



SOCIETY FOR AMERICAN ARCHAEOLOGY

86th ANNUAL MEETING

April 14–18, 2021 • San Francisco, CA

EXHIBITOR PROSPECTUS

The Society for American Archaeology's (SAA) 86th Annual Meeting

will take place April 14–18, 2021, in San Francisco, CA.

The Exhibit Hall will be located at the Hilton San Francisco Union Square. Join SAA as an Exhibitor, Advertiser, or Sponsor and reach thousands of archaeologists at this annual meeting.

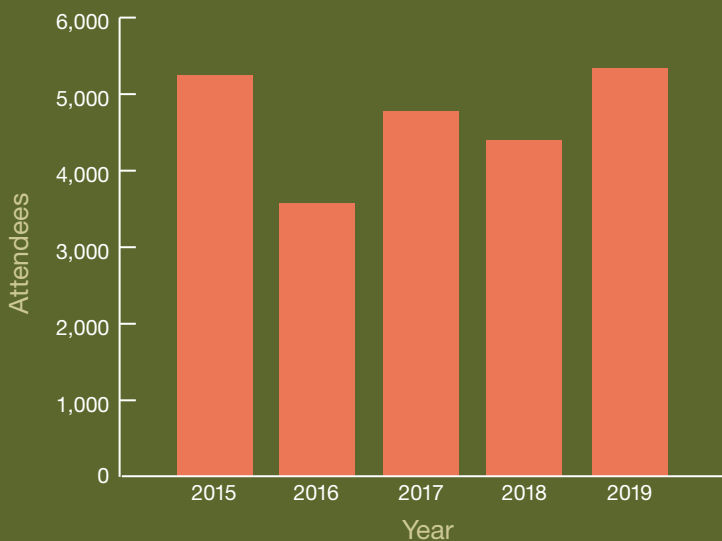
SAA has 7,000 members and is an international community of professional, student, and avocational archaeologists dedicated to the research, understanding, and protection of the archaeological heritage of the Americas.



SAA Annual Meeting by the Numbers

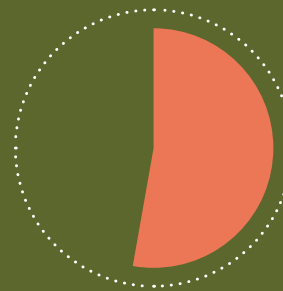
Average Meeting Attendance

4,600



92%

of Attendees visit the Exhibit Hall at least once*



53%

of Attendees spend 1–3 hours in the Exhibit Hall*

*According to the 2019 Annual Meeting Attendee Survey

Dates & Times to Remember

2020

SATURDAY

April 25

8 a.m. SAA begins accepting 2021 Exhibit Reservation Applications on-site from 2020 Annual Meeting exhibitors.

MONDAY

November 02

Deadline to reserve space and have company name included in the Preliminary Program.

2021

THURSDAY

January 28

Deadline to reserve space and be included in the Final Program. Exhibitors who reserve after this deadline will be included in the On-site Update.

WEDNESDAY

April 14

12 p.m.–5 p.m.
Exhibitor Registration and Move-In.
Space not claimed by 5:00 p.m. may be reassigned without a refund of fees paid, and SAA will not be liable for any expenses incurred.

THURSDAY

April 15

9 a.m.–5 p.m.
Exhibit Hall Open.
Meet your customers face-to-face!
Exhibitors can gain access to the hall beginning at 8:00 a.m.

FRIDAY

April 16

SATURDAY

April 17

SATURDAY

April 17

5 p.m.–7 p.m.
Move-Out.
No exhibitor may dismantle or remove a booth before the exhibit hall closes at 5:00 p.m. All exhibits must be dismantled and removed by 7:00 p.m.

The SAA Exhibit Hall has welcomed producers/manufacturers of

Books, journals, and monographs

Databases

Software—GIS, statistical analysis, collection management, etc.

Digital imaging systems

Education resources and materials

Field equipment

GPS sensing equipment

Laboratory measuring and weighing equipment

Portable XRF equipment

Photography and reproductions

Surveying equipment

UAVs

Video

And providers of

Archaeological tours

Audiovisual and photographic services

Chronometric dating

Cultural resource damage assessments

Education and training courses

Genomic services

Illustration services

Laboratory analysis

Photogrammetric mapping

Radiocarbon dating analysis

We hope you'll join us!

