

SOCIETY OF
ARCHITECTURAL
HISTORIANS

74TH ANNUAL
INTERNATIONAL
CONFERENCE

SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

SAH 2021 ANNUAL INTERNATIONAL CONFERENCE
MONTRÉAL, QUÉBEC, CANADA • APRIL 14–18 • SAH.ORG/2021

BACKGROUND

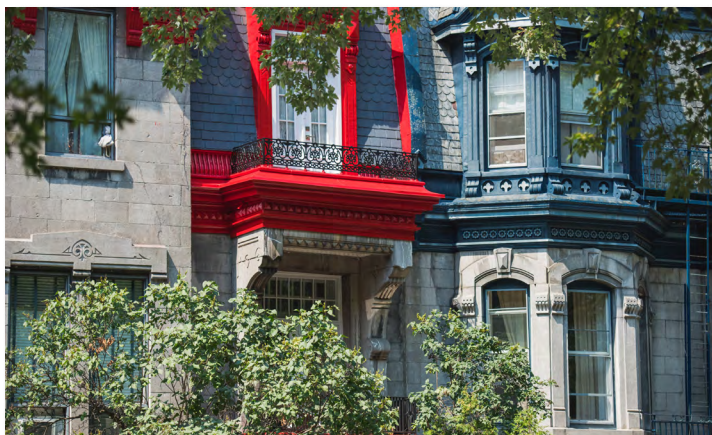
ABOUT SAH

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 an international network of more than 3,000 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 74th Annual International Conference in Montréal, Québec, Canada, April 14–18, 2021, at the Hotel Bonaventure Montréal. SAH members from around the world will convene to present new research on the history of the built environment and participate in roundtable discussions, networking receptions, and tours of the area's architecture and landscape. 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.

The conference showcases the distinctive architecture of Montréal to regional, national, and international audiences through a series of expert-led architecture tours in and around the city that are open to the public. The public is also invited to participate in a seminar on local hot topic issues surrounding preservation, planning, and cultural heritage.



Cover Image: © Tourisme Montréal, Stéphan Poulin

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Conference Committee

Conference Chair

Patricia A. Morton
SAH 1st Vice President
University of California, Riverside

Local Co-chairs

Annmarie Adams
McGill University

Martin Bressani
McGill University

Program Director/Exhibits

Christopher Kirbabas
Director of Programs
312.573.1365
ckirbabas@sah.org

Sponsorship/Advertising

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hdean@sah.org

Volunteer Coordination

Anne Bird
Director of Membership
312.573.1365
abird@sah.org

SAH Executive Director

Pauline Saliga

SAH President

Victoria M. Young
University of St. Thomas

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 Montréal to share new research on the history of the built environment and explore the city's rich historic architecture and vibrant neighborhoods. Conference 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 Montréal to the thousands globally who visit the SAH website and receive our email communications.

Your sponsorship will provide critical underwriting for the SAH 2021 Montréal conference. Sponsorships are available at a range of benefit levels (see page 3) and price points and may be designated for specific events (see below). Please contact Carolyn Garrett at 312.573.1365 or cgarrett@sah.org to discuss your interest in sponsorship opportunities. **All sponsorships are in US dollars.**

Session or Roundtable: \$500

The conference will include 36 paper sessions (4–5 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. **Sponsors receive recognition in the printed program book, mobile guide, and on session/roundtable signage.**

Coffee & Tea Breaks: \$1,000

Coffee breaks are greatly appreciated by conference participants. Coffee and tea will be provided in the morning and the afternoon on Thursday and Friday in the exhibit area. **Four sponsorships available. Sponsors receive Supporter Level benefits (see p. 4), sponsored post in the mobile guide during coffee break, and signage at coffee & tea break stations.**

Opening Night Social: \$2,500

The conference officially opens on Wednesday, April 14, as friends old and new meet for a reception in the exhibit area. **Three sponsorships available. Sponsors receive Patron Level benefits (see p. 4) and recognition on event signage.**

Closing Night Event: \$2,500

Conference attendees will wrap up their experience in Montréal with an evening of food and drink on Saturday, April 17. **Four sponsorships available. Sponsors receive Patron Level benefits (see p. 4) and signage at the Closing Night Reception.**

SAH Montréal Seminar: \$4,000

The half-day Seminar on Saturday, April 17, brings conference attendees and the local community together for presentations and discussions that examine a locally relevant built environment issue. **Sponsors receive Patron Level benefits (see p. 4) and signage at the SAH Montréal Seminar.**

SPONSORSHIP

SPONSORSHIP BENEFIT LEVELS

BENEFITS	SUPPORTER \$500–\$999	DONOR \$1,000–\$2,499	PATRON \$2,500–\$4,999	BENEFACTOR \$5,000+
Logo/name in conference program	X	X	X	X
Logo/name in marketing emails	X	X	X	X
Logo on sponsor signage	X	X	X	X
Linked logo on conference landing page		X	X	X
On-screen recognition at Opening Night Business Meeting & Awards Ceremony		X	X	X
Ad in digital newsletter (8K subscribers / 43% open rate)		X	X	X
Promotional email sent on your behalf (8K subscribers)			X	X
Complimentary event tickets			2 tickets to Opening Night Social Hour	2 tickets to Opening Night Social Hour & Closing Night Event
Complimentary conference registrations				1



SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

“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 February 15, 2021)
- \$100 discount on a dedicated email (see p. 8) if payment received by November 16, 2020

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 February 15, 2021)
- \$100 discount on a dedicated email (see p. 8) if payment received by November 16, 2020



DEADLINES

November 16, 2020: Deadline to purchase exhibit space and receive a \$100 discount on a dedicated email (see p. 8).

