



SOCIETY FOR AMERICAN ARCHAEOLOGY

87th ANNUAL MEETING

March 30–April 3, 2022 • Chicago, IL



EXHIBITOR PROSPECTUS

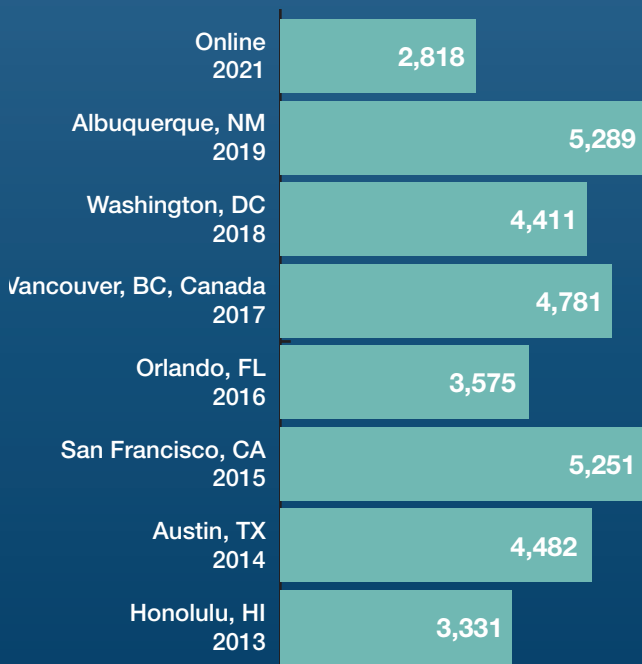
The Society for American Archaeology's (SAA) 87th Annual Meeting

will take place March 30–April 3, 2022, at the Chicago Hilton, in Chicago, Illinois. 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



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

2021

MONDAY

July 12

The SAA begins accepting applications for the SAA 87th Annual Meeting from 2021 annual meeting exhibitors with priority points.

MONDAY

November 1

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

2022

TUESDAY

January 25

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 E-Newsletter.*

WEDNESDAY

March 30

12:00 p.m.–5:00 p.m.
Exhibitor Registration and Move-In.
Any booth not claimed by 5:00 p.m. on March 30 may be reassigned without a refund of fees paid, and the SAA will not be liable for any expenses incurred.

THURSDAY

March 31

9:00 a.m.–5:00 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 1

SATURDAY

April 2

5:00 p.m.–7:00 p.m.
Move-Out.
No exhibitor may dismantle or remove a booth before the Exhibit Hall closes at 5:00 p.m. on April 2. All exhibits must be dismantled and removed by 7:00 p.m. on April 2.

SATURDAY

April 2

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

Archives and collection equipment

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 2022!

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 laboratory directors, professors, business owners, collections managers, 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 and Exhibit Hall Only badges. *Additional full registrations may be purchased at the SAA member registration rate.*
- Listing in the 87th Annual Meeting Final Program, Online Exhibitor Directory, and Meeting App
- 600 x 200 pixel company logo featured in the Meeting App

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, 2022**.

No refunds are issued for cancellations.

Official Decorator

Shepard is the official decorator for the SAA's 87th 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

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 on Saturday morning 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 25 priority points were awarded to companies that elected to donate the adjustment between the original exhibitor fee and the 2021 online exhibit hall fee.
4. An additional 10 priority points were awarded to all companies that participated in the virtual meeting.

