



## SAA 86TH ANNUAL MEETING ONLINE EXHIBITOR PROSPECTUS

We invite you to join the SAA 86th Annual Meeting Online, which will take place April 15–17, 2021, and be available on-demand for three months after the meeting.

Some exhibitors question the traffic levels in virtual exhibit halls. The SAA wants to address this problem head-on, as historically the exhibits have been a great opportunity for our membership to learn about new publications and products, connect with commissioning editors and equipment purveyors, and get access to meeting-specific discounts. After surveying exhibitors earlier this year, the SAA will take two steps to improve the value of exhibiting at the SAA 86th Annual Meeting Online:

1. **Reduced fees.** A basic booth is available for \$670.00 and a premium booth for \$870.00. Please see the section titled Virtual Meeting Opportunities for features of these booths and possible enhancements
2. **Increased visibility.** We will create a “swag in a mailer” and send it to advance registrants in the United States. This mailer will include a list of all exhibitors who have confirmed participation in the 2021 online meeting by March 10. The SAA will also sponsor a scavenger hunt (images of tools that we will ask random exhibitors to place in their booths), and all attendees who locate all the archaeological tools featured in the hunt will be entered into a drawing for \$250 from the SAA. There will be two winners. All exhibitors will be featured in a scrolling list on the footer of the virtual meeting website, in a listing in the shipped “swag in a mailer,” and in the final meeting program. If you have confirmed by February 15, you will also be listed in the speaker and attendee guides.

Like other SAA annual meetings, we are planning for this meeting to include exhibits, sessions, and social events.

## CONTACT INFORMATION

For sponsorships, exhibits, or advertising questions, contact Carla Fernandez at [Carla\\_Fernandez@saa.org](mailto:Carla_Fernandez@saa.org) or by phone Monday through Friday, 7:00 a.m. to 3:30 p.m. EST at (202) 559-5881.

**NEW**

## **PRIORITY POINTS**

As of 2021, the SAA will be awarding priority points to exhibitors. Priority points will be used 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. We will honor the following priority point breakdown.

### **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 and/or participating in sponsorship opportunities in the meeting will earn an additional 5 priority points for each item purchased.
3. An additional 25 priority points will be awarded to companies that elect to donate the adjustment between the original exhibitor fee and the 2021 online exhibit hall fee.
4. An additional 10 priority points will be awarded to all companies that participate 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

## **EXHIBITOR REGISTRATION**

Each **paid** exhibiting company will qualify for two (2) complimentary exhibitor registrations. Additional registrations can be purchased; exhibitors can save money by purchasing registrations during advance registration. Please e-mail the full name and e-mail address of all exhibitors by March 10, 2021, to Carla Fernandez at [Carla\\_fernandez@saa.org](mailto:Carla_fernandez@saa.org).

## **VIRTUAL MEETING OVERVIEW**

All virtual booths can be accessed at any time by meeting registrants, as can all on-demand content, until July 17, 2021.

In addition to on-demand components, the SAA also is supporting some live events. Between 8:00 a.m. and 5:00 p.m. each day, there will be a number of live forums, lightning rounds, electronic symposia, special events like the Ethics Bowl, and receptions. It is strongly requested that exhibitors staff their booths on Thursday, April 15, and Friday, April 16, from 11:00 a.m. to 1:00 p.m. EDT for live exhibit hall hours. The SAA will announce these hours on social media. Many attendees will not have any other competing events.

**Tips for making your virtual booth as successful as possible:**

- Exhibitors will have access to all sessions and posters and are encouraged to participate in chats.
- Exhibitors can upload a video. Rather than a general “introduction” to your company, consider a video that features an archaeologist talking about a product or sharing research information.
- Exhibitors might consider a discount for SAA 86th Annual Meeting Online attendees. You can feature this discount in your 25-word short description (e.g., “We are offering 10% off all products for SAA meeting attendees!”).
- Exhibitors may want to mention on social media the chance to meet with them and/or mention the opportunity to win \$250 from the SAA if attendees submit the scavenger hunt form.

