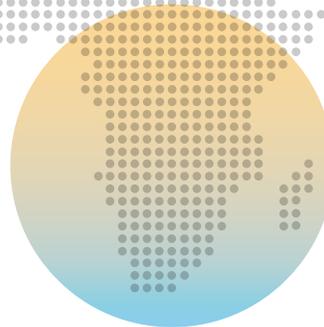
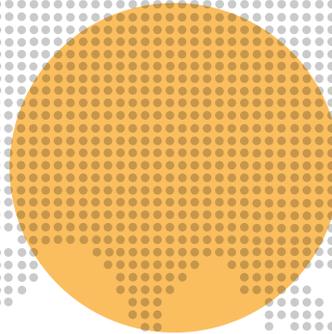


Society of
Architectural
Historians
Annual
International
Conference

PASADENA LOS ANGELES

APRIL 6-10, 2016
NEW LOCAL/GLOBAL INFRASTRUCTURES



SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

SAH 2016 ANNUAL INTERNATIONAL CONFERENCE • PASADENA/LOS ANGELES, CA • APRIL 6-10 • SAH.ORG/2016

OVERVIEW

ABOUT THE SOCIETY

Founded in 1940, the Society of Architectural Historians is a nonprofit membership organization that promotes the study, interpretation and conservation of architecture, design, landscapes and urbanism worldwide. SAH serves a network of local, national and international institutions and individuals who, by vocation or avocation, focus on the built environment and its role in shaping contemporary life. SAH promotes meaningful public engagement with the history of the built environment through advocacy efforts, print and online publications, and local, national and international programs.

ABOUT THE CONFERENCE

The SAH Annual International Conference provides a forum for professionals who work with the history of the built environment, including architectural historians, art historians, architects, landscape architects, and preservationists, to exchange ideas and discuss local, regional, and global issues. The conference is an opportunity for the host city to showcase its distinctive architecture to regional, national, and international audiences. It includes presentations of academic papers as well as educational programs and customized architecture tours open to the public. Engaging the local community—both professionals and the interested public—and addressing salient issues is a priority for SAH.

The **SAH 2016 Annual International Conference: New Local/Global Infrastructures**, will engage participants from around the world with the rich, evolving legacy of the Pasadena/Los Angeles region's built environment. With the scheduled completion of the Metro Expo Light-Rail Line west to Santa Monica in early 2016, Pasadena will be connected to Downtown LA and the rest of Los Angeles County. This infrastructure, building on historic right-of-ways, will provide new ways to see the broad range of the region's architecture and urbanism. Featured speakers include UCLA professors **Eric Avila**, specialist in racial identity, urban space, and cultural representation, and **Dana Cuff**, author of *Architecture: The Story of Practice*, and regional paper sessions including "Los Angeles Infrastructure: Design, Aesthetics, Publics," "Styles, Revival Styles, California Styles," and "Reappraising California Counterculture." The SAH Los Angeles Seminar will bring together constituencies of historic conservation, design professionals, and the community at large to examine **SurveyLA/HistoricPlacesLA** (the online comprehensive citywide historic resource developed by the City of Los Angeles together with the Getty Conservation Institute) and contemplate its local/global implications and possibilities.

Conference Committee

Conference Chair

Ken Tadashi Oshima
SAH 1st Vice President
University of Washington

Local Co-Chairs

Linda Hart
Independent Scholar

Kevin McMahon
Southern California Institute of
Architecture

Conference Management

Kathy Sturm
SAH Director of Programs
312.543.7243
ksturm@sah.org

Sponsorship/Advertising/Exhibits

Carolyn Garrett
SAH Director of Development
312.573.1365
cgarrett@sah.org

Media and Communications

Helena Karabatsos
312.573.1365
hkarabatsos@sah.org

Volunteer Coordination

Anne Bird
SAH Director of Membership
312.573.1365
abird@sah.org

SAH Executive Director

Pauline Saliga

SAH President

Kenneth Breisch
USC School of Architecture

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SPONSORSHIP

REACH YOUR TARGET AUDIENCE

Sponsorship puts your company or business in front of the thousands who visit and use the resources on the Society of Architectural Historians' website and the conference's 800 participants. Create visibility among an international architectural audience in the forefront of their fields: architectural historians, art historians, architects, museum curators, librarians, landscape designers, urbanists, and others working with the history of the built environment, as well as graduate students from the world's leading architecture, design, and architectural and art history programs. SAH conference participants are highly educated, cultured lifelong learners, authors, and travelers. Be a part of an exciting platform for international discussion of local, regional, and global issues. Our international attendees will be exploring and touring the architecture and cultural heritage of the Pasadena/Los Angeles area and enjoying the southern California lifestyle.

