

SOCIETY OF
ARCHITECTURAL
HISTORIANS

SAINT PAUL

APRIL 18–22, 2018

71ST ANNUAL
INTERNATIONAL
CONFERENCE

SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

SAH 2018 ANNUAL INTERNATIONAL CONFERENCE
SAINT PAUL, MINNESOTA • APRIL 18–22 • SAH.ORG/2018

SOCIETY OF
ARCHITECTURAL
HISTORIANS

BACKGROUND

ABOUT SAH

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 more than 3,000 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 Society of Architectural Historians will host its 71st Annual International Conference in Saint Paul, Minnesota, April 18–22, 2018, at the Saint Paul RiverCentre. The SAH 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. We expect 600+ participants who will present new research on the history of the built environment. In addition, roundtable discussions, architectural tours, and a public seminar are being planned to enhance the overall program.

The conference is also 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.



Conference Committee

Conference Chair

Sandy Isenstadt
SAH 1st Vice President
University of Delaware

Local Co-chairs

Kristin Anderson
Augsburg University

Katherine Solomonson
University of Minnesota

Program Director/Exhibits

Christopher Kirbabas
Director of Programs
312.573.1365
ckirbabas@sah.org

Sponsorship/Advertising

Carolyn Garrett
Director of Development
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Media and Communications

Helena Dean
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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

SPONSORSHIP

REACH A TARGETED ARCHITECTURAL AUDIENCE

Conference sponsorship puts your company or business in front of an international architectural audience at the forefront of their fields. SAH members from around the world will convene in Saint Paul to share new research on the history of the built environment and explore the city’s rich architecture and vibrant neighborhoods. The conference’s anticipated 600 attendees are highly educated, cultured lifelong learners, authors, and travelers. Your organization will gain visibility among architectural and art historians, architects, curators, librarians, landscape designers, and planners, as well as graduate students from the world’s leading architecture and architectural history programs. As a conference sponsor, your reach extends far beyond the SAH members visiting Saint Paul to the thousands globally who visit the SAH website and receive our email communications. SAH’s reputation as one of the world’s leading cultural organizations means your company will gain exposure in front of a targeted audience dedicated to the study of the built environment and passionate about architecture and its history.

Sponsorship can be made at various levels and provides much-needed underwriting for the SAH 2018 Saint Paul conference. Alternately, sponsorship can be made for specific events (see page 3). Please contact Carolyn Garrett at 312.573.1365 or cgarrett@sah.org to discuss sponsorship opportunities.

SPONSORSHIP FOR CONFERENCE UNDERWRITING

BENEFITS	SUPPORTER (\$1,000–\$2,499)	DONOR (\$2,500–\$4,999)	PATRON (\$5,000–\$9,999)	BENEFACTOR (\$10,000+)
Logo/name recognition in mobile guide and print program	X	X	X	X
Logo/name recognition in all conference eblasts	X	X	X	X
Acknowledgement on screen at opening night & SAH Awards Ceremony	X	X	X	X
Logo on conference signage	X	X	X	X
Printed program book advertising	Name recognition in program book	half pg b/w program book ad	half pg b/w program book ad	full pg b/w program book ad
Number of complimentary tickets to opening night social hour and/or closing night event		2 tickets to opening night social hour	2 tickets to opening night & closing night events	4 tickets to opening night & closing night events
Linked logo on conference webpage		X	X	X
Number of complimentary conference registrations			1	3
Mobile guide banner ad (600 x 110 pixels)			X	X
Sponsored post on the conference mobile guide				X
Complimentary exhibit space				X
One-time eblast sent by SAH (10K+ distribution)				X
Logo on conference bag				X

SPONSORSHIP

SPONSORSHIP FOR CONFERENCE EVENTS

Sessions & Roundtables – \$500 each

The conference will include 48 paper sessions (3–5 papers per session) and roundtables on current issues in the field. Please contact Carolyn Garrett at cgarrett@sah.org to sponsor the session of your choice. See list of sessions on page 8.

Sponsors receive recognition in the printed program book, logo recognition in the mobile guide, and logo recognition on session/roundtable signage.

Coffee & Tea Breaks – \$1,500 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.

Four sponsorships available. Sponsors receive Supporter Level benefits (see page 2), sponsored post in mobile guide during coffee break, and signage at coffee & tea break stations.

Opening Night Social Hour – \$6,000 each

The SAH Social Hour on Wednesday, April 18, brings old friends and new faces together to officially open the Saint Paul conference with food and refreshments.

Three sponsorships available. Sponsors receive Patron Level benefits (see page 2) and signage at Opening Night Social Hour.