February 15, 2021: Deadline for exhibitor listing in the conference program book. Payment and ad artwork (if applicable) are due.



EXHIBITOR INFORMATION

EXHIBIT AREA

Exhibit booths will be located in the Ballroom St.-Laurent. (See floor plan on page 6.) The conference's Opening Night Social Hour on Wednesday will take place in the exhibit area to give exhibitors the opportunity to interact with conference attendees, and exhibits will remain open throughout the day on Thursday and Friday. Exhibitor table space assignments will be made by SAH on a first-come, first-served basis. If hard-wire 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 Hotel Bonaventure Montréal 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

The preliminary attendee roster will be emailed in March of 2021. The final roster will be distributed to onsite representatives at the conference.

CHECK-IN/SET-UP

Exhibitors must pick up their badge at the SAH Registration Desk, which will open at 11 a.m. on Wednesday, April 14. Set-up must be complete by 5:00 p.m. on Wednesday to ensure the exhibit area is set for the Opening Night Social Hour. A floor plan of the exhibit area with booth 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 HOTEL

Please book your stay at the Hotel Bonaventure Montréal. Rates for the SAH room block and a reservation link will be available at sah.org/2021.

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Conference Venue

All sessions will take place in the Hotel Bonaventure Montréal.

Hotel Bonaventure Montréal

900 De La Gauchetiere W.
Montréal, Québec
H5A 1E4, Canada

Exhibit Area Hours

CHECK-IN/SET-UP

Wednesday, April 14
11:00 a.m.–5:00 p.m.

OPENING NIGHT SOCIAL HOUR

Wednesday, April 14
6:00 p.m.–7:00 p.m.

Opening Night Social Hour will be held in the Exhibit Area

EXHIBIT HOURS

Wednesday, April 14
6:00 p.m.–7:00 p.m.

Thursday, April 15
8:00 a.m.–5:10 p.m.

Friday, April 16
8:00 a.m.–5:10 p.m.

MOVE OUT

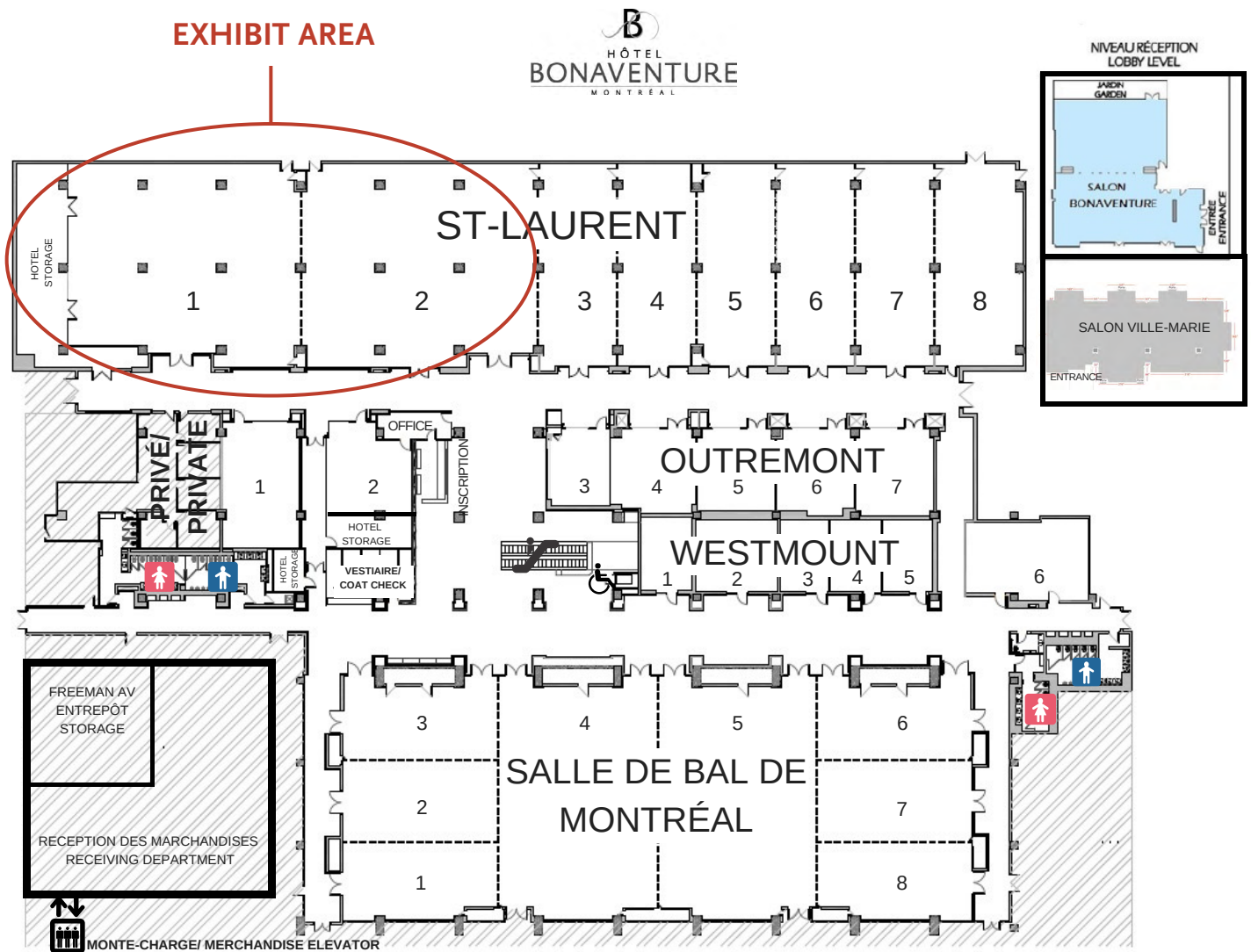
Friday, April 16
5:10 p.m.–7:00 p.m.