Please contact Carolyn Garrett at 312.573.1365 or cgarrett@sah.org to discuss sponsorship opportunities.



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SPONSOR LEVELS & BENEFITS

BENEFITS	DONOR (\$1,500)	SUPPORTER (\$2,500)	PATRON (\$5,000)	BENEFACTOR (\$10,000)
Logo/name recognition in mobile conference guide	X	X	X	X
Logo/name recognition in all conference eblasts	X	X	X	X
Program book recognition (if received by Oct. 9, 2015)	X	X	X	X
Conference bag insert	X	X	X	X
Linked logo on conference sponsors webpage	X	X	X	X
Sponsorship of one paper session	X	X	X	X
Verbal name recognition at opening night social hour & SAH Awards Ceremony		X	X	X
Logo on conference signage		X	X	X
Number of complimentary tickets to social hour and/or Saturday night special event		2 tickets to Saturday night special event	2 tickets to opening night social hour	4 tickets to Saturday night special event & opening night social hour
Conference Advertising (program ad must be received by Oct. 9, 2015)		250x250 conference website ad	half pg b/w program book ad	full pg program book ad
Number of complimentary basic conference registrations			1	3
Complimentary exhibit space				X
One-time eblast sent by SAH (9,000+ distribution)				X
Logo on conference bag				X

SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CONFERENCE MOBILE GUIDE SPONSOR – \$5,000

The free mobile conference guide will be available to the public for download beginning in late September 2015. Anyone can download the guide to their iOS (Apple) or Android (Google) device or view on the web at guidebook.com/g/SAH2016. Attendees and those interested in the conference will be referring to the mobile guide extensively for the most up-to-date conference information. As the sole sponsor, you have up to 3 banner ad opportunities to promote your business on the mobile guide. Each banner ad is 600x110 pixels and links to the URL of your choice.

Benefits:

- All “*Supporter*” benefits (see previous page)

SAH OPENING NIGHT SOCIAL HOUR SPONSOR – \$5,000

Be a sponsor of the conference opening night social hour. Up to 6 available.

Benefits:

- All “*Patron*” benefits (see previous page)
- Logo on event signage

GRADUATE STUDENT ROUNDTABLE & LIGHTNING TALKS SPONSOR – \$2,000

The Graduate Student Roundtable is a moderated panel discussion focused on the life and career of graduate students and emerging professionals. In the five-minute Lightning Talks, graduate students present current research with established scholars as respondents.

Benefits:

- Logo on Graduate Student Roundtable and Lightning Talks signage
- Acknowledgement from the podium during the opening night social hour and the SAH Awards Ceremony

- Logo recognition in all conference email communications (9,100+ distribution)
- Conference bag insert

SESSION TRACK SPONSOR – \$2,000

Each session track includes 7 paper sessions.

Benefit:

- All “*Donor*” benefits (see previous page)
- Conference bag insert

PAPER SESSION SPONSOR – \$500 PER SESSION

There will be 42 paper sessions presented at the conference. (See list of themed paper sessions on following page.) Please contact Carolyn Garrett at cgarrett@sah.org to confirm the session of your choice.