Closing Night Reception – \$10,000 each

Conference attendees will wrap up their experience in Saint Paul with an evening of food and drink on Saturday, April 21, at the James J. Hill House.

Two sponsorships available. Sponsors receive Benefactor Level benefits (see page 2) and signage at Closing Night Reception.



“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

EXHIBIT PACKAGES

SINGLE EXHIBIT SPACE – \$695

- Two (2) covered and skirted tables
- One (1) chair
- One (1) 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 mobile app
- Conference program book listing (if received by Nov. 22, 2017)
- \$100 discount on a full-page ad in the conference program (if payment received by Oct. 18, 2017)

DOUBLE EXHIBIT SPACE – \$1,250

- Four (4) covered and skirted tables
- Two (2) chairs
- Two (2) conference registrations
- Two (2) printed conference program books
- A limit of one (1) additional exhibit table may be purchased for \$95
- Linked logo on conference website and mobile app
- Conference program book listing (if received by Nov. 22, 2017)
- \$100 discount on a full-page ad in the conference program (if payment received by Oct. 18, 2017)

DEADLINES

October 18, 2017: Deadline to purchase exhibit space and receive a \$100 discount on a full-page ad in the conference program book.

November 22, 2017: Deadline for exhibitor listing in the conference program book. Payment and ad artwork (if applicable) are due.



EXHIBITOR INFORMATION

EXHIBIT AREA

The exhibit area will be located in **Grand Ballroom CD** of the Saint Paul RiverCentre. (See floor plan on page 6.) Exhibitor table space assignments will be made by SAH on a first come, first served basis. If internet, electrical or AV is needed, please contact Christopher Kirbabas at ckirbabas@sah.org.

EXHIBITOR REPRESENTATIVES

Please include the on-site representative information on the reservation form, if known at the time. Additional representatives may be added at \$275 per representative.

SHIPPING

Shipping information to the Saint Paul RiverCentre 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.

ATTENDEE ROSTER

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

CHECK-IN/SET-UP

Exhibitors must pick up their badge at the SAH Registration Desk, which will be open on Wednesday, April 18, starting at 11 a.m. Set-up must be complete by 5:00 p.m. on Wednesday to ensure the Exhibit Hall is set for the Opening Social Hour. 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 HOTELS

Beginning Tuesday, January 9, 3:00 p.m. CST, a listing of hotels will be available on the Hotel & Transportation page of the SAH conference website along with a link to make reservations.

Conference Venue

All sessions will take place in the Saint Paul RiverCentre.

SAINT PAUL RIVERCENTRE

175 West Kellogg Blvd.
Saint Paul, MN 55102
www.rivercentre.org

Exhibit Area Hours

CHECK-IN/SET-UP

Wednesday, April 18
11:00 a.m.–5:00 p.m.

OPENING NIGHT

Wednesday, April 18
6:00 p.m.–7:00 p.m.
Opening Social Hour
in Exhibit Hall

EXHIBIT HOURS

Wednesday, April 18
6:00 p.m.–7:00 p.m.

Thursday, April 19
8:00 a.m.–5:00 p.m.

Friday, April 20
8:00 a.m.–5:10 p.m.

MOVE OUT - NEW!

Friday, April 20
5:00 p.m.–7:00 p.m.

Session Hours

Thursday, April 19
8:30 a.m.–7:40 p.m.

Friday, April 20
8:30 a.m.–5:10 p.m.

