

SOCIETY OF  
ARCHITECTURAL  
HISTORIANS

# GLASGOW

JUNE 7–11, 2017

ANNUAL  
INTERNATIONAL  
CONFERENCE

## SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

SAH 2017 ANNUAL INTERNATIONAL CONFERENCE  
GLASGOW, SCOTLAND • JUNE 7–11 • [SAH.ORG/2017](http://SAH.ORG/2017)

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# OVERVIEW

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## 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 profession or interest, 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 issue-oriented seminars and customized architecture tours that are open to the public. Engaging the local community—both professionals and the interested public—and addressing salient issues are priorities for SAH.

## 2017 GLASGOW CONFERENCE

The Society of Architectural Historians will host its 70th Annual International Conference in Glasgow, Scotland, June 7–11, 2017. Meeting in Glasgow reflects the increasingly international scope of the Society and its conference, and we expect SAH members from all over the world to join us in Scotland's largest city, world renowned for its outstanding architectural heritage. This is the first time that SAH has met outside North America since 1973, when it planned a joint meeting in Cambridge with the Society of Architectural Historians of Great Britain. The record-breaking number of paper abstracts submitted for the Glasgow conference indicates a strong interest from around the globe, and SAH anticipates equally robust attendance numbers. The Glasgow conference will include 36 paper sessions and draw architectural historians, art historians, architects, museum professionals and preservationists from around the world together to present new research on the history of the built environment.

## Conference Committee

### *Conference Chair*

Sandy Isenstadt  
SAH 1st Vice President  
University of Delaware

### *Local Chair*

Marina Moskowitz  
University of Glasgow

### *Conference Management/Exhibits*

Christopher Kirbas  
Director of Programs  
312.573.1365  
ckirbas@sah.org

### *Sponsorship/Advertising*

Carolyn Garrett  
Director of Development  
312.573.1365  
cgarrett@sah.org

### *Media/Communications*

Helena Dean  
Director of Communications  
312.573.1365  
hdean@sah.org

### *Volunteer Coordination*

Anne Bird  
Director of Membership  
312.573.1365  
abird@sah.org

### *SAH Executive Director*

Pauline Saliga

### *SAH President*

Ken Tadashi Oshima  
University of Washington

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# EXHIBIT PACKAGES

## SINGLE EXHIBIT SPACE – \$695

- Two (2) covered and skirted tabletops (4.5' 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 \$95
- Linked logo on conference website and listing (includes logo, company description and link to website) in mobile app
- Listing in the conference program book (if received by Nov. 23, 2016)
- \$100 discount on a full page ad in the conference program (if payment received by Oct. 19, 2016)

## DOUBLE EXHIBIT SPACE – \$1,250

- Four (4) covered and skirted tabletops (4.5' 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 \$95
- Linked logo on conference website and listing (includes logo, company description and link to website) in mobile app
- Listing in the conference program book (if received by Nov. 23, 2016)
- \$100 discount on a full page ad in the conference program (if payment received by Oct. 19, 2016)

## DEADLINES

**October 19, 2016:** Deadline to purchase exhibit space and receive a \$100 discount on a full page ad in the conference program book.

**November 23, 2016:** Deadline for exhibitor listing in the conference program book. Payment and ad artwork (if applicable) are due.



“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

### SET-UP

Wednesday, June 7  
8:00 a.m.–11:00 a.m.

### CHECK-IN/PACKET PICK-UP

Wednesday, June 7  
11:00 a.m.–5:00 p.m.

### OPENING NIGHT

Wednesday, June 7  
6:00–7:00 p.m.  
Opening Reception  
Glasgow City Chambers

### EXHIBIT HOURS

Thursday, June 8  
8:00 a.m.–5:00 p.m.

Friday, June 9  
8:00 a.m.–5:00 p.m.

Saturday, June 10  
8:00 a.m.–12:00 p.m.

### BOOK PICK-UP

Saturday, June 10  
8:00 a.m.–12:00 p.m.

### MOVE OUT

Saturday, June 10  
12:00 p.m.–3:00 p.m.

## Session Hours

All sessions will take place in the Technology & Innovation Centre at the University of Strathclyde.

Thursday, June 8  
8:30 a.m.–5:10 p.m.

