

SOCIETY OF  
ARCHITECTURAL  
HISTORIANS

**SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS**

SAH 2022 ANNUAL INTERNATIONAL CONFERENCE  
PITTSBURGH, PENNSYLVANIA, USA • APRIL 27–MAY 1 • SAH.ORG/2022



# BACKGROUND

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## 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 is pleased to return to Pittsburgh to host its 75th Annual International Conference, April 27–May 1, at the Westin Pittsburgh. SAH members from around the world will convene to present new research on the history of the built environment and participate in keynote talks, 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 Pittsburgh 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.



All images courtesy of VisitPITTSBURGH.

PAGE 2

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## Conference Committee

### *Conference Chair*

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

### *Local Co-chairs*

Christopher Drew Armstrong  
University of Pittsburgh

Sahar S. Hosseini  
University of Pittsburgh

### *Program Director/Exhibits*

Christopher Kirbabas  
Director of Programs  
312.573.1365  
ckirbabas@sah.org

### *Sponsorship*

Carolyn Garrett  
Director of Development  
312.573.1365  
cgarrett@sah.org

### *Advertising*

Helena Dean  
Director of Communications  
312.543.7243  
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 BENEFITS

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## REACH A TARGETED ARCHITECTURAL AUDIENCE

Sponsorship of the SAH conference puts your company or business in front of an international architectural audience at the forefront of their fields. Conference attendees are highly educated, cultured lifelong learners, authors, and travelers, eager to learn about the city they are exploring. 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 Pittsburgh to the thousands globally who visit the SAH website and receive our email communications.

Your sponsorship will provide critical underwriting for the SAH 2022 Pittsburgh conference. Sponsorships are available at a range of benefit levels (see page 4) and price points and may be designated for specific events (see below). Please contact Carolyn Garrett at 312.573.1365 or [cgarrett@sah.org](mailto:cgarrett@sah.org) to discuss your interest in sponsorship opportunities.

### Session or Roundtable: \$500

The conference will include 37 paper sessions (4–5 papers per session), on a wide range of themes, including local topics. Please contact Carolyn Garrett at [cgarrett@sah.org](mailto:cgarrett@sah.org) to sponsor the session of your choice. **Sponsors receive recognition in the program book, conference app, and on session signage.**

### Coffee & Tea Breaks: \$1,500

Attendees look forward to grabbing a cup of coffee or tea between sessions. 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 Donor Level benefits (see p. 4), sponsored post in the conference app timed to coordinate with the coffee break, and signage at coffee & tea stations.**

### Opening Night Social: \$5,000

On Wednesday, April 27, the conference begins and friends and colleagues meet at our popular opening night social in the exhibit area. Open to all conference attendees. **Three sponsorships available. Sponsors receive Benefactor Level**

**benefits (see p. 4) and recognition on event signage.**

### Closing Night Reception: \$5,000

Conference attendees will wrap up their experience in Pittsburgh with an evening of food and drink in a unique Pittsburgh setting on Saturday, April 30. **Four sponsorships available. Sponsors receive Benefactor Level benefits (see p. 4) and signage at the Closing Night Reception.**

### SAH Pittsburgh Seminar: \$5,000

The half-day Seminar on Saturday, April 30, brings conference attendees and the local community together for presentations and discussions that examine a locally relevant built environment issue. **Sponsors receive Benefactor Level benefits (see p. 4) and signage at the SAH Pittsburgh Seminar.**

# SPONSORSHIP BENEFITS

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## BENEFACTOR (\$5,000+)

- One complimentary conference registration
- Two tickets to the Opening Night Social Hour and two tickets to the Closing Night Reception
- Half-page (b&w) ad in the conference program book (deadline February 15, 2022)
- Banner ad (300 px x 250 px) in the daily conference email and in the conference app (mobile - 600 px x 110 px and web - 640 px x 640 px) (deadline February 15, 2022)
- On-screen and verbal recognition at the SAH Business Meeting and SAH Awards Ceremony
- Logo on the conference website, on signage at the conference, and in the conference program
- Listing in the the conference app



## PATRON (\$2,500–\$4,999)

- Two tickets to the Opening Night Social Hour
- Banner ad in the conference app (mobile - 600 px x 110 px and web - 640 px x 640 px) (deadline February 15, 2022)
- On-screen and verbal recognition at the SAH Business Meeting and SAH Awards Ceremony
- Logo on the conference website, on signage at the conference, and in the conference program
- Listing in the the conference app