Exhibit

The SAA Exhibit Hall is a center for learning about and celebrating the archaeological community. Give attendees the opportunity to observe and learn about your state-of-the-art products and services that are tailored to the archaeological industry. Join us to reach more than 4,000 archaeologists—including professors, business owners, fieldworkers, and land surveyors.

Each 10' x 10' Exhibit Booth costs \$1,190 and includes

- One 6' draped table, two chairs, and one waste can
- 8' backcloth and 3' side dividers
- One 7" x 44" booth identification sign
- Two complimentary full registrations to the meeting. Additional full registrations may be purchased at the SAA member registration rate.
- Listing in the 86th Annual Meeting Final Program, Online Exhibitor Directory, and Meeting App
- 600 x 200 pixel company logo featured in the Meeting App
- Security service

Booth Reservations

Booth reservations are not finalized until full payment and a completed and signed exhibitor reservation application are received by SAA. Booths are assigned on a first-come, first-served basis. Reserve early to have the best selection of booth options. To ensure that we can include you in the Annual Meeting Final Program, please return your reservation application by **January 28, 2021**.

No refunds are issued for cancellations.

Official Decorator

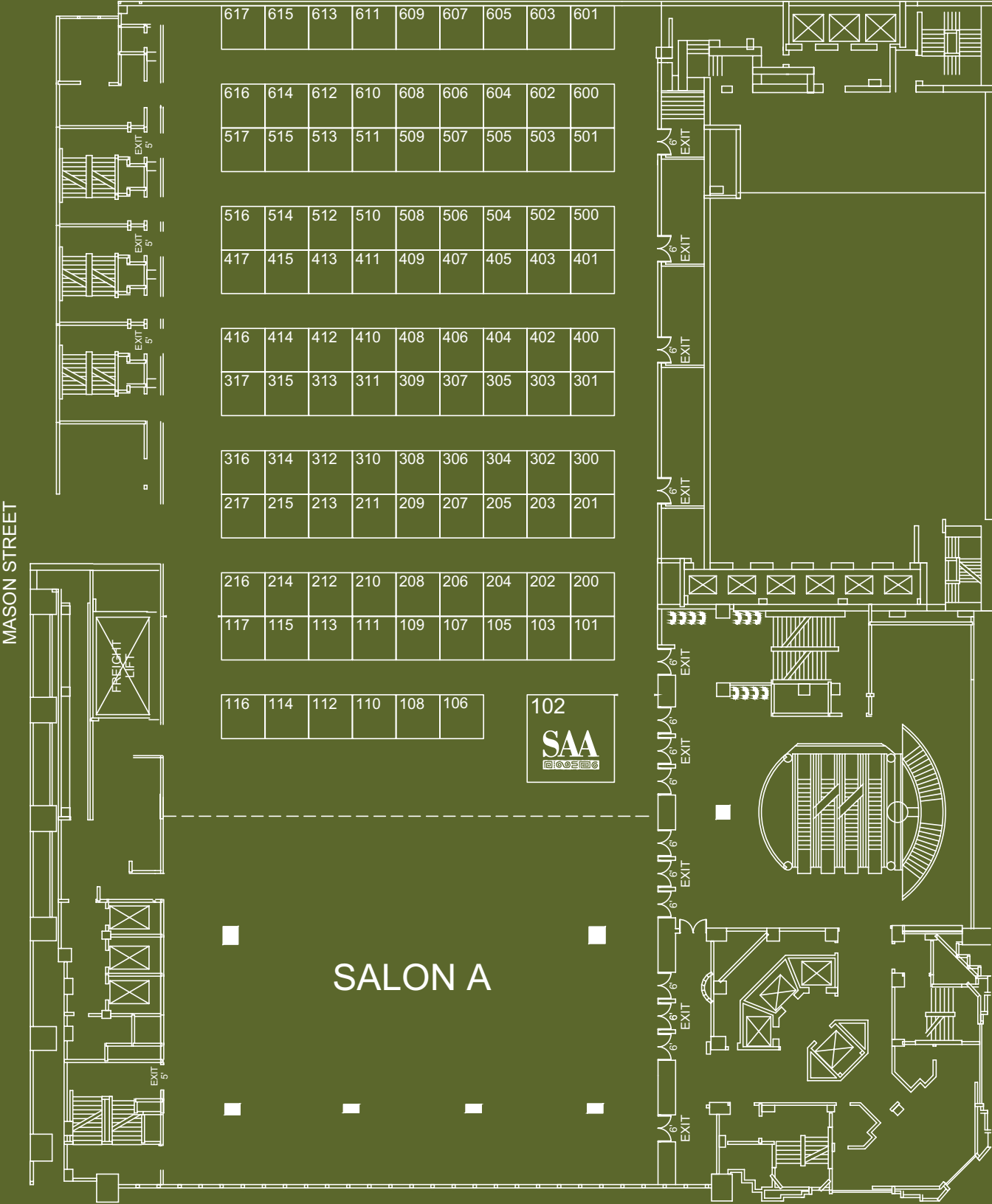
Shepard Exposition Services is the official Show decorator. All exhibitors will be sent an exhibitor information kit via e-mail approximately 90 days prior to the meeting.