**Sessions at a Glance**

	8a.m.	9a.m.	10a.m.	11a.m.	12p.m.	1p.m.	2p.m.	3p.m.	4p.m.	5p.m.	6p.m.	7p.m.
Thursday, April 15	Exhibit Hall											
				Exhibitors available in chat!								
	Poster Hall											
	Sessions		Sessions				Sessions		Sessions			
Friday, April 16	Exhibit Hall											
				Exhibitors available in chat!								
	Poster Hall											
	Sessions		Sessions				Sessions		Sessions			
Saturday, April 17	Exhibit Hall											
	Poster Hall											
	Sessions		Sessions				Sessions		Sessions			

	On-demand items shaded in yellow
	Live items shaded in blue

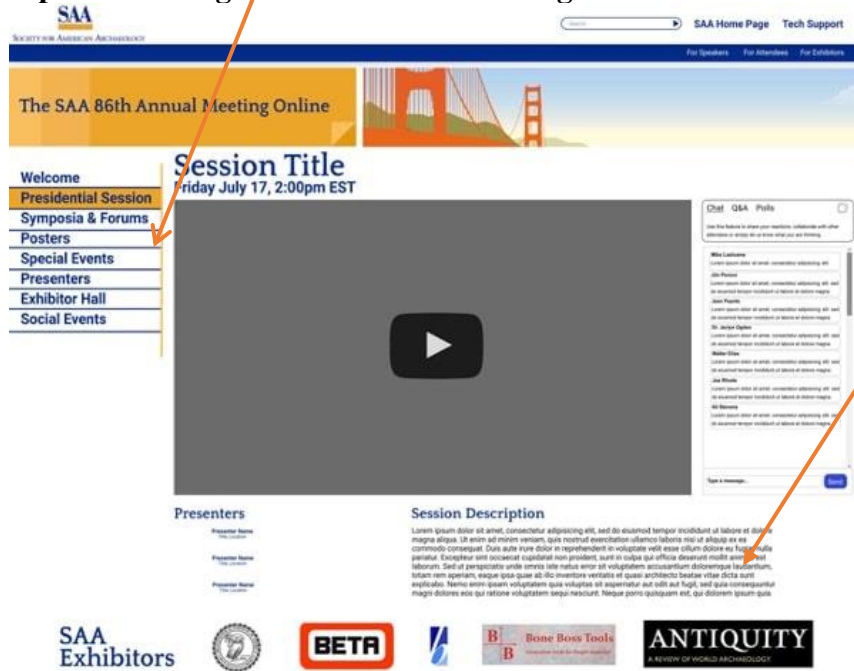
## VIRTUAL MEETING OPPORTUNITIES

	Standard Booth	Premium Booth	Enhancement
Exhibitor name, contact information, 25-word description that will be posted on the Exhibit Hall page, and 300-word company description on the page that is specific to each exhibitor	x	x	
Virtual booth includes one video	x	x	
Exhibitor logo scrolling in all non-session pages	x	x	
Exhibitor listing in the shipped “swag in a mailer” (if signed up by March 10)	x	x	
Inclusion in the scavenger hunt	x	x	
Listing in speaker and attendee guides (if signed up by February 15)	x	x	
Listing in the final meeting program	x	x	
Exhibitors will be able to add one PDF handout	x	x	
Asynchronous chat	x	x	
Premium placement in exhibitor listings		x	
Exhibitor ad in one of two pre-meeting e-mails		x	
Name and e-mail address of attendees who visited your booth during the SAA meeting		x	
Virtual booth includes the opportunity to schedule 1:1 video session		x	
Tweet out with any special offers or discounts for SAA meeting participants		x	
Exhibitors can have up to three video uploads		x	
Exhibitors will be able to add up to three PDF handouts		x	
Branded item in shipped meeting “swag in a mailer”			Contact us for details!
Ad in the session walk-in slides for one day (limited spots!)			\$300.00
Ad in one advance registration e-mail (limited spots!)			\$250.00
Ad in the daily E-newsletter (limited spots!)			\$250.00
Ad in the final meeting program			\$250.00
Ad on the conference website			\$500.00

## WHAT TO EXPECT

The SAA 86th Annual Meeting Online site will have the same look as the SAA website. The Exhibitor Hall will be accessible from every page of the website through the left-hand menu.