Benefit:

- Name or logo on podium during session (up to 5 papers per session)
- Recognition in the conference mobile guide (in the listing for the sponsored paper session)



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PAPER SESSIONS

THEMED SESSIONS

- Accounting for Mannerism in 20th-Century Architectural Culture
- Architectural Reverie
- Architecture of Early Modern Catholicism
- Coded Architecture: The Paradox of Control
- The Cost of Architecture
- Distance and Difference: Does Place Matter?
- Ethics and Aesthetics in Latin American Design
- Exhibition As Model: Theorizing Architecture in the Gallery Space
- Fiske Kimball and Visual Culture
- Food and Architecture
- Gifting Architecture
- Global Exchanges of Social Housing in the Middle-East
- Group Form and Urban Design Since 1960
- Historic Preservation in the Middle East: Mapping the Region
- Histories in Conflict
- History of Heritage Preservation Revisited
- Ibero-American Modern Paths
- Intersections: Dialogues of Architecture & History
- Los Angeles Infrastructure: Design, Aesthetics, Publics
- Neither Model nor Muse: Women Builders Beyond the Western World
- Oral History As a Method: Writing a History of Diverse Architectural Voices
- Post-War Architecture and African Legacy: Which Tradition?
- Public Spaces and the Role of the Architect
- Pushing the Envelope: American Mid-Century Sacred Architecture
- The Quest for an Appropriate Past in Early Modern Europe
- Questioning the Concept of Mudéjar Architecture
- Reappraising California Counterculture
- Reassessing the Historiography of Socialist Architecture
- Reframing Landscape History
- Reputational Shadow: Whatever Happened to What's His or Her Name?
- Scandalous Slabs
- School Design in the Twentieth Century
- Serial Landscapes
- Styles, Revival Styles, California Styles
- That Which Does Not Last: Ephemeral Architecture After Modernism
- Transnational Housing Histories of the Pacific Rim
- Utopian Landscapes and Landscape Utopias
- West Coast "Modern" Living, Indoors and Out, 1920–1960

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EXHIBIT PACKAGES

SINGLE EXHIBIT SPACE – \$599

- Two (2) covered and skirted tabletops (6' L x 30" W)
- One (1) chair
- One (1) discounted basic conference registration
- One (1) printed conference program book
- A limit of one (1) additional exhibit table may be purchased for \$75
- Linked logo on the SAH conference website (upon receipt of payment and logo)
- Listing in the conference program book (if received by October 9, 2015)
- \$100 discount on a full page ad in the conference program (if payment received by September 15, 2015)

DOUBLE EXHIBIT SPACE – \$1003

- Four (4) covered and skirted tabletops (6' L x 30" W)
- Two (2) chairs
- One (1) discounted basic conference registration
- One (1) printed conference program book
- A limit of one (1) additional exhibit table may be purchased for \$75
- Linked logo on the SAH conference website (upon receipt of payment and logo)
- Listing in the conference program book (if received by October 9, 2015)
- \$100 discount on a full page ad in the conference program (if payment received by September 15, 2015)

DEADLINES

Exhibit forms and payment must be received by **October 9, 2015**, in order to be listed in the printed conference program book. Logos will be posted on the SAH conference website upon receipt of payment and logo.

Exhibitor Discount: Conference exhibitors receive a \$100 discount on a full page ad in the conference program book with purchase of exhibit space. Space must be reserved and payment received by **September 15, 2015**. Artwork must be received by **October 9, 2015**, in order to be included in the conference program book.

“Of all of the scholarly conferences at which Yale University Press exhibits, the Society of Architectural Historians is by far one of our very favorites. The members are committed to scholarly publishing and pay close attention to the titles we bring every year. They also buy books—SAH’s conference generates the highest revenue, per attendee, of any event to which we travel, with regular average sales of several hundred dollars per registrant, a fact I still find remarkable. We value the opportunity to be part of the SAH community and appreciate the continued regard SAH shows to all of its exhibitors. This is an enormously valuable conference for Yale. We wouldn’t miss it.”

– Michelle Komie, Former Senior Editor, Art & Architecture, Yale University Press (Princeton University Press)

“I thought the exhibit hall was great, and we had much higher sales than expected. We’ve never attended before so it has definitely made us aware that this is a good book-buying crowd, and we will keep SAH on our radar to attend in the future. It was a very successful conference for us!”

– Jamie Jones, Advertising and Exhibits Manager, Wayne State University Press

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Exhibit Area Hours

CHECK-IN/PACKET PICK-UP

Wednesday, April 6
11:00 a.m.–5:30 p.m.

SET-UP

Wednesday, April 6
Noon–5:30 p.m.