EXHIBIT AREA FLOOR PLAN

SAINT PAUL RIVERCENTRE – UPPER LEVEL

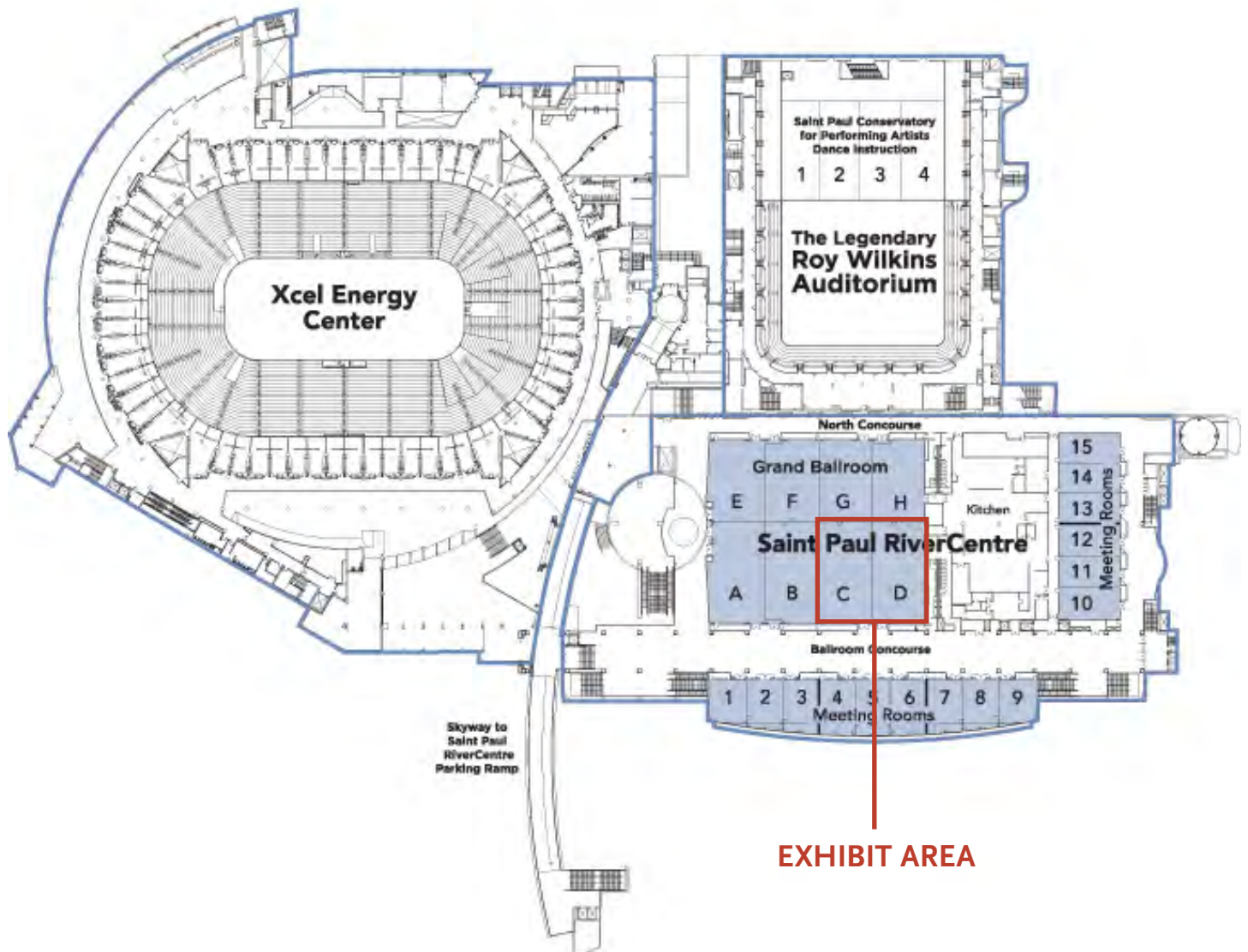


EXHIBIT AREA

ADVERTISING

PRINTED PROGRAM BOOK ADS

The conference program book lists all paper sessions, events, and tours taking place at the conference. All conference attendees receive a printed program book onsite. SAH members will refer to the program book extensively during the week of the conference and will use it as a reference after the conference has concluded.

Rates

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

Deadlines

Payment and artwork must be received by **February 15, 2018**, to be included in the printed program book. Program book ads will also appear online in the PDF version of the printed program posted to the conference website.

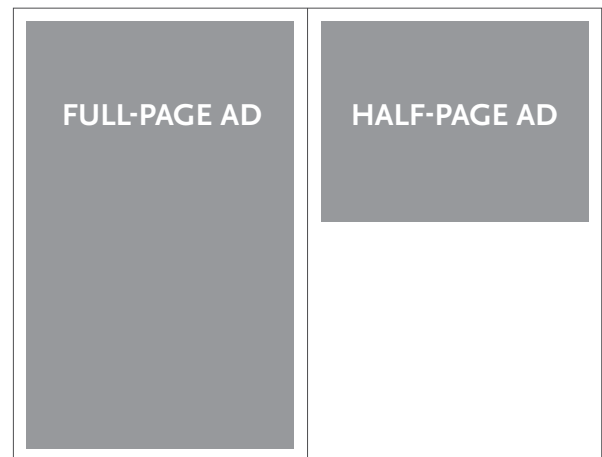
Exhibitor Discount: Conference exhibitors receive a \$100 discount on a full-page print ad in the conference program book. Space must be reserved and payment received by **October 18, 2017**.

Specifications

- **Inside Front Cover/Back Cover:** 5" wide x 8" tall
- **Full Page:** 5" wide x 8" tall
- **Half Page:** 5" wide x 3.75" tall

All program book ads must adhere to the following specifications:

- CMYK process (no PMS or RGB)
- High-resolution PDF.
- Imbed all fonts.
- Do NOT include crop or registration marks.