## DONOR (\$1,000–\$2,499)

- Banner ad in the conference app (mobile - 600 px x 110 px and web - 640 px x 640 px) (deadline February 15, 2022)
- On-screen and verbal recognition at the SAH Business Meeting and SAH Awards Ceremony
- Logo on signage at the conference and in the conference program
- Listing in the the conference app



## SUPPORTER (\$500–\$999)

- Logo on signage at the conference and in the conference program
- Listing in the the conference app

## 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

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### SINGLE EXHIBIT SPACE – \$695

- Two covered and skirted tables
- One chair
- One conference registration
- A limit of one additional exhibit table may be purchased for \$95
- Logo on conference website
- Listing in conference program and conference app
- \$100 discount on one banner ad, sponsored post, sponsored email, or program book ad. Payment must be received by January 31, 2022.

### DOUBLE EXHIBIT SPACE – \$1,250

- Four covered and skirted tables
- Two chairs
- Two conference registrations
- A limit of one additional exhibit table may be purchased for \$95
- Logo on conference website
- Listing in conference program and conference app
- \$100 discount on one banner ad, sponsored post, sponsored email, or program book ad. Payment must be received by January 31, 2022.

### DEADLINES

**January 31, 2022:** Deadline to purchase exhibit space and receive a \$100 discount on one banner ad, sponsored post, sponsored email, or program book ad.

# EXHIBITOR INFORMATION

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## EXHIBIT AREA

Exhibit booths will be located in the Allegheny Ballroom Foyer. (See floor plan on page 7.) 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](mailto:ckirbabas@sah.org).

## EXHIBITOR REPRESENTATIVES

Please include the on-site representative information on the contract on page 10, if known at the time. Additional representatives may be added at \$275 per representative.

## SHIPPING

Shipping information to the Westin Pittsburgh 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 attendee roster will be emailed in April 2022 and 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 27. 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

Book your stay at the Westin Pittsburgh for \$169/night (SAH rate) using the reservation link at [sah.org/2022/hotel-transportation](http://sah.org/2022/hotel-transportation).

PAGE 6

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## Conference Venue

All sessions will take place at the Westin Pittsburgh.

### The Westin Pittsburgh

1000 Penn Avenue  
Pittsburgh, PA 15222

## Exhibit Area Hours

### CHECK-IN/SET-UP

Wednesday, April 27  
11:00 a.m.–5:00 p.m.

### OPENING NIGHT SOCIAL HOUR

Wednesday, April 27  
7:15 p.m.–8:15 p.m.

**Opening Night Social Hour will be held in the Exhibit Area**

### EXHIBIT HOURS

Wednesday, April 27  
7:15 p.m.–8:15 p.m.

Thursday, April 28  
8:00 a.m.–5:10 p.m.

Friday, April 29  
8:00 a.m.–5:10 p.m.

### MOVE OUT

Friday, April 29  
5:10 p.m.–7:00 p.m.