Friday, June 9  
8:30 a.m.–5:10 p.m.

# EXHIBITOR INFORMATION

## EXHIBIT AREA

University of Strathclyde's brand new Technology & Innovation Centre (TIC) offers state-of-the-art conferencing and events facilities including a 450-seat main auditorium, 150-seat tiered lecture theatre, 10 seminar/breakout rooms, and flexible foyer space for catering, exhibitions, and networking.

The exhibit area will be located in **Level 2 Foyer and Level 3 Foyer** of the Technology & Innovation Centre. (See floor plan on following page.) Exhibitor table space assignments will be made by SAH on a first come, first served basis.

If internet, electrical or AV is needed, please work directly with the Technology & Innovation Centre. SAH will email order forms to exhibitors.

## 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.

Visit [sah.org/2017](http://sah.org/2017) and the conference mobile guide for the most up-to-date conference information.



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# EXHIBITOR INFORMATION

## SHIPPING

Shipping information to the Technology & Innovation Centre (TIC) will be provided at a later date. You may use a shipper of your choice. Please note that packing, additional charges or storage fees are the responsibility of the exhibiting company.

Return packing and shipping are the responsibility of the exhibitor and the on-site representative. Contact the TIC for additional information.



## ATTENDEE ROSTER

A copy of the preliminary attendee roster will be emailed in May. 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, June 7, from 11 a.m.–5:00 p.m. A floor plan of the exhibit area with assignments will be distributed to all exhibitors onsite upon check-in. Signage with the exhibitor's name will be placed on the assigned table in the exhibit area.

## Conference Location

### TECHNOLOGY & INNOVATION CENTRE

#### Main Entrance Address

University of Strathclyde  
99 George St  
Glasgow  
G1 1RD  
United Kingdom

#### TIC Main Reception

+44 (0) 141 444 7000  
TIC-reception@strath.ac.uk

#### Communications Enquiries

tic@strath.ac.uk

#### Website

strath.ac.uk/research/  
technologyandinnovationcentre/

## Conference Hotels

The Glasgow City Marketing Bureau has provided an accommodation booking service to all conference attendees and has negotiated rates at a wide range of hotels. A listing of hotels will be available on the Hotel & Transportation page of the SAH conference website along with a link to make reservations. Since there are no designated "conference hotels" this year, conference attendees are welcome to book a room at the hotel of their choice.

The SAH Board and staff will be staying at the **Millennium Hotel Glasgow**, which is located on George Square and just a short four-block walk from the TIC.

