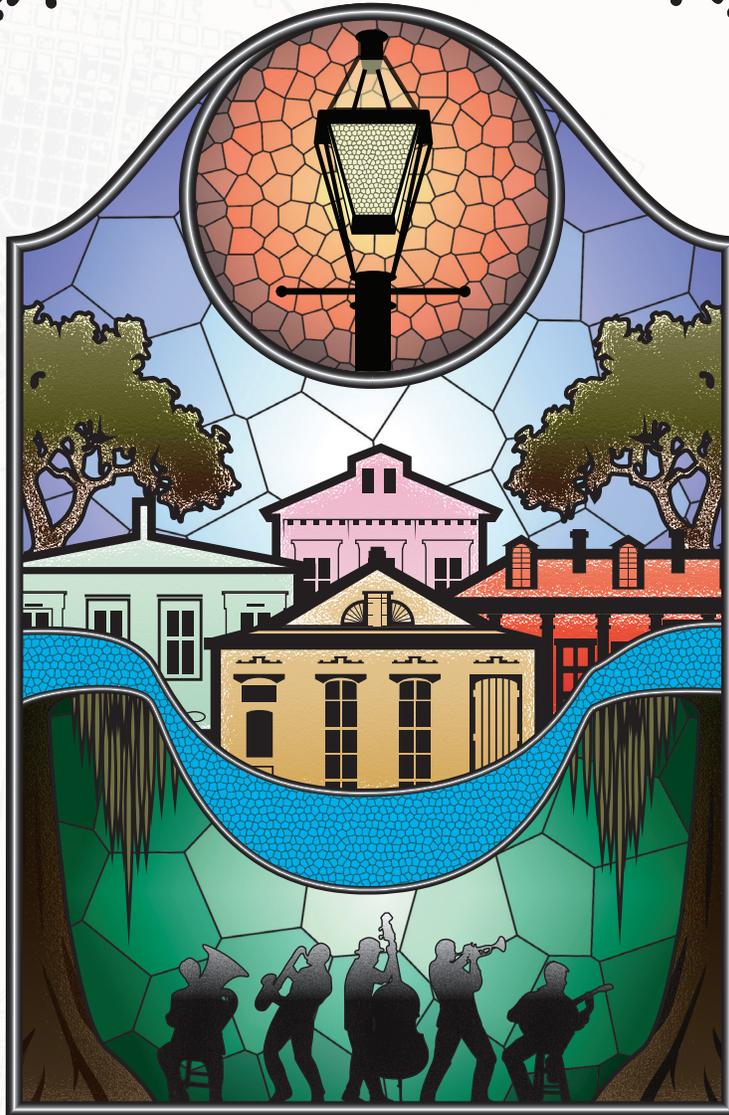


SAA



SOCIETY FOR AMERICAN ARCHAEOLOGY

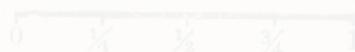
89TH ANNUAL MEETING NEW ORLEANS



APRIL 17–21, 2024

EXHIBITOR & SPONSOR PROSPECTUS

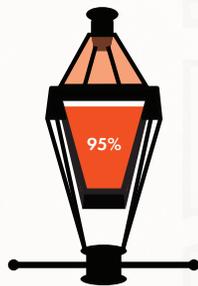
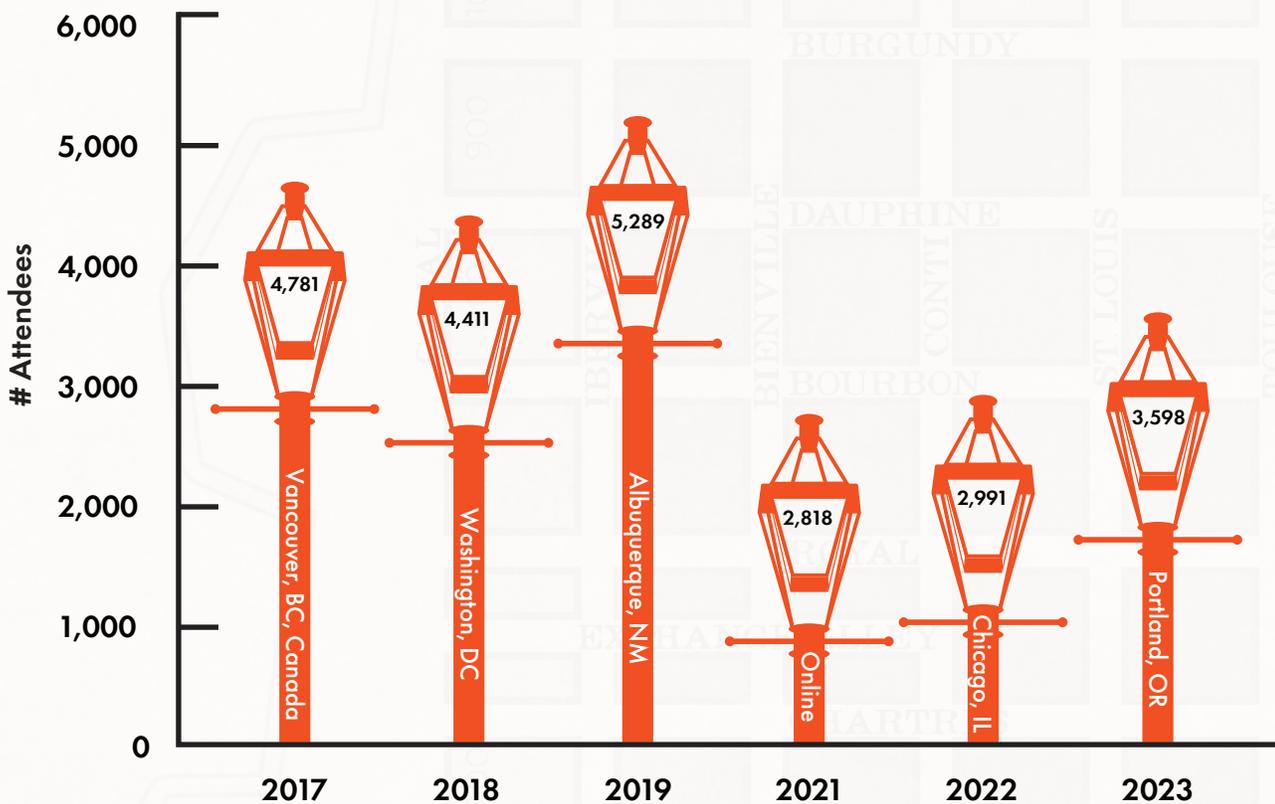
SCALE OF MILES



OVERVIEW

The Society for American Archaeology's (SAA) 89th Annual Meeting will take place April 17–21, 2024, at the New Orleans Marriott and Sheraton New Orleans Hotel in New Orleans, LA. The meeting will also have a virtual component, allowing presenters to present virtually and virtual attendance. 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

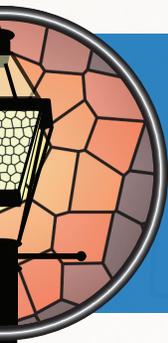


95% of attendees visit the Exhibit Hall at least once*



52% of attendees spend 1–3 hours in the Exhibit Hall*

* According to the 2023 Annual Meeting Attendee Survey



EXHIBIT

Dates and Times to Remember

September 6, 2023

The SAA will send out the exhibitor prospectus, point totals, and exhibitor reservation schedule.

September 11, 2023

Exhibitors with the highest priority points can start making reservations.

November 1, 2023

Deadline to reserve a booth and have company name included in the Event Guide.

January 25, 2024

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.

February 28, 2024

Deadline to for exhibitors to register for the meeting

Wednesday, April 17, 2024, 12:00 p.m.–5:00 p.m.

Exhibitor Registration and Move-In. Any booth not claimed by 5:00 p.m. on April 17 may be reassigned without a refund of fees paid, and the SAA will not be liable for any expenses incurred.

Thursday, April 18, 2024, 9:00 a.m.–6:00 p.m.