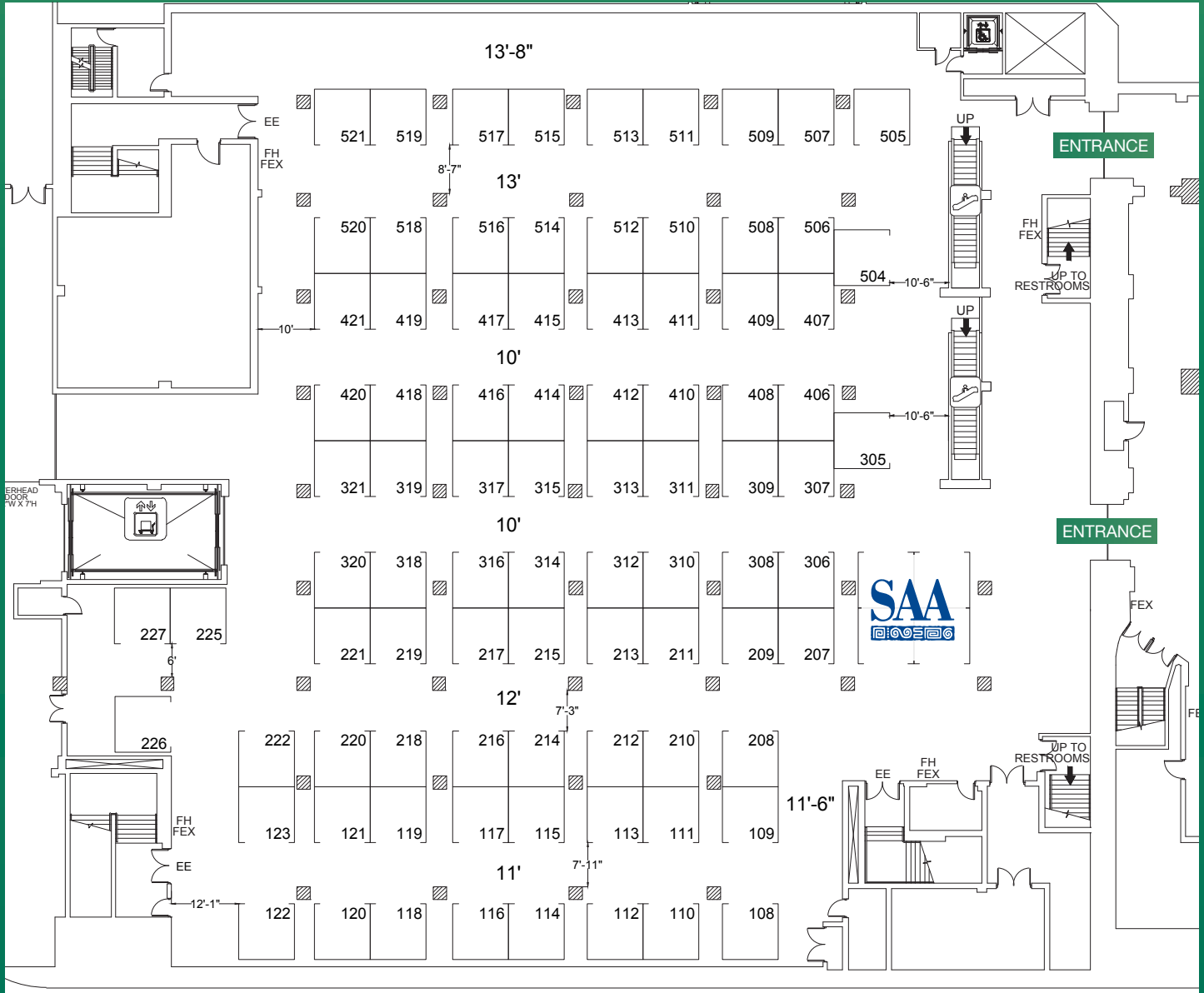
Tie Breakers

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

Exhibit Hall Map

Chicago Hilton Salon D | Chicago, Illinois



Advertise

Get the word out by placing an ad in the 2022 Final Program and in SAA's other electronic communications!

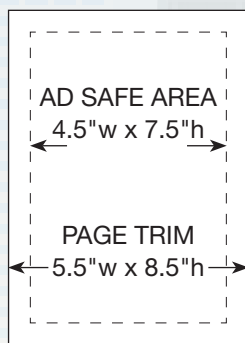
The program is more than a schedule of events; it also serves as the profile of current archaeological research and is consulted by archaeologists, educators, students, and others throughout the year.

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 Advertisements section of the Meeting App.

Print Advertising

- 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, 2022

Ad cancellations are not accepted after the insertion order deadline.

Final artwork due January 28, 2022

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

Electronic Advertising Opportunities

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 opening 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: January 31, 2022

Fee: \$250.00

Daily E-newsletter Ad

Each day of the meeting, the SAA will be sending attendees an E-newsletter with highlights and events that should not be missed. Your ad, which will include a link to your page, could be featured in the newsletter. The E-Newsletters have a consistent open rate of 70% and were rated as one of the most valuable features of the 2021 SAA Annual Meeting Online based on survey results. This opportunity is limited to 8 companies, 2 ads per day!

Size: 2160 (w) × 540 (h) pixels

File: High-resolution JPG or PNG

Due: March 26, 2022

Fee: \$250.00

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

Sponsorship Opportunities

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 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.

Meeting App

Feature your name, logo, and web address in the 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.

\$2,500 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.

\$7,500 and limited to one sponsor (inquire by October 1, 2021).

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.

\$9,500 and limited to one sponsor (inquire by October 1, 2021).

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, 2022.

\$1,000 per bag insert.

Coffee Break with Attendees

What do attendees want more than anything? Coffee! The coffee break will be held in one of the SAA Social Rooms, on Thursday, Friday, or Saturday during the meeting. As an exclusive sponsor, this event provides your company a unique, high-visibility branding opportunity. Sponsor may provide cups and/or napkins (at sponsor's expense) and during the one-hour event may have one company representative present at each of the coffee stations to engage with attendees. Sponsor recognition signage will include your company name, logo, and booth number.

\$750 for this sponsorship.

Your organization's support of the 87th Annual Meeting will be widely acknowledged through the 87th Annual Meeting Preliminary and Final Programs and SAA's social media platforms.

Looking to design the perfect sponsorship opportunity for SAA's 87th 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 at Carla_Fernandez@saa.org for details.



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Contact

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

Carla Fernandez

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Save the Dates!

88th Annual Meeting
March 29–April 2, 2023

89th Annual Meeting
April 3–7, 2024

90th Annual Meeting
April 23–27, 2025

91st Annual Meeting
April 29–May 3, 2026