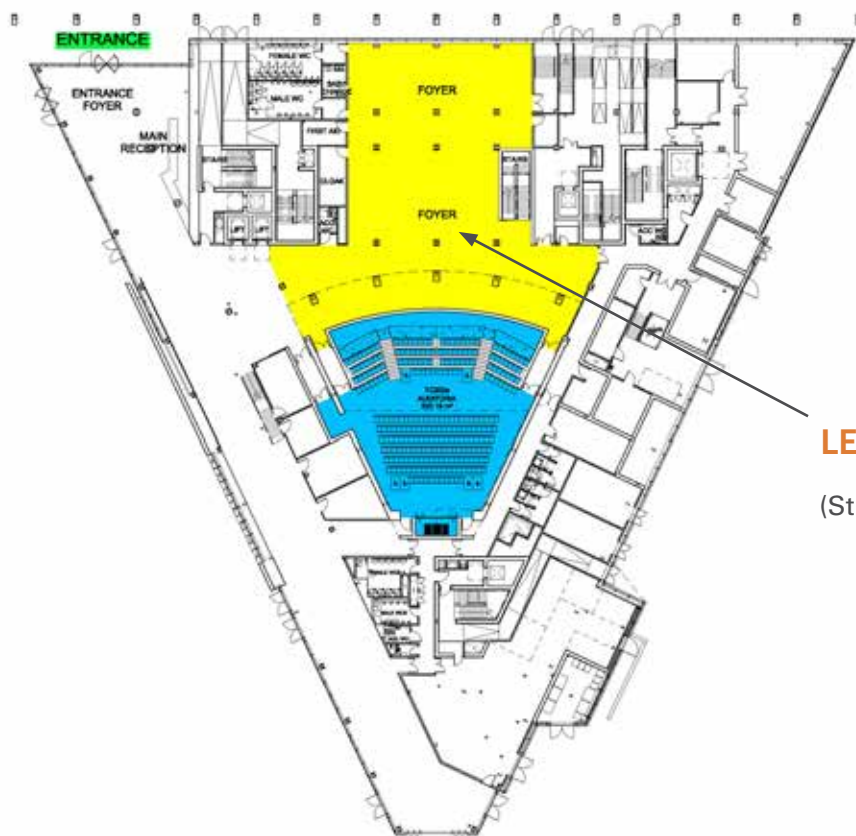
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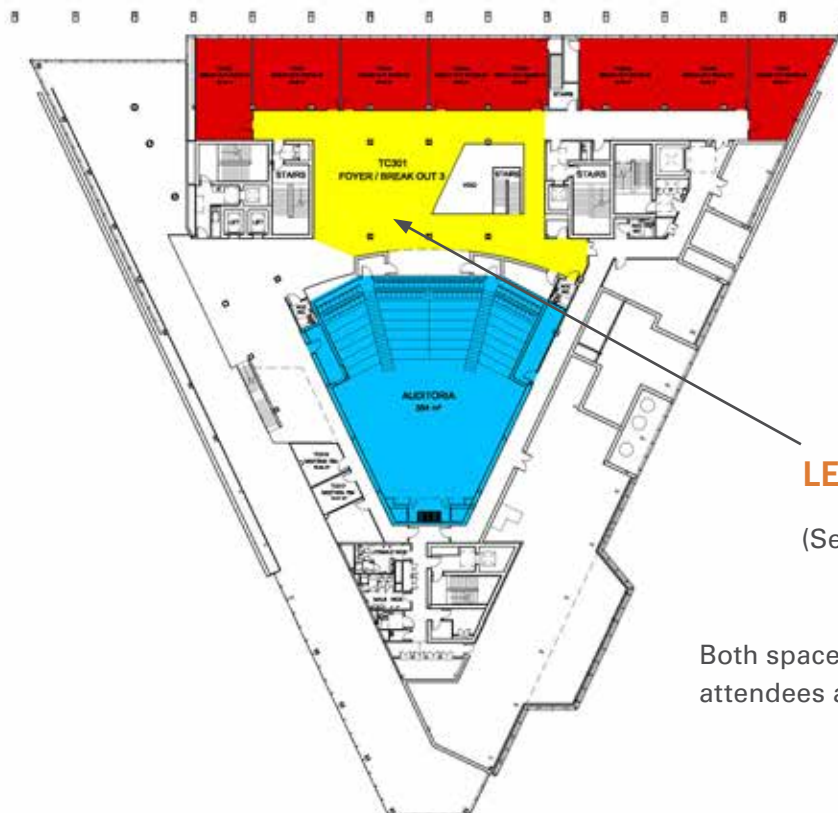


# TIC FLOORPLAN



## LEVEL 02 - FOYER

(Street Level)



## LEVEL 03 - FOYER

(Second Floor)

Both spaces offer access to conference attendees and programs.

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# ADVERTISING

## CONFERENCE MOBILE GUIDE ADS – \$500 EACH

The free conference mobile guide will be available for download to iOS and Android devices and on the web starting in the fall of 2016. Your banner ad will be in the hands of attendees and those interested in the conference who will be referring to the guide extensively for the most up-to-date conference information. Banner ads are displayed for 5 seconds before rotating to the next ad in a continuous loop.

## CONFERENCE WEB ADS

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.

### Rates

Position 1: 250 x 350 pixels (1 available)	\$750
Position 2: 250 x 250 pixels (1 available)	\$500
250 x 350 pixels (first-come, first-served placement)	\$450
250 x 250 pixels (first-come, first-served placement)	\$350

## CONFERENCE PROGRAM BOOK

The conference program book lists all paper sessions, events, and tours taking place at the conference. All conference attendees will be given a printed program book onsite. SAH members will refer to the program extensively during the week of the conference and will use it as a reference after the conference has concluded. Program book ads also will appear online in the PDF version of the printed program posted to the conference website.

### Rates

Inside front cover color	\$1050 <b>SOLD!</b>
Inside back cover color	\$950
Full pg black/white	\$600
Half pg black/white	\$300

## Specs & Deadlines

### MOBILE GUIDE ADS

Send PNG image file sized to 600 width x 110 length pixels along with a click-through URL.

