

EXHIBITOR PROSPECTUS FOR THE

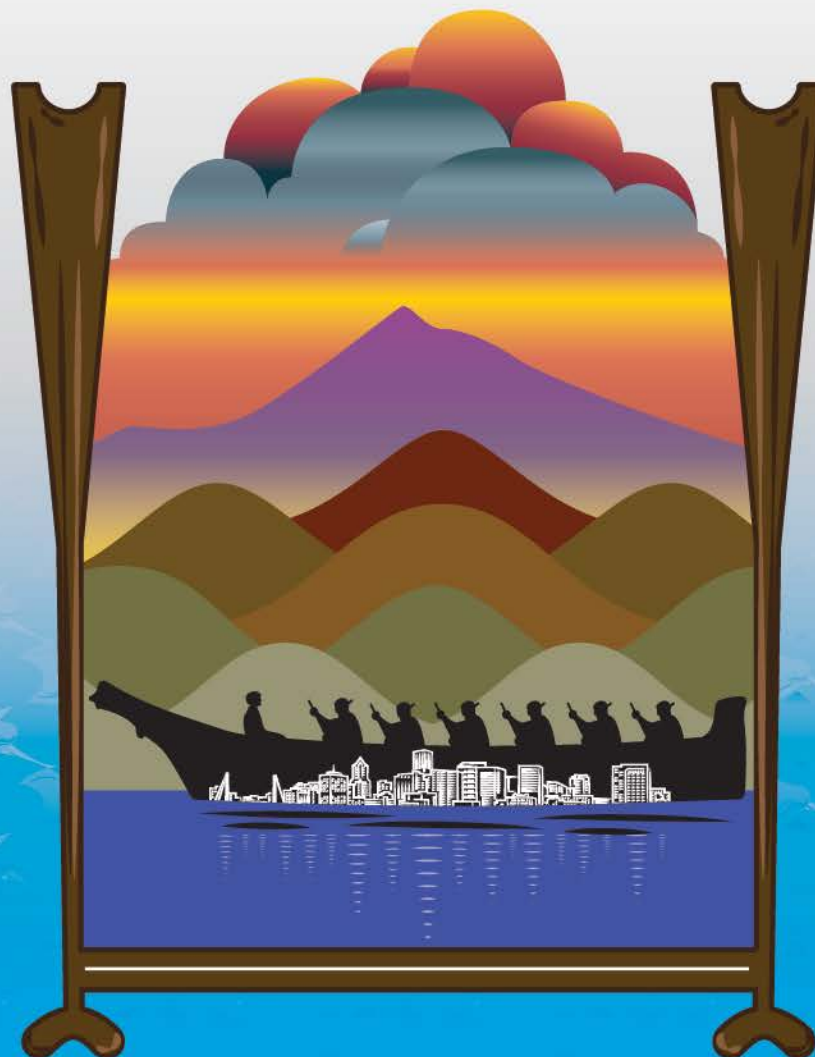


SOCIETY FOR AMERICAN ARCHAEOLOGY

**88TH ANNUAL
MEETING**

PORTLAND

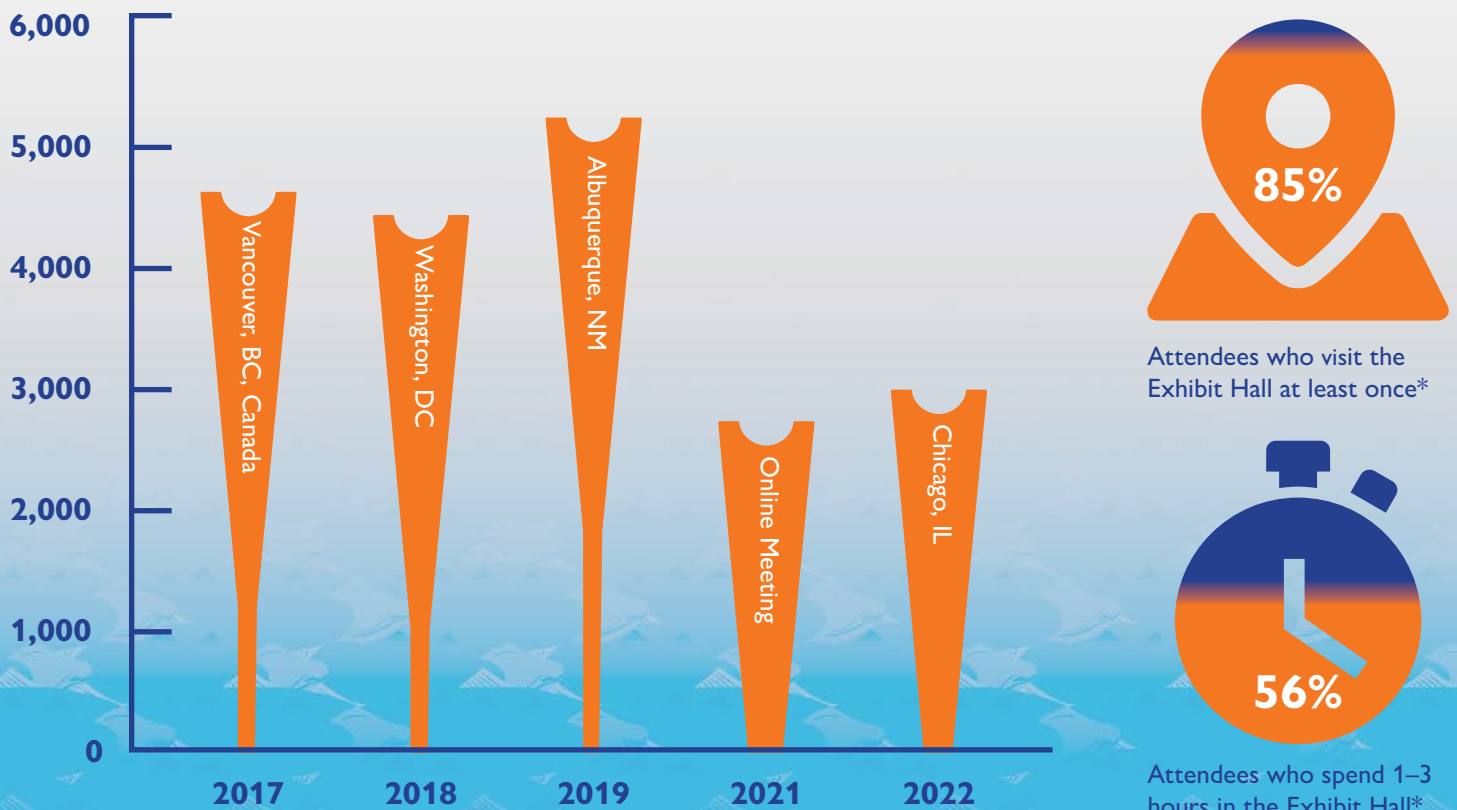
MARCH 29-APRIL 2, 2023



OVERVIEW

The Society for American Archaeology's (SAA) 88th Annual Meeting will take place March 29–April 2, 2023, at the Portland Convention Center in Portland, Oregon. Join the SAA as an Exhibitor, Advertiser, or Sponsor and reach thousands of archaeologists at this annual meeting. The SAA has about 6,000 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



DATES & TIMES TO REMEMBER

JULY 5, 2022

The SAA will send out exhibitor points and exhibitor reservation schedule.

JULY 5, 2022

Exhibitors with the highest priority points can start making reservations.

NOVEMBER 1, 2022

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

JANUARY 31, 2023

Deadline to reserve a booth and have company name, description, website, and booth number appear in the Final Program. *Exhibitors who reserve after this deadline will be included in the Daily Digest.*

MARCH 29, 2023

12:00 p.m. – 5:00 p.m.
Exhibitor Registration and Move-In. *Any booth not claimed by 5:00 p.m. on March 29 may be reassigned without a refund of fees paid, and the SAA will not be liable for any expenses incurred.*

MARCH 30–APRIL 1, 2023

Thursday, 3/30: 9:00 a.m. – 6:00 p.m.
Friday, 3/31: 9:00 a.m. – 5:00 p.m.
Saturday, 4/1: 9:00 a.m. – 3:00 p.m.
Meet your customers face-to-face! Exhibitors can gain access to the hall one hour before the doors open to attendees.

APRIL 1, 2023

3:00 p.m. – 7:00 p.m.
Move-Out. *No exhibitor may dismantle or remove a booth before the Exhibit Hall closes at 3:00 p.m. on April 1. All exhibits must be dismantled and removed by 7:00 p.m. on April 1.*

EXHIBIT

The SAA Exhibit Hall is a center for learning about, networking with, 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 community. Join us to reach this niche market.

