOR blog* is intended to facilitate ASOR’s mission to initiate, encourage and support research into, and public understanding of, the cultures and history of the Near East from the earliest times.

Important Dates:

Exhibitor Space Reserved

*Upon Signing Contract
and Sending Payment
May 1, 2017*

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

Signed Exhibitor Contract and Full Payment Due

August 15, 2017

Signed Advertising Contract and Full Payment Due

August 15, 2017

Deadline for Exhibitor Information for Program and Abstract Book

August 15, 2017

Deadline for Advertising Order

August 15, 2017

Deadline to submit a .PDF proof of Tote Bag Inserts

October 15, 2017

Discounted Hotel Rate Reservation Deadline

October 24, 2017

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

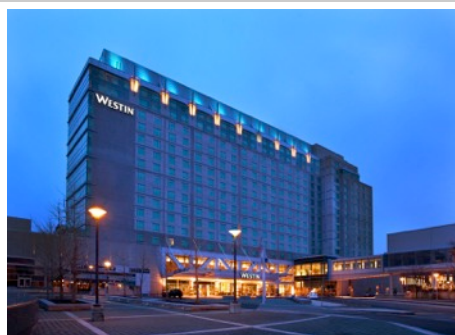
Exhibitor Shipments: The Westin Boston Waterfront will begin accepting boxes and pallets.

November 13, 2017

Tote Bag Inserts must arrive at the hotel by the end of the day.



About the Venue



The Westin Boston Waterfront is located less than three miles from Logan International Airport in Boston’s newly transformed Seaport District. The hotel offers on-site dining options including an Irish pub and a Starbucks, and is within walking distance to a variety of popular restaurants and entertainment options. Many of Boston’s famous attractions and universities are easily accessible by public transportation from The Westin Boston Waterfront, located on the Silver Line at the World Trade Center stop. To learn more about the conference venue and things to do in Boston, visit: <http://www.asor.org/am/2017/hotel-city.html>

Annual Meeting Sponsorship Opportunities

Are you looking to maximize your visibility at ASOR's 2017 Annual Meeting? If so, consider becoming an Annual Meeting Sponsor! More than 950 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 helping underwrite the Scholarship Program for student attendees. All 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.

Don't miss your chance to save! Receive a 5% discount with a signed contract and 50% payment by **May 1, 2017**.



Sponsorship Packages:

Platinum Package

\$3,000

(\$9,000+ value)

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

Platinum Package Includes:

- As a partial sponsor of the Opening Reception on Wed., Nov. 15, your signage may be placed in the reception area (\$1,500 value)
- Front or back inside cover (based on availability) ad in color in the Program Book (\$1,550 value)
- Four consecutive ad pages in the Program Book (\$1,050 value)
- Four full exhibit tables with one registration per table (\$1,560 value)
- \$800 credit toward Tote Bag advertising (logo or insert)
- One Single Ad Space on the Front Page Banner of the ASOR blog (\$600 value)
- One full-page ad in *Near Eastern Archaeology* or BASOR (\$500 value)
- One-time use of the pre-event attendee mailing list 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
- Recognition on Annual Meeting looping PowerPoint slides and a banner ad in the Mobile App (\$750 value)
- One push notification to all app users during meeting
**under the discretion of ASOR (\$400 value)*

Gold Package

\$2,000

(\$3,800+ value)

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

Gold Package Includes:

- Two facing pages in the Program Book (\$750 value)
- Two full exhibit tables with one registration per table (\$780 value)
- \$550 credit toward Tote Bag advertising (logo or insert)
- One Single Ad Space on the Side Bar of the ASOR blog (\$375 value)
- One half-page ad in *Near Eastern Archaeology* or BASOR (\$300 value)
- 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-Annual Meeting 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
(\$3,000+ value)

Silver Package Includes:

- Two page facing ad in the Program Book (\$750 value)
- One full exhibit table with one registration (\$390 value)
- One Shared Ad Space on Side Bar of the ASOR blog (\$250 value)
- One half-page ad in *Near Eastern Archaeology* or BASOR (\$300 value)
- \$550 credit towards tote-bag advertising
- One-time use of the attendee mailing list (\$350 value)
- Special recognition of support in the Program Book
- Organization listed as a supporter in pre-Annual Meeting 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
(\$1,900+ value)

Bronze Package Includes:

- \$500 credit towards program book advertising
- \$450 credit toward Tote Bag advertising (logo or insert)
- One Shared Ad Space on Side Bar of the ASOR blog (\$250 value)
- One half-page ad in *Near Eastern Archaeology* or BASOR (\$300 value)
- Special recognition of support in the Program Book
- Organization listed as a supporter in pre-Annual Meeting 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

\$2,500 (\$5,000 + 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:

- Splash page (main screen) recognition (\$1,000 value)
- Shared banner ad visible throughout the app (\$700 value)
- Advertisement or announcement pinned to the news feed for 4 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)
- Post-meeting analytic report of in-app logo and advertisement clicks (\$100 value)
- One full exhibitor/sponsor display table (\$390 value)
- One Single Ad Space on the Side Bar of the ASOR Blog (\$375 value)
- One-time use of the post-event attendee mailing list (\$350 value)
- Other optional benefits based on mobile app selection
- Organization listed as a supporter in pre-meeting publicity and on the ASOR website
- Recognition on Annual Meeting looping PowerPoint slides and a special recognition on the Mobile App ad in the Annual Meeting Program Book (\$750)