### WEB ADS

All website ads are in color and appear on all conference pages on the SAH website. 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.

Mobile Guide and Web Ads are placed on a first-come, first-served basis with ads going live on January 1, 2017. Ads are placed upon receipt of payment and artwork. The deadline to submit an ad is **April 30, 2017**.

### PROGRAM BOOK ADS

See diagram on following page for specs.

Payment and artwork must be received by **March 31, 2017**, to be included in the printed conference program book.

**Exhibitor Discount:** Conference exhibitors receive a \$100 discount on a full-page print ad in the conference program book. Space must be reserved and payment received by **October 19, 2016**.

## Send artwork to:

Helena Dean at [hdean@sah.org](mailto:hdean@sah.org).

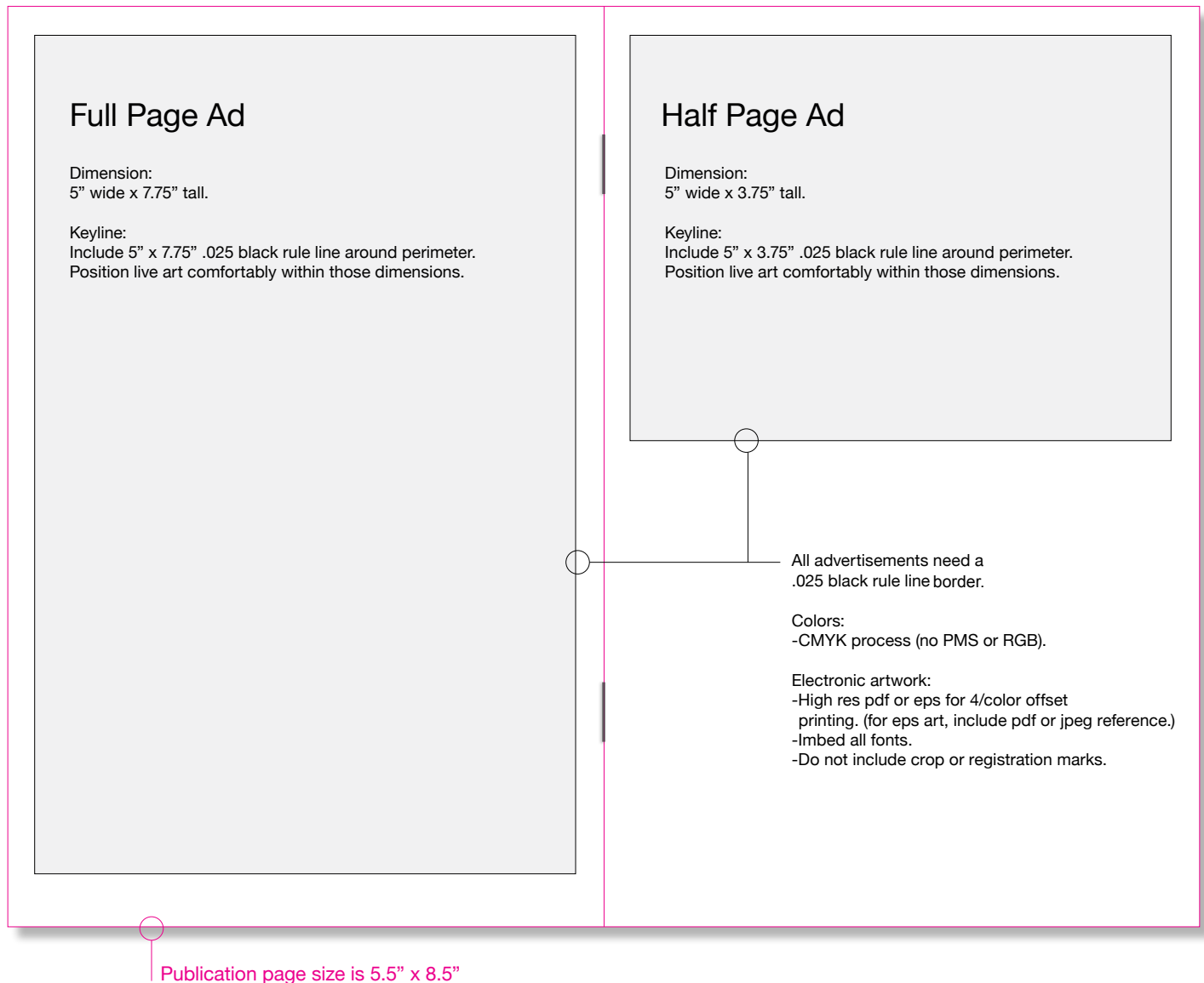
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# CONFERENCE PROGRAM BOOK SPECS