## Session Hours

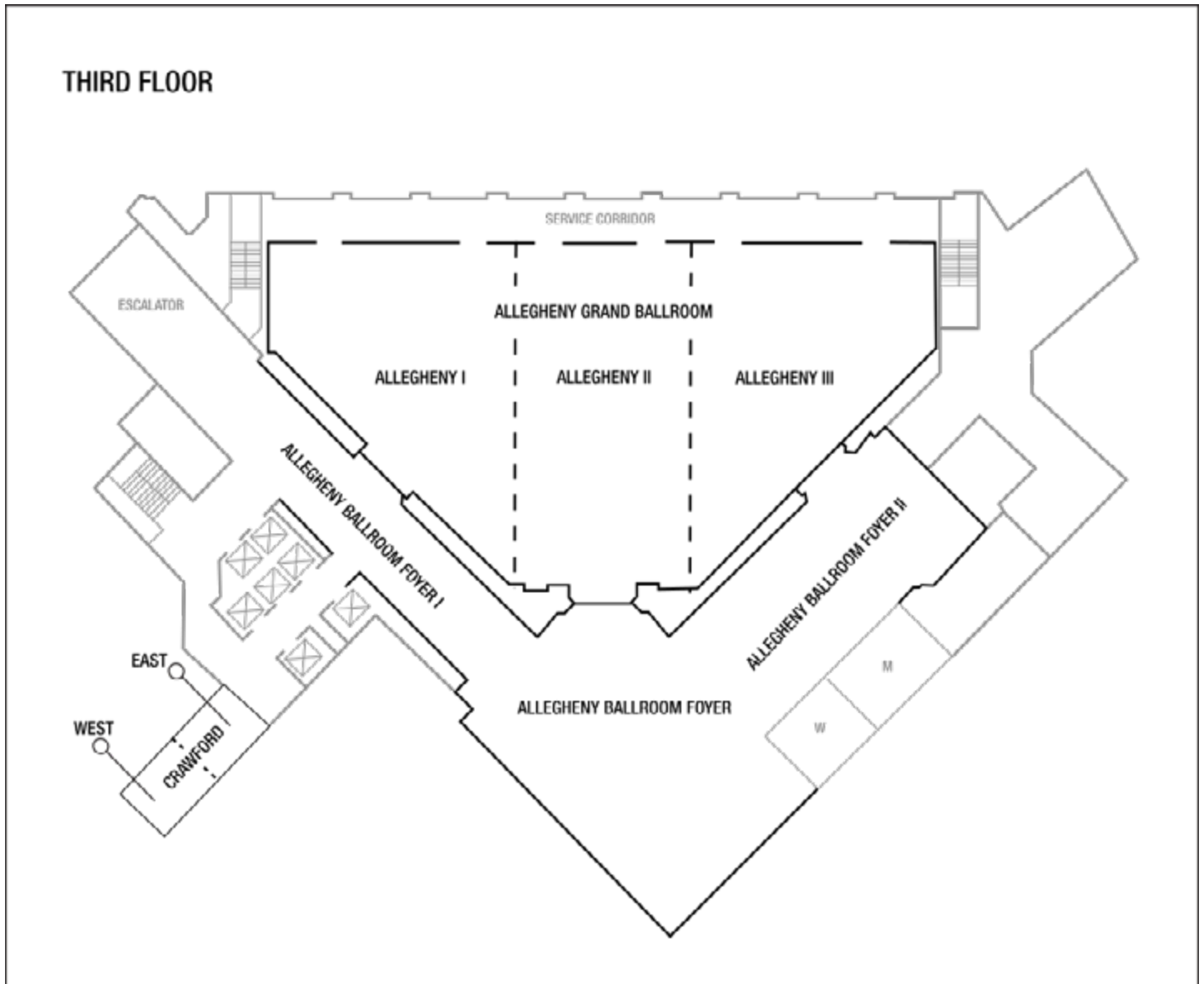
Thursday, April 28  
8:30 a.m.–5:10 p.m.

Friday, April 29  
8:30 a.m.–5:10 p.m.



# EXHIBIT AREA FLOOR PLAN

The exhibit area will be located in the Allegheny Ballroom Foyer on the third floor of the Westin Pittsburgh.



# ADVERTISING

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## SPONSORED POST IN CONFERENCE APP – \$250

Sponsored posts appear on the live feed of the conference app at a set date and time of your choice. Great opportunity for exhibitors to showcase their events happening in the exhibit area. Restaurants can reach attendees during the lunch hour.

**Ad Specs:** Each sponsor card will require the sponsor name and avatar (small logo), as well as description text. The sponsor name can be no longer than 255 characters (including spaces), and the description text can be no longer than 255 characters (including spaces).

- Sponsor Avatar: 180 px wide, 180 px tall, .jpg or .png
- Card Image: 650 px wide, 450 px tall, .jpg or .png

**Deadline:** February 15, 2022

**Exhibitor Discount:** \$100 off if exhibit space is reserved by January 31, 2022.

## BANNER AD IN DAILY CONFERENCE EMAIL – \$400

Place a banner ad in the daily conference email. Sent to attendees each morning (April 27–30), the email provides a summary of the day's conference activities.

**Availability:** 8; limit 2 ads per email

**Ad Specs:** 300 px wide x 250 px tall, .jpg or .png with click-through URL

**Deadline:** February 15, 2022

**Exhibitor Discount:** \$100 off if exhibit space is reserved by January 31, 2022.

**Special Offer:** Buy 3, get 4th free

## ~~SPONSORED EMAIL – \$750~~

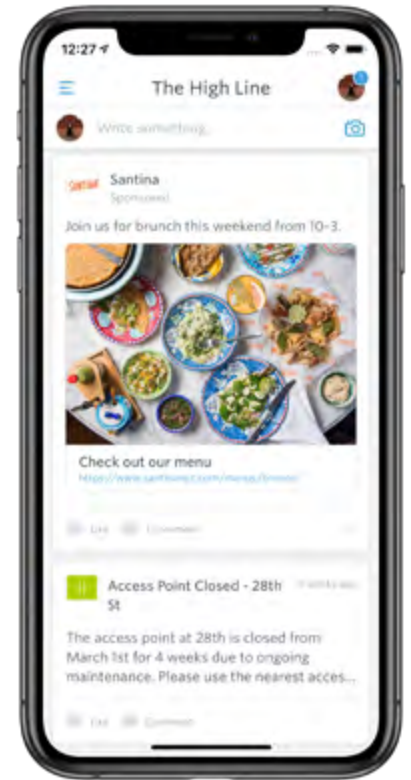
Get your message in front of the widest audience possible with this premium advertising opportunity. SAH will send a dedicated email to our entire list (approximately 8,000 engaged subscribers) on your behalf in April.