Friday, April 19, 2024, 9:00 a.m.–5:00 p.m.

Saturday, April 20, 2024, 9:00 a.m.–4:00 p.m.

Meet your customers face-to-face! Exhibitors can gain access to the hall one hour before the doors open to attendees.

Saturday, April 20, 2024, 4:00 p.m.–7:00 p.m.

Move out. No exhibitor may dismantle or remove a booth before the Exhibit Hall closes at 4:00 p.m. on April 20. All exhibits must be dismantled and removed by 7:00 p.m. on April 20.

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
- 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 in 2024!

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 market.

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

- One 6' draped table, two chairs, and one wastebasket
- 8' backcloth and 33' side dividers
- One 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 by February 28, 2024
- Listing in the 89th Annual Meeting Final Program, Online Exhibitor Directory, and Meeting App
- Company logo featured in the Meeting App
- Security service

Official Decorator

GEMS is the official decorator for the SAA's 89th Annual Meeting. All exhibitors will be sent an exhibitor information kit electronically approximately 45 days prior to the meeting. This kit includes information on

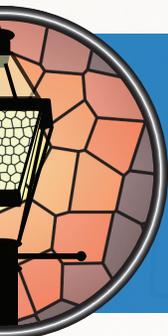
- Standard and executive furniture
- Carpet and flooring
- Modular display rental units
- Material handling/freight services
- Logistics and shipping
- Electrical
- Installation and dismantle labor
- Booth cleaning
- Signage
- Audiovisual and computer rental
- Electrical services will be provided by the New Orleans Marriott. 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 Final Program, please return your reservation application by January 25, 2024. No refunds are issued for cancellations.

TESTIMONIALS

"The annual SAA meeting is an invaluable experience for the members of our discipline whether they be students or professionals to gather together and engage."



EXHIBIT

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 no longer need to line up at the annual meeting to reserve a booth.

Ways to Earn Points

1. 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.
2. Purchasing advertising or participating in sponsorship opportunities during the meeting will earn an additional 5 priority points for each item purchased.
3. An additional 10 priority points were awarded to all companies that participated in our virtual meeting.

Tiebreakers

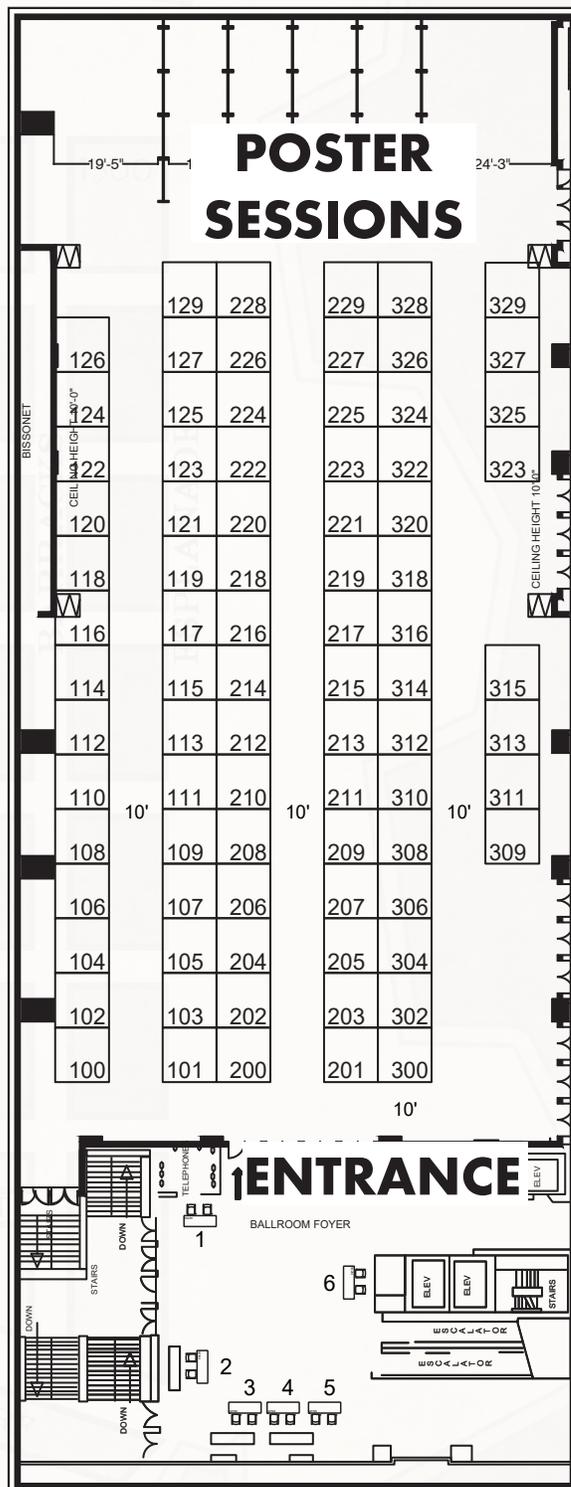
If the total points between exhibitors are equal and the booth requested is identical, a tiebreaker will be decided by