### Exposure throughout the Annual Meeting website



All exhibitor logos will be scrolling at the bottom of the website of the SAA 86th Annual Meeting Online

### Exhibit Hall



All exhibitors can submit a logo and 25-word description that will be displayed at the main Exhibit Hall page. This is your opportunity to get attendees to click on your booth.

Premium booths will be listed first, with a larger logo.

## Exhibitor Listing

The screenshot shows the SAA website interface. At the top, there is a navigation bar with 'SAA Home Page' and 'Tech Support'. Below this is a banner for 'The SAA 86th Annual Meeting Online' featuring a Golden Gate Bridge image. The main content area displays the 'Archaeological Institute of America' listing. It includes the organization's logo, a 'Visit the Archaeological Institute of America website' link, and a 'Return to Exhibitors Page' button. A large block of placeholder text is visible. On the left side, there is a 'Contact Us' form with a 'Submit' button and a 'Schedule a Video Call' button. A video player with a play button is also present.

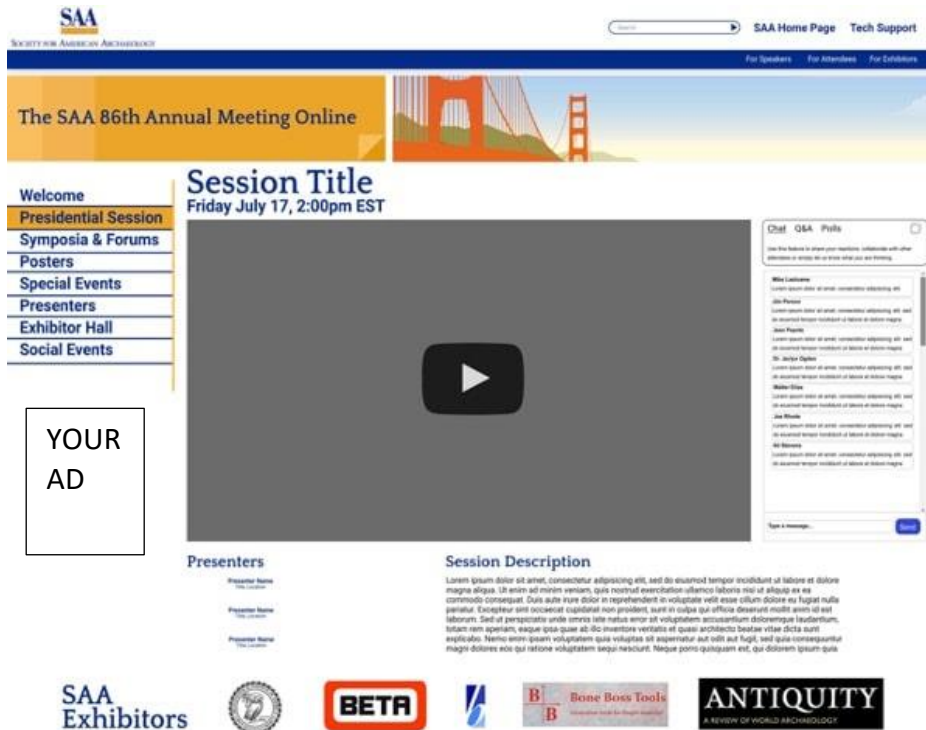
**All Exhibitors** will have a logo, name of the company, 300-word description, link to the company’s website, contact e-mail address, asynchronous chat, one video, and one document.

In addition, **Premium Exhibitors** will have a video chat and be able to upload three videos and three documents.