**Availability:** ~~3~~ **Sponsored Emails are no longer available.**

**Ad Specs:** Provided upon reservation.

**Deadline:** February 15, 2022

**Exhibitor Discount:** \$100 off if exhibit space is reserved by January 31, 2022.



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# ADVERTISING

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## PROGRAM BOOK ADS

The conference program book lists all paper sessions, events, and tours taking place at the conference. 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.

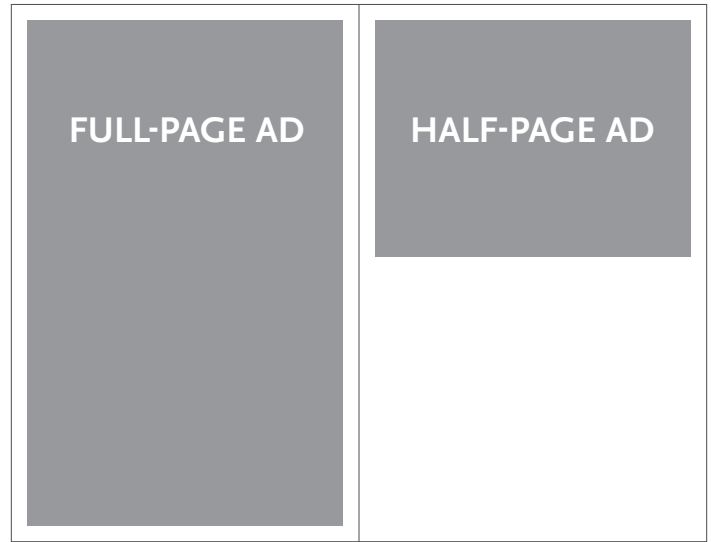
Inside front cover (color)	\$1050
Inside back cover (color)	\$950
Full page (b&w)	\$700
Half page (b&w)	\$450

**Exhibitor Discount:** \$100 off if exhibit space is reserved by January 31, 2022.

### Ad Specs:

- Inside Front Cover/Back Cover: 4.5" wide x 7" tall
- Full Page: 4.5" wide x 7" tall
- Half Page: 4.5" wide x 3.25" tall
- CMYK process (no PMS or RGB)
- PDF sized to specs, 300 dpi, NO crop marks
- Embed all fonts

**Deadline:** February 15, 2022



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## 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	

## SPONSORSHIPS

<input type="checkbox"/> Benefactor	\$5,000
<input type="checkbox"/> Patron	\$2,500
<input type="checkbox"/> Donor	\$1,000
<input type="checkbox"/> Supporter	\$500
<input type="checkbox"/> Opening Night Social Hour Sponsor	\$5,000
<input type="checkbox"/> Closing Night Reception Sponsor	\$5,000
<input type="checkbox"/> SAH Pittsburgh Seminar	\$5,000
Coffee Break Sponsor <input type="checkbox"/> x	\$1,500
Session or Roundtable Sponsor <input type="checkbox"/> x	\$500

## EXHIBITOR PACKAGE

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

## ADVERTISING

	EXHIBITOR DISCOUNT*	PRICING
<input type="checkbox"/> Sponsored post in app	\$150	\$250
<input type="checkbox"/> Banner ad in conference email	\$300	\$400
<input type="checkbox"/> Banner ad bundle (buy 3, 4th free)	\$900	\$1,200
<input type="checkbox"/> Sponsored email	\$650	\$750
<input type="checkbox"/> Program inside front cvr color	\$950	\$1050
<input type="checkbox"/> Program inside back cvr color	\$850	\$950
<input type="checkbox"/> Program full pg b/w	\$600	\$700
<input type="checkbox"/> Program half pg b/w	\$350	\$450

\* Exhibit space payment must be received by Jan. 31, 2022, to receive the \$100 ad discount.

<b>GRAND TOTAL</b>	<b>\$</b> _____
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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

Exhibit Contact: Christopher Kirbabas  
ckirbabas@sah.org

Sponsorship Contact: Carolyn Garrett  
cgarrett@sah.org

Advertising Contact: Helena Dean  
hdean@sah.org

**ALL RESERVATIONS CONFIRMED UPON PAYMENT**