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# DIGITAL AD PLACEMENT

Mobile Guide Ads will appear on the flyout menu of the official conference guide. Conference Web Ads will appear on each of the conference webpages, beneath the navigation menu on the right side of the page. All digital ads will take users to the click-through URL specified. See examples below.

## Mobile Guide Ad Placement



## Web Ad Placement



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# SPONSORSHIP OPPORTUNITIES

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## REACH A TARGETED ARCHITECTURAL 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 anticipated 600 participants from around the world. Bring your company or organization visibility among an international architectural audience at 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.

Our international attendees will be exploring and touring the architecture and cultural heritage of Glasgow and nearby cities and areas. Conference events will take place at Mackintosh Queen's Cross Church, the Reid Building at the Glasgow School of Art, Kibble Palace at Glasgow Botanical Gardens, and Barony Hall at the University of Strathclyde. Be part of an exciting platform for discussion of local, regional, and global issues.

Please contact Carolyn Garrett at 312.573.1365 or [cgarrett@sah.org](mailto:cgarrett@sah.org) to discuss sponsorship opportunities.

General sponsorship provides underwriting for the SAH 2017 Glasgow conference (see Sponsor Levels & Benefits on the following page). Alternate sponsorship opportunities related to specific conference events or activities are listed below.

## SESSIONS & ROUNDTABLES – \$500 EACH

The conference will include 36 paper sessions (up to 5 papers per session) and roundtables on current issues in the field. (See list of sessions and roundtables on the back of the brochure.) Please contact Carolyn Garrett at [cgarrett@sah.org](mailto:cgarrett@sah.org) to reserve the session of your choice.

**Benefits: Sponsor logo displayed in the mobile guide and on the podium at the selected session or roundtable.**

## COFFEE & TEA BREAKS – \$1,000 EACH

Reach conference attendees as they enjoy a caffeine boost to help get them through their day! Coffee and tea will be provided in the exhibit area for maximum visibility and traffic during the morning and afternoon breaks on Thursday and Friday.

**Benefits: Donor Level and sponsor signage at coffee & tea break station**

## OPENING NIGHT SOCIAL HOUR – \$5,000

The SAH Social Hour on Wednesday, June 7<sup>th</sup>, brings old friends and new faces together to officially open the Glasgow conference. This event will be held at Glasgow City Chambers and is expected to draw over 300 attendees.

**Benefits: Patron Level**

## CLOSING NIGHT RECEPTION – \$5,000

Conference attendees will wrap up their experience in Glasgow with an evening of food and refreshments at the Kibble Palace at the Glasgow Botanic Gardens on Saturday, June 10.

**Benefits: Patron Level**

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# SPONSOR LEVELS & BENEFITS

BENEFITS	DONOR (\$1,000)	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 November 23, 2016)	X	X	X	X
Linked logo on conference sponsors webpage	X	X	X	X
Acknowledgement from podium at opening night & SAH Awards Ceremony	X	X	X	X
Logo on conference signage	X	X	X	X
Number of complimentary tickets to social hour and/or Saturday night closing event		2 tickets to opening night social hour	2 tickets to closing night reception	4 tickets to closing night reception & opening night social hour
Conference Advertising (program book ad must be received by November 23, 2016)		250x250 conference website ad	half pg b/w program book ad	full pg b/w program book ad
Number of complimentary basic conference registrations			1	3
Sponsored post on the conference mobile guide			X	X
Complimentary exhibit space				X
One-time eblast sent by SAH (9,000+ distribution)				X
Logo on conference bag				X

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# PAPER SESSIONS & ROUNDTABLES