The opening night social hour will take place on Wednesday, April 6, from 6–7:30 p.m. Exhibitors are encouraged to attend to network with conference attendees and participants.

OPEN HOURS

Thursday, April 7
7:30 a.m.–5:30 p.m.

Friday, April 8
7:30 a.m.–6:30 p.m.

BOOK PICK-UP/MOVE OUT

Saturday, April 9
8:00 a.m.–Noon

Session Hours

All sessions will take place in the Conference Center of the Pasadena Convention Center.

Thursday, April 7
8:30 a.m.–5:15 p.m.

Friday, April 8
8:30 a.m.–5:15 p.m.

Please refer to the conference program for session track details.

EXHIBITOR INFORMATION

EXHIBIT AREA

The exhibit area will be located in rooms 102–104 in the Pasadena Conference Center. (See floor plan on following page.)

If internet, electrical or AV is needed, please work directly with the Pasadena Conference Center. Order forms will be included with the confirmed exhibit space.

EXHIBITOR REPRESENTATIVES

Please include the on-site representative information on the reservation form, if known at the time. Additional representatives may be added at the SAH member rate.

The conference program will be available at sah.org/2016. Please review the program and information carefully as the conference schedule is different than in past years. On-site representatives should be aware as this reflects a change in the exhibitor hours from years past.

EVENTS & TOURS

Representatives will be able to add events, receptions, and tours to their basic registration fee beginning **January 5, 2016** when general registration opens.



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PASADENA CONVENTION CENTER FLOORPLAN

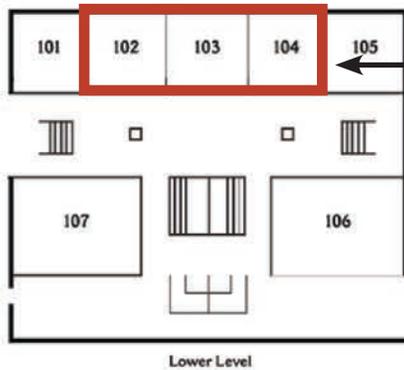
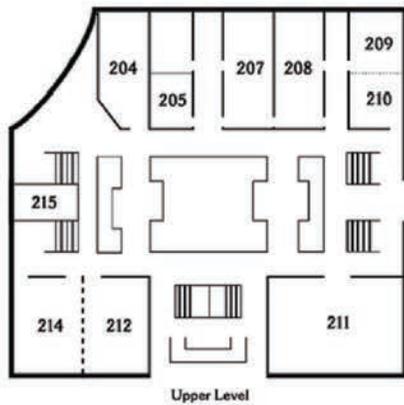
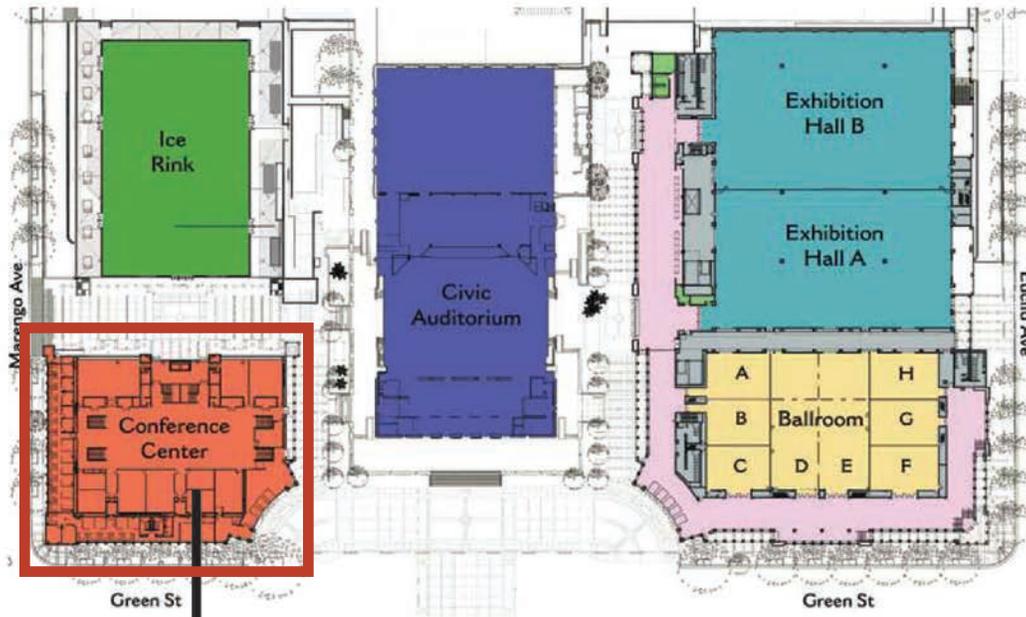