The SAA Exhibit Hall has welcomed producers/manufacturers of books, journals, and monographs; databases; digital imaging systems; education resources and materials; field equipment; GPS sensing equipment; laboratory measuring and weighing equipment; portable XRF equipment; reproductions; software—GIS, statistical analysis, collection management, etc.; surveying equipment; UAVs; and 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; and radiocarbon dating analysis.

Each 10' × 10' Exhibit Booth cost \$1,190 and includes:

- One 6' draped table, two chairs, and one waste can
- 8' backcloth and 3' side dividers
- One 7' × 44" booth identification sign
- Two complimentary full registrations to the meeting and Exhibit Hall Only Badges. *Additional full registrations may be purchased at the SAA member registration rate*
- Listing in the 88th Annual Meeting Final Program, Online Exhibitor Directory, and Meeting App
- 300 × 300 pixel company logo featured in the Meeting App
- Security service

One-time offer: Reserve 4 booths for the price of 3 for \$3,570!

Official Decorator

Shepard is the official decorator for the SAA's 88th Annual Meeting. All exhibitors will be sent an exhibitor information kit electronically approximately 45 days prior to the meeting. This kit includes information on

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

Electrical services are provided by the Oregon Convention Center. This information will also be included in the kit.

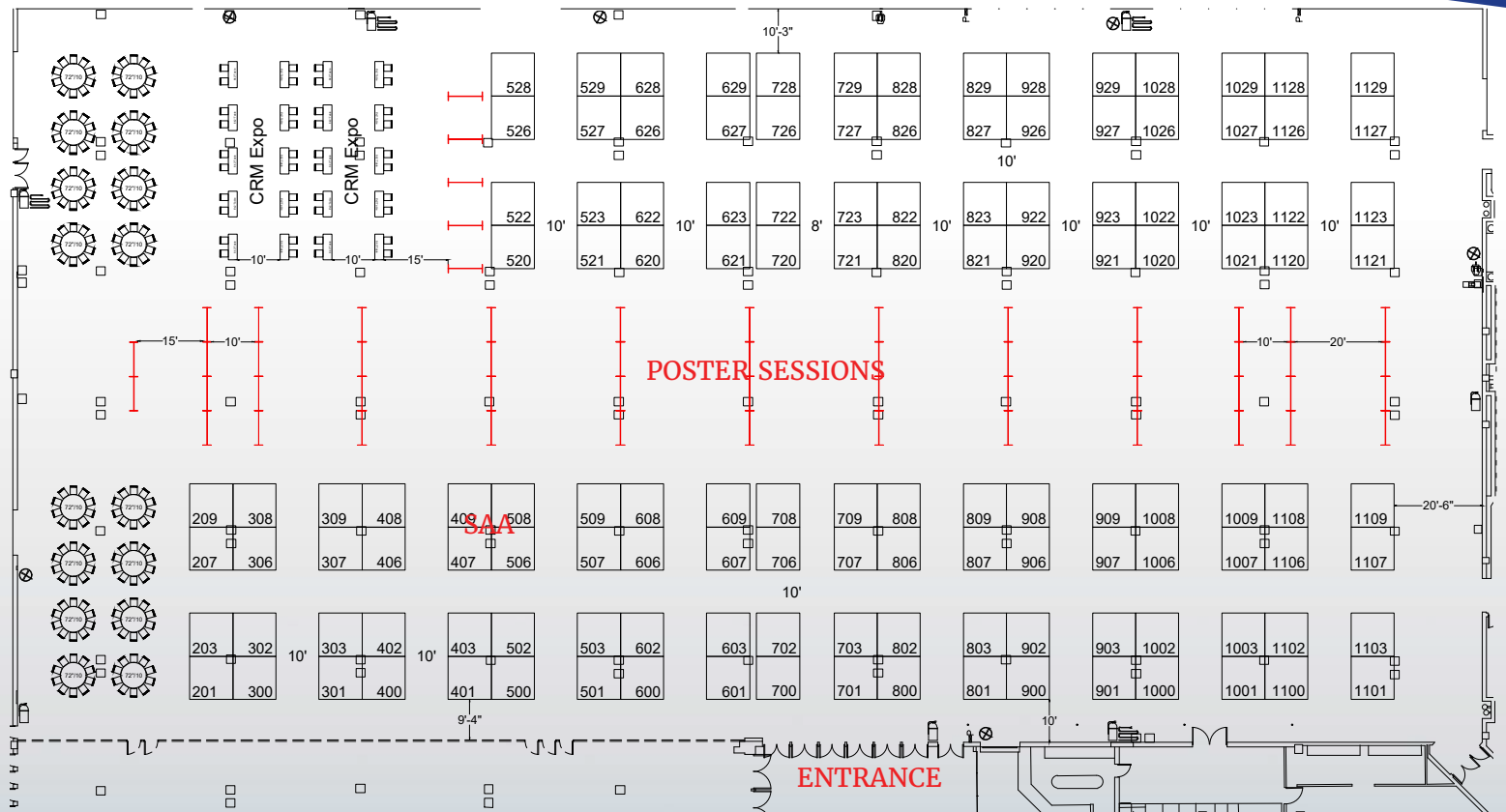
Booth Reservations

Booth reservations are not finalized until full payment and a completed and signed exhibitor reservation application are received by the SAA. Booths are assigned based on the number of priority points. To ensure that we can include you in the annual meeting Final Program, please return your reservation application by January 25, 2023.

No refunds are issued for cancellations.

EXHIBIT HALL FLOOR PLAN

Oregon Convention Center, Portland, Oregon
Exhibit Hall A and A1



PRIORITY POINTS

As of 2021, the SAA started using priority points to determine the order of space selection and assignment for each exhibitor. The exhibitor with the most priority points will select their booth location first, then the second highest will select, and so on. Exhibitors with priority points will be assigned a week to select a booth; if a choice is not made within the week, we will contact the next group. Exhibitors will no longer need to line up at the annual meeting to reserve a booth.

WAYS TO EARN POINTS