1. Date completed application and payment received.
2. Number of consecutive years exhibiting.

Losing Points

Exhibitors who dismantle their booth before 4:00 p.m. on Saturday will lose 50% of the points earned that year. Please book your flights take into consideration that the Exhibit Hall closes on Saturday at 4:00 p.m. attendees.

New Orleans Marriot Grand Ballroom Third Floor



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, 2024

Ad cancellations are not accepted after the Insertion Order deadline.

Camera-ready copy due February 1, 2024

Cover 4 (back cover) is 4-color; all other ads are printed in black-and-white.

Electronic Requirements

Camera-ready copy should be submitted as a PDF and emailed to publications@saa.org.

Rates

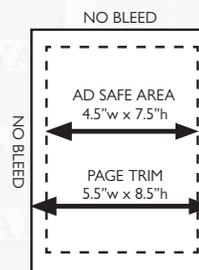
Full page	\$450
Covers 2 or 3	\$800
2-page spread	\$750
Cover 4 (back cover)	\$1,200

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

Reproduction Requirements

- Trim: 4 ½' × 7 ½'
- Bleed: None*
- 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.
- All ads are in black-and-white; NO color elements*
- Printing: Offset

* Except for Cover 4 (back cover), which can have full bleeds and/or print in full color if desired.



TESTIMONIALS

"This year's Exhibit Hall was one of the highlights of the program, from the stronger inclusion of posters to increased press attendance and multiple radiocarbon/provenance sourcing laboratories."

"One-stop shop for all your archaeological needs: goods, services, expertise, resources, books, humans, publications, and snacks!"

ADVERTISE

Electronic Advertising

Advance Registration Email Ads

Every year the SAA sends email messages to registered attendees with important information about the meeting. The advance registration emails have an open rate of up to 60%. Your ad can be included in one of these emails. 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, 2023

Fee: \$250

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 web page, could be featured in the newsletter. The Daily Digest messages have a consistent open rate of 60% and are rated as one of the most valuable features of the SAA Annual Meeting, based on 2022 and 2023 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, 2024