Exhibitor Rules & Regulations

ASOR Annual Meeting

The Westin Boston Waterfront | Boston, Massachusetts

November 15-18, 2017



All Exhibitors at ASOR's 2017 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 15 from 12:00pm– 4:00pm. Exhibit hours are tentatively scheduled for: Wednesday, November 15 from 4:00pm– 8:00pm; Thursday, November 16 from 8:00am– 6:00pm; Friday, November 17 from 8:00am–6:00pm; and Saturday, November 18 from 8:00am– 4:30pm. Exhibit dismantling will begin on Saturday, November 21 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 2017 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 2017 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 the statement of purpose of the ASOR. 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, 2017**, no refund will be issued. Exhibitors must send cancellation notification in writing to Arlene Press (asormtgs@bu.edu).

LIABILITY

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save ASOR and The Westin Boston Waterfront 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 Boston Waterfront.

In addition, Exhibitor acknowledges that ASOR and The Westin Boston Waterfront 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, Manager of Programs and Events at 857-272-2506 or email at asormtgs@bu.edu.

Exhibitor Contract

ASOR Annual Meeting
The Westin Boston Waterfront | Boston, Massachusetts
November 15-18, 2017



Exhibitor Information

Contact name and title: _____

Company name: _____

Address: _____

City, State, ZIP, Country: _____

Phone: _____ Fax: _____ Email: _____

Agreement Terms:

All terms and conditions of **ASOR's 2017 Annual Meeting** are agreed upon and enforced by my company signature. We agree to pay for the assigned exhibit space in accordance with the "Exhibitor Rules and Regulations" contained in this prospectus. We agree to abide by all provisions set forth in these terms as a part of this contract between ASOR and the exhibitor.

Exhibit Space Set-Up:

(See the "Exhibitor Information" sheet for more details.) The **Full Table Package** includes: one 6-foot draped table, two chairs, and a wastebasket.

Phone, Electrical, Shipping Information:

No phone, internet, electric, drayage, etc. is included with the Exhibitor fee. Shipping information will be posted to the ASOR exhibitor web pages.

Products and Services to be Featured Online and in Annual Meeting Program Book: Please email the following to Arlene Press at asormtg@bu.edu: company name, URL, E-mail, 50 word company description, and a high-res logo (.JPG or .TIF). Please note that the website listing will not occur until full payment is received.

Payment Information:

***Receive a 5% discount with a signed contract and 50% payment by May 1, 2017.** Please make all checks payable to **ASOR**. Payment must be received in full by August 15, 2017. Send all applications, payments, and any questions to:

Arlene Press
Manager of Programs and Events
American Schools of Oriental Research (ASOR)
656 Beacon Street, 5th Floor
Boston, MA 02215
Phone: 857-272-2506
Fax: 617-353-6575

Exhibit Booth and Sponsorship Packages*:

Full Table:	\$390 each x _____ tables = _____
Self Serve Table:	\$275 each x _____ tables = _____
Additional Registration:	\$195 each x _____ = _____
Platinum Package (\$3,000)	_____
Gold Package (\$2,000)	_____
Silver Package (\$1,250)	_____
Bronze Package (\$650)	_____
Technology Sponsorship Package (\$2,500)	_____
TOTAL:	_____

Payment Method:

Visa Master Card Discover American Express Check

Credit card number _____ CVV # _____ Exp. Date _____

Cardholder's name _____

Address _____

City _____ State _____ ZIP _____

I have read and will adhere to ASOR's "Exhibitor Rules and Regulations."

Authorizing Signature _____

Date _____

Advertising Contract

ASOR Annual Meeting
The Westin Boston Waterfront | Boston, Massachusetts
November 15-18, 2017



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 use this book as it provides the room locations and the most up-to-date academic program.

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 (asormtgs@bu.edu). Please include high-resolution .PDF or .EPS along with a printed proof. 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, 2017** 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, 2017**.

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 1st, 2017.** Please make all checks payable to **ASOR**. Payment must be received in full by August 15, 2017. Send all applications, payments, and any questions to:

Arlene Press
Manager of Programs and Events
American Schools of Oriental Research (ASOR)
656 Beacon Street, 5th Floor
Boston, MA 02215
Phone: 857-272-2506
Fax: 617-353-6575

Program Book Advertisement Page Sizes & Cost

Inside cover:	\$1,550	_____
Back cover:	\$1,650	_____
Four facing pages:	\$1,050	_____
Two facing pages:	\$750	_____
Full page:	\$650	_____
Half page:	\$400	_____
Quarter page:	\$325	_____

Tote Bag Advertisements & Cost

Logo on the Tote Bag	\$800	_____
Full Page Insert	\$550	_____
Half Page Insert	\$450	_____

One-time Attendee Mailing List Rental

Snail mail only	\$350	_____
		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 _____