25 priority points will be earned for every year that a company exhibits with the SAA. After a company exhibits with the SAA for five consecutive years, the company will earn an additional 75 points.

Purchasing advertising or participating in sponsorship opportunities during the meeting will earn an additional 5 priority points for each item purchased.

An additional 10 priority points were awarded to all companies that participated in a virtual meeting.

TIEBREAKERS

If the total points between exhibitors are equal and the booth requested is identical, a tiebreaker will be decided by

Date completed application and payment received

-THEN-

Number of consecutive years exhibiting

LOSING POINTS

Exhibitors who dismantle their booth before 3:00 p.m. on Saturday will lose 50% of the points earned that year. Please book your flights taking into consideration that the Exhibit Hall closes on Saturday at 3:00 p.m.

ADVERTISE

Get the word out by advertising with the SAA. We have several ways for you to promote your products, including digital opportunities and traditional print opportunities.

Print Advertising

The meeting Final 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.

Insertion Orders due January 25, 2023

Ad cancellations are not accepted after the Insertion Order deadline.

Camera-ready copy due February 1, 2023

Cover 4 is 4-Color. All other ads are in black-and-white.

Electronic Requirements

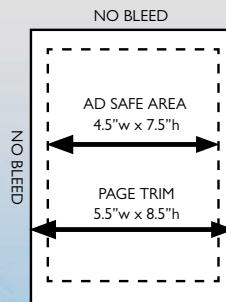
Camera-ready copy should be submitted as a PDF and e-mailed to carla_fernandez@saa.org

Rates

Full page	\$450	Covers 2 or 3	\$800
2-page spread	\$750	Cover 4 (back cover)	\$1,200

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
- Printing: Offset



Header in the Schedule at-a-Glance

NEW this year, as part of the annual meeting Schedule at-a-Glance we will be offering six ads. The Schedule at-a-Glance offers a quick view of the SAA meeting program—sessions, special events, and the Exhibit Hall. Attendees will use this Schedule at-a-Glance to find session names and locations throughout the meeting.

Size: TBD

File: High-resolution JPG or PNG

Due: January 15, 2023

Fee: \$250.00

Electronic Advertising

Advance Registration E-mail Ads

Every year the SAA sends e-mail messages to registered attendees with important information about the meeting. The advance registration e-mails have an open rate of up to 60%. Your ad can be included in one of these e-mails. Ads can include a 25-word description and a link to a web page of your choice.