PAPER SESSIONS

- PS01 All Ado About Bomarzo
- PS02 The Architecture of Commercial Networks, 1500–1900
- PS03 Alternative Histories of the Pavilion
- PS04 Architecture of Diplomacy and Defense
- PS05 Life to Architecture: Uncovering Women’s Narratives
- PS06 Global Concrete: Aesthetics, Technics, Politics, 1945–1975
- PS07 Open Session
- PS08 Michelangelo Architect: New Approaches
- PS09 Thalassic Architecture: Medieval and Renaissance Italy and the Sea
- PS10 Exploring “Form” across Geopolitical Divides
- PS11 Architecture and Politics in Germany, 1918–1945 Reconsidered
- PS12 The Audience for Architectural History in the 21st Century
- PS13 Shaping Muslim Sacred Space in the Diaspora
- PS14 Burnt Clay, Cross Cultural Experiences
- PS15 Causes for Admiration: Objective Beauty in Architecture
- PS16 Architecture of Finance: Commodities, Securities, and Urban Space
- PS17 Climatic Landscapes
- PS18 Modern Architecture and the Rise of the New South
- PS19 Archive and Discourse: What Architecture Award Programs Tell Us
- PS20 Digitizing Architectural Heritage: What Role History?
- PS21 Graduate Student Lightning Talks
- PS22 Histories of Architecture Against
- PS23 Designing *Homo sapiens*: Architecture, Environment, and the Human Sciences
- PS24 Infrastructure as Artifact
- PS25 Constructing Memory in Ancient and Pre-Modern Architecture
- PS26 Affordable Housing Design: Histories of Cross-Cultural Practices
- PS27 Architectural Preservation in Asia
- PS28 The Legacy of James Ackerman
- PS29 Medieval Structures, Digital Tools, and Architectural Knowledge
- PS30 Atmosphere and Architecture
- PS31 Working with Mr. Gilbert: Cass Gilbert and His Collaborators
- PS32 Colonial Past in the Neo-Colonial Present
- PS33 Fleeing the City? The Tragedy of the Commons in the 21st Century
- PS34 Architecture and Disability
- PS35 Reconsidering Renaissance Architecture and Urbanism
- PS36 Visualizing Ruined Asias
- PS37 Queer History at the Intersection
- PS38 Contemporary Religious Architecture in Latin America
- PS39 Architectures of the Slave Economy: Past and Present
- PS40 Unheard Voices: New Interpretations of Minnesota’s Landscapes
- PS41 The Architecture of the Political Realm beyond the Assembly Room
- PS42 A Matter of Life and Death: Spaces for Healing in the Premodern Era
- PS43 Caribbean Architectures from Emancipation to World Heritage
- PS44 Temporal Junctures
- PS45 Religion in Secular American Architecture
- PS46 The Stagecraft of Architecture
- PS47 Cold War Architecture
- PS48 Open Session

CONTRACT

Please complete and return as directed below.

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

EXHIBITOR PACKAGE PRICING

<input type="checkbox"/> Single Exhibit Space	\$695
<input type="checkbox"/> Double Exhibit Space	\$1250
<input type="checkbox"/> Additional Table	\$95

* Nov. 22, 2017 payment deadline to be listed in program book

CONFERENCE ADVERTISING EXHIBITOR DISCOUNT* PRICING

<input type="checkbox"/> Program inside front cover/color	\$950	\$1050
<input type="checkbox"/> Program inside back cover/color	\$850	\$950
<input type="checkbox"/> Program full pg black/white	\$500	\$600
<input type="checkbox"/> Program half pg black/white		\$300

* Exhibit space payment must be received by Oct. 18, 2017, to receive the \$100 ad discount.

SPONSORSHIPS PRICING

<input type="checkbox"/> Benefactor	\$10,000
<input type="checkbox"/> Patron	\$5,000
<input type="checkbox"/> Donor	\$2,500
<input type="checkbox"/> Supporter	\$1,000
<input type="checkbox"/> Closing Night Reception Sponsor	\$10,000
<input type="checkbox"/> Opening Night Social Hour Sponsor	\$6,000
Coffee & Tea Breaks Sponsor (\$1,500 each)	<input type="checkbox"/> x \$1,500
Session/Roundtable Sponsor (\$500 each)	<input type="checkbox"/> x \$500

GRAND TOTAL	\$ _____
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PAYMENT OPTIONS

Check (payable to Society of Architectural Historians)
 Visa Mastercard Discover AmEx

Card number _____

Exp. Date _____ CVV 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.

Please send an invoice to accompany my 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 email to

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 CONFIRMED
UPON RECEIPT OF PAYMENT**

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