This kit includes information on

- Standard and executive furniture
- Carpet and flooring
- Installation and dismantle labor
- Modular display rental units
- Booth cleaning
- Material handling/freight services
- Signage
- Logistics and shipping
- Audiovisual and computer rental
- Electrical

Map

San Francisco, California | Hilton San Francisco Union Square



Advertise

Get the word out by placing an ad in the Final Program!

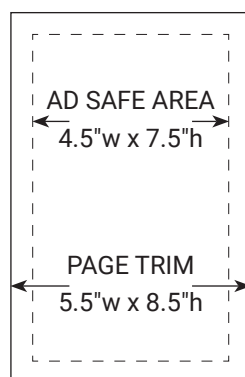
The program is more than a schedule of events; it also serves as the profile of current archaeological research and is consulted by archaeologists, educators, students, and others throughout the year.

The printed Final Program is distributed to all attendees on-site. Ads placed in the printed Final Program are also included in the PDF version posted to the SAA website and in the Advertisement section of the Meeting App.

Advertising Pricing, Information, and Specs

- Full Page \$450
- 2-Page spread \$750
- Cover 2 \$800
- Cover 3 \$800
- Cover 4 \$1,200

Cover/Full page



Reproduction Requirements

- High-resolution PDF with all fonts and images embedded in file. PDF files should be saved using PDF X-1A, "Highest Quality Print," or "Press" settings in Acrobat to ensure high-resolution PDF
- Images must be the equivalent of 300 dpi/150 line screen
- All ads are in black-and-white, NO color elements
- No bleed
- Print Process — offset

Insertion Orders due January 21, 2021

Ad cancellations are not accepted after the Insertion Order deadline.

Final artwork due January 29, 2021

Final artwork should be submitted as a PDF and e-mailed to advertising@saa.org.

Note: Advertisers are responsible for any production costs incurred on behalf of the advertiser.



Sponsor

Become a sponsor and increase your company's visibility while setting yourself apart as a strong advocate for the archaeological profession!

Sponsorship Opportunities

Meeting App

Feature your name, logo, and web address in SAA's Meeting App with a 3-second rotating banner ad on the home screen. The banner can be linked to the website of your choice. The app is free to all attendees to download and access on the web. Your company will also be highlighted in the Sponsor section of the app. In order to maximize the exposure of your message, this opportunity is strictly limited to three banners.

\$2,000 and strictly limited to three sponsors (first-come, first-served).



Annual Meeting Lanyards

Be seen wherever the attendees go during the meeting! Your organization's logo will be placed on the Annual Meeting lanyards alongside the SAA logo. Lanyards are used to hold attendees' name badges and tickets. Provide us with artwork, and we'll take it from there.

\$4,000 and limited to one sponsor (inquire by October 1, 2020).



Registration Bags

Provide all attendees with useful and reusable tote bags for their registration materials, and they will advertise your logo or product everywhere they go during and after the meeting. Your name/logo will be printed on one side of the bag and SAA's will appear on the other. Provide us with artwork, and we will take care of the rest. Don't miss out on this prominent sponsorship opportunity.

\$5,000 and limited to one sponsor (inquire by October 1, 2020).



Your organization's support of the Annual Meeting will be widely acknowledged through the Annual Meeting Preliminary and Final Programs and SAA's social media platforms.

Interested in creating an opportunity to meet your unique needs?

Contact advertising@saa.org to discuss options.



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Contact

To book an Exhibit Booth, Advertisement, or Sponsorship opportunity, please return the forms to

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Save the Dates!

87th Annual Meeting
March 30–April 3, 2022
Chicago, IL

88th Annual Meeting
March 29–April 2, 2023
Portland, OR

89th Annual Meeting
April 3–7, 2024
Washington, DC