Size: 424 (w) × 640 (h) pixels

File: High-resolution JPG or PNG

Due: December 15, 2022

Fee: \$250.00

Daily Digest Ad

Each day of the meeting, the SAA will be sending attendees an e-newsletter (called the Daily Digest) with highlights and events that should not be missed. Your ad, which will include a link to your website, could be featured in the newsletter. The Daily Digest messages have a consistent open rate of 60% and were rated as one of the most valuable features of the 2022 SAA Annual Meeting based on survey results. This opportunity is limited to eight companies, two ads per day!

Size: 2160 (w) × 540 (h) pixels

File: High-resolution JPG or PNG

Due: February 28, 2023

Fee: \$250.00

Ads in the Annual Meeting App

The meeting mobile app will have information about sessions, special events, exhibitors, maps, general information, and vital information about the meeting. During the SAA 87th Annual Meeting, we had 1,690 unique app users, of which 1,180 created an account in the app. Each advertiser will need to provide two banners, one for a mobile phone and a second for a tablet/online browser. Sizes are detailed below.

Sizes: 640 × 150 pixels and 552 × 150 pixels

File: High-resolution JPG or PNG

Due: February 28, 2023

Fee: \$250

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! All sponsors will be identified in the annual meeting Final Program, annual meeting website, and with a floor decal in front of their booth.

Wi-Fi Sponsor

Help all attendees get connected at the annual meeting as the official Wi-Fi sponsor. There will be Wi-Fi access in all common areas during the annual meeting. Meeting attendees will need to enter your company name as a password to access the Wi-Fi. Instructions on how to log in to Wi-Fi will include your company's logo and a link to your website.

\$5,000 for exclusive sponsor

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 the 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.

\$1.50 per bag, total quantity will be determined after the Call for Submissions closes (inquire by October 1, 2022).

Coffee Sponsorship

SAA attendees love their coffee! Sponsor a one-hour coffee break near the sessions. Sponsorship will include coffee for 200 people, signage during the coffee break recognizing your support, and social media driving attendees to your event.

\$1,200 per break

Workshop

Sponsor or propose a workshop! Exhibitors can sponsor a workshop that has been proposed or can submit their own proposal. All workshop proposals are subject to review. Workshops are limited to 4-hour blocks and each workshop will have a basic AV package (projector, screen, and microphone).

\$350 per workshop

Proposals due August 1, 2022 (*Proposals will be reviewed*)

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. *\$1.50 per lanyard, total quantity will be determined after the Call for Submissions closes (inquire by October 1, 2022).*

Bag Insert

Connect with leaders in the field at the annual meeting by having one item (flyer or another item) provided directly to attendees. Participation gets your materials into the hands of every attendee as they arrive on-site. The bag insert will provide a physical messaging piece for an early impression and a call-to-action to visit your booth. The bag insert is placed into the meeting tote bag that all attendees will receive as they check in at registration for the meeting.

Bag inserts will need to be shipped to the decorator's warehouse by February 28, 2023.

\$1,000 per bag insert

Travel Grant

Support a student who is presenting at the annual meeting with a travel grant. In early November you will receive a list of abstracts submitted for the annual meeting to review and select a student to support. Students will receive reimbursement of travel expenses or hotel nights.

\$500 per sponsorship

Traffic/Engagement Drivers

Posters After Hours: Limited to current exhibitors

Posters After Hours is the best attended event of the meeting! Posters After Hours is held on Thursday, from 4:00 p.m. to 6:00 p.m., next door to the Exhibit Hall. This session features over 90 posters and a cash bar. Attendees use this session to connect with colleagues and discuss current research. Exhibitors can purchase drink tickets, 100 at a time, to distribute at their booth for use during Posters After Hours. The SAA will advertise exhibitors with drink tickets in advance of the meeting, in the annual meeting Final Program, and through social media encouraging attendees to visit your location before or during Posters After Hours.

\$1,000 per 100 tickets

Reserve by February 1, 2023

Your organization's support of the 88th Annual Meeting will be widely acknowledged through the 88th Annual Meeting Preliminary and Final Programs and the SAA's social media platforms.

Looking to design the perfect sponsorship opportunity for SAA's 88th Annual Meeting? Many other options are available. Contact Carla Fernandez, Senior Manager, Meetings and Membership, by phone (1-202-559-5881) or by e-mail (carla_fernandez@saa.org) for details.



SAVE THE DATES!

89th Annual Meeting

April 3-7, 2024
New Orleans, LA

90th Annual Meeting

April 23-27, 2025
Denver, CO

91st Annual Meeting

April 29-May 3, 2026
San Francisco, CA

CONTACT INFORMATION

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