EXHIBIT AREA

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EXHIBITOR INFORMATION

SHIPPING

Pasadena Conference Center shipping requirements and instructions will be provided. You may use a shipper of your choice. Please note that packing, additional charges or storage fees are the responsibility of the exhibiting company.

The Pasadena Conference Center will deliver the shipped boxes to the assigned space in the exhibit. Carts will be available to move boxes, or you may pay the Pasadena Conference Center to deliver the boxes to the exhibit area, if you did not have them shipped directly to the facility. Forms will be provided. Please ensure that all boxes are properly labeled to avoid delays and possible lost boxes. SAH is not responsible for any shipments or misdirected shipments.

Return packing and shipping is the responsibility of the exhibitor and the on-site representative. Be sure to contact the Pasadena Conference Center for additional details. If you do not have a shipper, SAH will be happy to provide the contact information of the company they are using for their materials.



ATTENDEE ROSTER

A copy of the preliminary attendee roster will be emailed in early March. An updated roster will be handed out to on-site representatives at the conference.

CHECK-IN/PACKET PICK-UP

Exhibitors must pick up their badge and packet at the SAH Registration Desk, which will be open on Wednesday, April 6, from 11 a.m.–5:30 p.m. A floor plan of the exhibit area with assignments will be distributed to all exhibitors on-site upon check-in. A tent card with the exhibitor's name will be placed on the assigned table in the exhibit area.

Conference Center

All sessions will take place in the Conference Center of the Pasadena Convention Center. Shipping instructions will be provided upon confirmation of reservation/receipt of payment.

PASADENA CONVENTION CENTER

300 E Green St
Pasadena, CA 91101

Conference Hotels

Exhibitors will receive information regarding conference hotel room blocks upon receipt of payment.

SHERATON PASADENA

303 Cordova Street
Pasadena, CA 91101
626-449-4000
sheraton.com/pasadena

HILTON PASADENA

168 South Robles Avenue
Pasadena, CA 91101
626-577-1000
pasadena.hilton.com

OLD PASADENA COURTYARD BY MARRIOTT

180 North Fair Oaks Avenue
Pasadena, CA 91103
626-403-7600
courtyard.com/laxot

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ADVERTISING

CONFERENCE BAG INSERTS

Conference bag inserts are a great way to get information about your organization or event into the hands of each attendee. Print materials are limited to a maximum size of 8.5 x 11 inches per piece. Bag inserts are available for **\$250 for 700 sheets**.

CONFERENCE WEBSITE – *new this year!*

Reach an international audience of professionals who work with the history of the built environment, such as architectural historians, art historians, architects, landscape architects, and preservationists. Thousands of SAH members, conference attendees, and prospective attendees refer to the conference webpages for the most up-to-date information on registration, hotels, paper sessions, tours, and events. Ads are placed on a first come, first served basis. Ads appear on all conference pages on the SAH website.

Rates

Position 1: 250 x 350 pixels (1 available)	\$750
Position 2: 250 x 250 pixels (1 available)	\$500
250 x 350 pixels	\$450
250 x 250 pixels	\$350

CONFERENCE PROGRAM BOOK

The conference program book lists all sessions, activities, and tours taking place at the conference. The program book will be mailed to SAH members (print membership) prior to the conference and will be available to attendees on-site. Attendees will refer to the program extensively during the week of the conference and will use it as a reference after the conference has concluded.

Exhibitor Discount: Conference exhibitors receive a \$100 discount on a full page ad with purchase of exhibit space. Space must be reserved and payment received by **September 15, 2015**.