Session Hours

Thursday, April 15
8:30 a.m.–5:10 p.m.

Friday, April 16
8:30 a.m.–5:10 p.m.

EXHIBIT AREA FLOOR PLAN



ADVERTISING

BANNER ADS

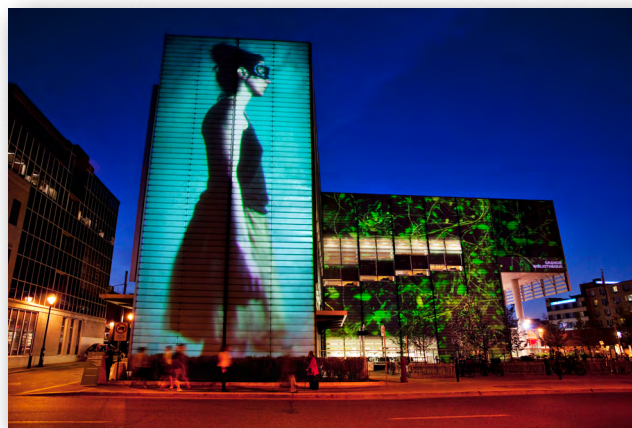
The Society of Architectural Historians offers banner advertising in the digital SAH Newsletter and Opportunities Weekly Roundup emails. Reservations will be taken through the conference dates (April 14–18, 2021) on a first-come, first-served basis.

SAH Newsletter

The SAH Newsletter, sent every two weeks, keeps members and nonmember subscribers informed of the latest SAH news, programs, publications, and opportunities. Sent to nearly 8,000 subscribers with a 44% open rate.

Opportunities Weekly Roundup

This popular weekly email rounds up, sent each Friday, links to opportunities published to the SAH website such as calls for papers, conferences, fellowships, exhibitions, and events. Sent to nearly 8,000 with a 42% open rate.



Rates

Premier ad (top placement)	\$500
Banner ad	\$350

Specs

- Premier and banner ads are 600 px wide x 215 px tall
- Send as .jpg or .png (72 dpi) with click-through URL

DEDICATED EMAILS

Reach SAH's 8,000 subscribers with an promotional email focused on your content and messaging. The email will be sent by SAH on your institution's behalf. Reservations will be taken through the conference dates (April 14–18, 2021) on a first-come, first-served basis.

Rates

Two dedicated emails	\$1050
One dedicated email	\$700

Specs

Send header image (600 px wide) as .jpg or .png file along with email text. Alternatively, send HTML code.

SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

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

* Feb. 15, 2021 payment deadline to be listed in program book

ADVERTISING

EXHIBITOR DISCOUNT*

PRICING

<input type="checkbox"/> two dedicated emails	\$950	\$1050
<input type="checkbox"/> one dedicated email	\$600	\$700
<input type="checkbox"/> premiere banner ad	\$400	\$500
<input type="checkbox"/> banner ad		\$350

* Exhibit space payment must be received by Nov. 16, 2020, to receive the \$100 ad discount.

SPONSORSHIPS

PRICING

<input type="checkbox"/> Benefactor	\$5,000+
<input type="checkbox"/> Patron	\$2,500–\$4,999
<input type="checkbox"/> Donor	\$1,000–\$2,499
<input type="checkbox"/> Supporter	\$500–\$999
<input type="checkbox"/> Closing Night Reception Sponsor	\$2,500
<input type="checkbox"/> Opening Night Social Hour Sponsor	\$2,500
<input type="checkbox"/> SAH Montréal Seminar	\$4,000
Coffee Break Sponsor	<input type="checkbox"/> × \$1,000
Session or Roundtable Sponsor	<input type="checkbox"/> × \$500

GRAND TOTAL \$ _____

PAYMENT OPTIONS

- Check (payable in US dollars 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**