## ENHANCEMENTS

- Branded item in shipped conference “swag in a mailer”—The SAA will be mailing conference materials to advance registrants. Exhibitors can purchase a branded item and include it as part of the mailing. Please contact [Carla.fernandez@saa.org](mailto:Carla.fernandez@saa.org) for more information.
- Ad in the session walk-in slides—As attendees are waiting for the sessions to start, we will have a slideshow with housekeeping notes, information about SAA products, and your ad! Use this opportunity to highlight a product you’re launching or your company. Walk-in slides will change daily!
- Ad in one advance registration e-mail—The SAA will be sending vital information about the meeting before it begins. The SAA will include your ad in one of these notices.
- Ad in the daily E-newsletter—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. This opportunity is limited to 6 companies, 2 ads per day!

- Ad in the PDF final meeting program—Although we will not be physically printing our program, we will still have a PDF program. The program will be shared on our annual meeting site with prospective attendees and will be stored in our annual meeting archives so that attendees can research information. This year, to increase visibility, ads will be placed in the front of the program.
- Ad on the conference website—Place your ad directly on the 86th Annual Meeting Online website! With this opportunity, everyone who visits the annual meeting website will see your ad!



We thank you for your continued support and hope that you will join us for this new and exciting endeavor. If you have ideas about how we can support you, I urge you to get in touch with me.

## **GENERAL TERMS, MEETING RULES, AND REGULATIONS**

All exhibits and exhibitors are subject to the following regulations. The words “Management,” “Society,” and letters “SAA” herein refer to the Society for American Archaeology acting through its officers, employees, or agents in the management of the exhibition.

These rules and regulations constitute an essential part of the contract for the virtual exhibit space. During the SAA 86th Annual Meeting Online, the Society for American Archaeology (SAA) reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition.

This application for exhibition space online, the notice of space assignment by the SAA, and the full payment of exhibit fees together constitute a contract for a right to use the virtual space. No refunds are issued for cancellations by exhibitor.

The SAA reserves the right to decline, prohibit, or expel an exhibit that, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to person, things, printed matter, product, conduct, etc. Should the exhibit be expelled, space payments will not be refunded.

Exhibitors shall be bound by all pertinent laws, codes, and regulations of municipal or other authorities having jurisdiction over the virtual exhibit or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the virtual platform in which the exhibition is held.

It is agreed that if the exhibitor fails to comply in any respect with the terms of the agreement, then the SAA shall have the right, without notice to the exhibitor, to cancel their virtual exhibit space and sell or offer for sale the virtual exhibit space covered by this contract, said exhibitor to be liable for any deficiency, loss, or damage suffered by the exhibition by reason of the premises stated, which loss or damage the exhibitor agrees to pay the exhibition upon demand together with reasonable expenses the SAA 86th Annual Meeting Online incurred by reason thereof.

The SAA shall have full power in the interpretation and enforcement of all rules and regulations contained herein and the power to make such amendments thereto, and such further rules and regulations as it shall consider necessary for the proper conduct and success of the virtual exhibition.

I understand that by providing my mailing address, e-mail address, and telephone number, I consent to receive communications sent by or on behalf of the SAA (and their subsidiaries and affiliates) and official contractors via regular mail, e-mail, telephone, or fax. I understand that the SAA may share my address, e-mail address, and telephone number with other organizations.

Companies that have a past due balance with the SAA, including but not limited to any meeting, function, or advertisement, will not be permitted to exhibit at the SAA 86th Annual Meeting Online until the balance is paid in full.

Exhibitors may not use the name or logos of the SAA or the SAA 86th Annual Meeting Online in promotional material without written consent from the SAA.

Professional behavior is always expected by each company and its representatives during the SAA 86th Annual Meeting Online. Any provocation will result in access to the virtual meeting being terminated and all parties being prohibited from attending the remainder of the meeting. If there is more than one offense, the SAA will prohibit the parties' attendance at ALL future SAA events.