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## PAPER SESSIONS

- PS01 Penetrable Walls: Architecture at the Edges of the Roman Empire
- PS02 Piranesi at 300
- PS03 Chinese Architecture and Gardens in a Global Context
- PS04 Mass Housing 'Elsewhere'
- PS05 Architectural Ghosts
- PS06 Open Session 1
- PS07 The Architecture of Ancient Spectacle
- PS08 Questions of Scale: Micro-architecture in the Global Middle Ages
- PS09 Architecture and Immigration in the Twentieth Century
- PS10 Landscape and Garden Exchanges between Scotland and America
- PS11 Preserving and Repurposing Social Housing: Pitfalls and Promises
- PS12 Heritage and History in Sub-Saharan Africa
- PS13 The Poetics of Roman Architecture
- PS14 National, International: Counterculture as a Global Enterprise
- PS15 Natural Disasters and the Rebuilding of Cities
- PS16 'A Narrow Place': Architecture and the Scottish Diaspora (organized by SAHGB)
- PS17 Evidence and Narrative in Architectural History
- PS18 Spaces of Displacement
- PS19 Rethinking Medieval Rome: Architecture and Urbanism (organized by the Italian Art Society)
- PS20 Reopening the Open Plan
- PS21 City Models: Making and Remaking Urban Space
- PS22 The Global and the Local in Vernacular Architecture Studies (organized by VAF)
- PS23 The Architecture of Coal and Other Energies
- PS24 Graduate Student Lightning Talks
- PS25 Colour and Light in Venetian Architecture
- PS26 Publicly Postmodern: Government Agency and 1980s Architecture (organized by SAHANZ)
- PS27 Culture, Leisure and the Post-War City: Renewal and Identity
- PS28 On Style
- PS29 The Politics of Memory, Territory, and Heritage in Iraq and Syria
- PS30 Architecture and Carbon
- PS31 Medieval Vernacular Architecture
- PS32 Reinserting Latin America in the History of Modernism: 1965–1990
- PS33 Mediterranean Cities in Transition
- PS34 The Tenement: Collective City Dwelling Before Modernism
- PS35 Reading the Walls: From Tombstones to Public Screens
- PS36 Open Session 2

## ROUNDTABLES

- Roundtable: Studying Victorian Architecture: Where Next?
- EAHN Roundtable: Architectural History and Open Access in Europe
- SAHGB Roundtable: The Audience for Architectural History in the 21st Century
- GAHTC Roundtable: GAHTC 2.0
- Through the Looking Glass: Reassessing Methods and Fieldwork in Architectural History
- Graduate Student Roundtable: Design Practice and Architectural History: Intersecting Traditions?

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# CONTRACT

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	\$ 695
Double Exhibit Space	\$1250
Additional Table	\$ 95

\*Nov. 23, 2016 payment deadline to be listed in program book

## CONFERENCE ADVERTISING

### EXHIBITOR DISCOUNT\*

### PRICING

Website Position 1 ad		\$ 750
Website Position 2 ad		\$ 500
250 x 350 pixel ad		\$ 450
250 x 250 pixel ad		\$ 350
Conference Mobile Guide Banner Ad		\$ 500
Program inside front cover color	\$ 950	<del>\$1050</del> SOLD
Program inside back cover color	\$ 850	<del>\$950</del> SOLD
Program full pg black/white	\$ 500	\$ 600
Program half pg black/white		\$ 300

\* Exhibit space payment must be received by Oct. 19, 2016, to receive the \$100 discount.

## SPONSORSHIPS

Benefactor	\$ 10,000
Patron	\$5,000
Supporter	\$2,500
Donor	\$1,000
Opening Night Social Hour Sponsor	\$ 5,000
Paper Session & Roundtable Sponsor (\$500 each)	\$

### GRAND TOTAL

\$ \_\_\_\_\_

## 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/2017/exhibitors](http://sah.org/2017/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  
 1365 N Astor St  
 Chicago, IL 60610

or fax to 312-573-1141

Exhibit Contact: Christopher Kirbabas  
 (ckirbabas@sah.org or 312-573-1365)

Sponsorship & Advertising Contact: Carolyn Garrett  
 (cgarrett@sah.org or 312-573-1365)

**ALL RESERVATIONS WILL BE CONFIRMED  
 UPON RECEIPT OF PAYMENT**

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