Rates

Inside front cover color	\$1050
Inside back cover color	\$950
Full pg black/white	\$600
Half pg black/white	\$300

Ad Specs

All website ads are in color. Ads should be optimized for web display with a resolution of 72 dpi. Acceptable file formats include JPEG, GIF, or PNG. Static images only; no animated GIFs. Send ad with a URL for click-through to Helena Karabatsos at hkarabatsos@sah.org. Ads will be placed on the website upon receipt of payment.

Please see following page for conference program ad specs.

Deadlines

Conference Bag Inserts:

Payment must be received by **March 17, 2016**. All materials must be delivered or mailed directly to the Pasadena Conference Center no later than Monday, **April 4, 2016**. Shipping instructions will be sent in early March.

Conference Program Ads:

Payment and artwork must be received by **October 9, 2015**, in order to be included in the conference program book.

Exhibitor Discount:

Conference exhibitors receive a \$100 discount a full page ad with purchase of exhibit space. Space must be reserved and payment received by **September 15, 2015**.

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CONFERENCE PROGRAM AD SPECS

Full Page Ad

Dimension:
5" wide x 7.75" tall.

Keyline:
Include 5" x 7.75" .025 black rule line around perimeter.
Position live art comfortably within those dimensions.

Half Page Ad

Dimension:
5" wide x 3.75" tall.

Keyline:
Include 5" x 3.75" .025 black rule line around perimeter.
Position live art comfortably within those dimensions.

All advertisements need a
.025 black rule line boarder.

Colors:
-CMYK process (no PMS or RGB).

Electronic artwork:
-High res pdf or eps for 4/color offset
printing. (for eps art, include pdf or jpeg reference.)
-Imbed all fonts.
-Do not include crop or registration marks.

Publication page size is 5.5" x 8.5"

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CONTRACT

Completed forms may be emailed, faxed or mailed to Carolyn Garrett at the address below.

Organization Name		Organization Website	
Address		City	State/Prov
Country (if not USA)	Postal Code	Phone	
Contact Name			
Contact Title			
Contact Email		Phone	
Onsite Representative Name (if known)			
Onsite Representative Email		Phone	

EXHIBITOR PACKAGE	PRICING
Single Exhibit Space	\$ 599
Double Exhibit Space	\$1003
Additional Table	\$ 75

*Oct. 9, 2015 payment deadline to be listed in program book

CONFERENCE ADVERTISING	EXHIBITOR DISCOUNT*	PRICING
Bag inserts (700 pieces)		\$ 250
Website Position 1 ad		\$ 750
Website Position 2 ad		\$ 500
250 x 350 pixel ad		\$ 450
250 x 250 pixel ad		\$ 350
Program inside front cover color	\$ 950	\$1050
Program inside back cover color	\$ 850	\$ 950
Program full pg black/white	\$ 500	\$ 600
Program half pg black/white		\$ 300

* Exhibit space payment must be received by Sept. 15, 2015.

SPONSORSHIPS

Benefactor	\$ 10,000
Patron	\$5,000
Supporter	\$2,500
Donor	\$1,500
Conference Mobile Guide Sponsor	\$ 5,000
Opening Night Social Hour Sponsor	\$ 5,000
Grad Roundtable/Lighting Talks Sponsor	\$ 2,000
Session Track Sponsor	\$ 2,000
Paper Session Sponsor (\$500/session)	\$

TOTAL EXHIBITS, ADVERTISING & SPONSORSHIP \$ _____

PAYMENT OPTIONS

- Check (payable to Society of Architectural Historians)
 Visa Mastercard Discover American Express

Card number _____

Exp. Date _____ CSV code _____

Name on Card _____

Billing Address _____

Email _____

Phone _____

An emailed confirmation will be sent to the above email address when a credit card is processed. If you prefer to pay online by credit card, visit sah.org/2016/exhibitors.

- Check if you need an invoice to accompany your receipt

Make a copy for your records and send completed form with payment to:

Society of Architectural Historians
 ATTN: Carolyn Garrett
 1365 N Astor St
 Chicago, IL 60610
 cgarrett@sah.org or fax to 312-573-1141

**ALL RESERVATIONS CONFIRMED
 UPON RECEIPT OF PAYMENT**

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