Fee: \$250

Ads in the Annual Meeting App

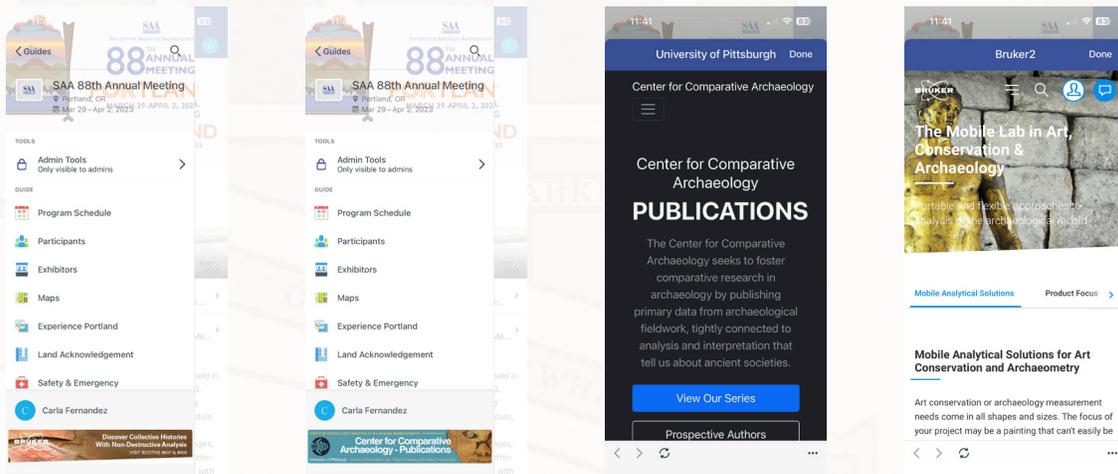
The meeting mobile app will have information about sessions, special events, exhibitors, maps, general information, and vital information about the meeting. During the SAA 88th Annual Meeting, we had over 2,000 unique app users. Each advertiser will need to provide two banners, one for a mobile phone and a second for a tablet / online browser.

Sizes: 640 × 110 pixels and 640 × 640 pixels

File: High-resolution JPG or PNG

Due: February 29, 2024

Fee: \$250



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 Final Program and annual meeting website and with a floor decal in front of their booth.

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

Meet the Author/Meet the Editor Listing

Tell us about your booth events! We will have one page in the program summarizing the in-booth events. We will also list your event on the app and schedule a notification to attendees!

\$500 per sponsorship

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., in the Exhibit Hall. This session features 100 posters and a cash bar. Attendees use this session to connect with colleagues and discuss current research. Exhibitors can purchase drink tickets, 50 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 Final Program, and through social media encouraging attendees to visit your location before or during Posters After Hours.

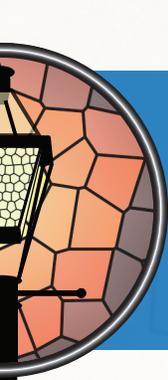
\$500 per 50 tickets

Reserve by February 1, 2024

TESTIMONIALS

"The Exhibit Hall offers much to the conference goer: the latest publications, new textbooks, and new friends along with fun swag, renewing connections, and posters galore!"

"The annual meeting of the SAA is one of the most valuable archaeological events for both professionals and nonprofessionals in the world. It provides an opportunity to talk face-to-face with the leading scholars in the field as well as with young colleagues who are undertaking cutting-edge research. The emphasis on public outreach is significant, and the event is open and welcoming to all. It is run extremely well and continues to be worth the travel, lodging, and per diem expenses."



SPONSOR

Opening Session / President's Forum

This year's opening session will be about climate change. This is a plenary session that will be available on Zoom and in person. A sponsor will be able to provide a presentation slide that will be displayed while attendees are entering the room and in the virtual room.

\$1,000 per sponsorship

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 SAA by February 29, 2024.

\$1,000 per bag insert

Women's Networking Reception

The Women's Networking Reception is held on Thursday evening with an attendance of 100–200 people. In addition to the standard sponsorship recognition, this opportunity will allow you to network with reception attendees, provide 90 seconds to address the attendees, and give you the opportunity to place signage in the reception.

\$2,000 per sponsorship

Your organization's support of the 89th Annual Meeting will be widely acknowledged through the 89th Annual Meeting Event Guide and Final Program and the SAA's social media platforms.

Looking to design the perfect sponsorship opportunity for the SAA 89th Annual Meeting?

Many other options are available. Contact Carla Fernandez, by phone at +1 202-559-5881 or by email at carla_fernandez@saa.org.



CONTACT INFORMATION

To book an Exhibit Booth, Advertisement, or Sponsorship opportunity, please contact Carla Fernandez

Email: carla_fernandez@saa.org

Telephone: +1 202-559-5881

SAVE THE DATES!

90th Annual Meeting

April 23–27, 2025

Denver, CO

91st Annual Meeting

April 29–May 3, 2026

San Francisco, CA