Extend your brand identity and marketing capabilities with a strong visible presence at the ASTR/TLA 2019 Annual Conference: Theatre's Many Publics. Take advantage of the opportunity to tie your brand identity not only to ASTR, but to the educational aspects of this conference.

Who We are
The American Society for Theatre Research (ASTR) is a U.S.-based professional organization that fosters scholarship on worldwide theatre and performance, both historical and contemporary. Members of the American Society for Theatre Research say the Society is a space to share scholarship and a home for networking within the profession. ASTR also sponsors or coordinates several awards, grants, fellowships, and prizes to support and recognize outstanding scholarship in theatre and performance studies.

About Our 2019 Conference
In an age when public, shared spaces are being threatened or erased and when new technologies blur private and public domains, what does it mean to engage the public? Theatre has long provided infrastructure and social processes that enable mass communication detached from official political authority. In diverse times and cultures live performance has provided the labor and space for historical and judicial reckoning not possible elsewhere. Similarly, theatre scholars have insisted on the ways in which theatre is a primary site of political discourse. Theatre audiences in many eras can be seen as manifestations of critical public opinion, and performance more broadly conceived has helped create distinct publics and polities across continents. Political protest, for instance, is a vital site where performance, scholarship and “publics” converge.

Theatre is thus not just one among many artistic and intellectual media for commentary upon public affairs; theatre history and theory are also the history and theory of publicity itself. Theatre scholars also engage the public. Whether through teaching, theatre practice (especially as dramaturgs), social media, writing Op Eds and “trade” books, or participating in various forms of outreach, theatre scholars are increasingly expected to bring their work to audiences beyond the academy. Mobile digital technologies erode distinctions between public and private space, arguably transforming formerly closed venues (private homes, exclusive theatres) into sites connecting thousands of dispersed viewers. Theatre and performance scholars now make increasing use of these technologies to engage with audiences beyond the printed page. The subject of our study thus often becomes our method—we historicize, theorize, and analyze performance even as we become performers through our engagement with multiple publics. What, then, does it mean for us to bring our work as scholars/citizens/artists to a general public? What has it meant in past historical moments? How does it change the ways in which we understand theatre of the past and what we anticipate for theatre of the future?

Arlington is an ideal site for exploring these questions. As we gather on the unceded traditional lands of the Pamunkey people, adjacent to properties once held by General Robert E. Lee, and minutes away from Arlington National Cemetery, we recognize that the greater Washington D.C. area has long been the site of attempts to situate the state’s relationship to the governed, to represent the experience of immigrants and indigenous peoples, and to interpret and perform national “publics” who engage with museums, monuments, ceremonies, and demonstrations. The greater Washington D.C. area is also a vibrant theatre hub and home to artists and citizens who use the stage to confront weighty concerns with imagination and empathy. And since 2016, the region’s function as a unique focal point for public attention has given rise to new concerns. Old concepts such as “public opinion” are subject to rapidly evolving representations thanks to new social technologies, but the proliferating and splintering bodies public of the 21st century continue to circle the machinery of the modern nation state, and make use of the ancient technology of the performing body. We very much want to make our meeting site part of our convening and call on local artists, activists, and public intellectuals to join us as we position ourselves in the local, the national, and the global.
Sponsorship Levels

Video Services – Public-Facing Scholarship Sponsor ($4,000)
(1) Opportunity Available
• (1) complimentary registration
• Logo/acknowledgement in all recorded video segments produced
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Plenary Session Audio Visual Sponsor ($3,000 per session)
(3) Opportunities Available
• (1) complimentary registration
• Logo displayed on event signage placed outside of the room
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Awards Luncheon Sponsor ($2,500)
(2) Opportunities Available
• (1) complimentary registration
• Logo displayed on table tents at luncheon
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Opening Reception Sponsor ($2,000)
(3) Opportunities Available
• (1) complimentary registration
• Verbal acknowledgement during the reception
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Name Badge Sponsor ($1,500)
(1) Opportunity Available
• Logo on bottom of all conference name badges
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Career Session – Boxed Lunches Sponsor ($1,250)
(2) Opportunities Available
• Logo displayed on table tents during pick-up
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Graduate Student Reception Sponsor ($1,000)
(3) Opportunities Available
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Continental Breakfast Sponsor ($750)
(3) Opportunities Available
• Logo displayed on continental breakfast tables
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Coffee/Beverage Break Sponsor ($750)
(3) Opportunities Available
• Logo displayed on coffee/beverage tables
• Sponsor listing and logo display in program booklet
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

Sponsor a Graduate Student to Attend ($500)
Please contact us at info@astr.org with the student(s) you wish to sponsor.
• Logo displayed on event signage and sponsorship PPT before general sessions
• Logo and sponsor listing on the event website

In-Kind Sponsorship Opportunities
• Lanyards
• Programs / Menus / Signage
• Reception
• Awards
• VIP Giveaway / Raffle Items
• Audio Visual / Projectors
• Video Services / Recording & Editing

If you are interested in sponsoring our conference through one of the opportunities listed above or another service your company/institution can provide, please contact us at info@astr.org.

The benefits listed are only when 100% in-kind sponsorship is provided. Should there be minimal or discounted cost to the ASTR, the benefits are calculated by the following formula:
Retail Value – Actual Paid by ASTR = In-Kind Sponsorship %. Then take the In-Kind Sponsorship %
(Retail Value – Actual Paid by ASTR) = In-Kind Sponsorship Level.

Cancellation/Refund Policy
Cancellation of sponsorship must be submitted online at astr.org/refund-request-form by Wednesday, August 7, 2019 to receive a 50% refund. No refunds will be given after this date.
Exhibitor Booths

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Early Bird Rate</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Before/Until Aug 7</td>
<td>After Aug 7 – Before/Until Oct 7</td>
</tr>
<tr>
<td>College/University Booth</td>
<td>$350</td>
<td>$450</td>
</tr>
<tr>
<td>Non-Profit Booth</td>
<td>$400</td>
<td>$500</td>
</tr>
<tr>
<td>For Profit Booth</td>
<td>$450</td>
<td>$550</td>
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</tbody>
</table>

Booths are limited to two booths per institution/company. All booths are on a first-come, first-served basis.

Standard Booth Arrangements
The contract price includes two booth representatives and the following:
• (1) 6’ table
• (2) chairs
• (1) wastebasket

Exhibit Location
The exhibit area will held at the Renaissance Arlington Capital View Hotel, 2800 S. Potomac Ave., Arlington, VA 22202.

Application for Space
Full payment is required at registration. Check payments must be postmarked by Monday, October 7, 2019 and mailed to: ASTR, 1000 Westgate Dr, Ste 252, St. Paul, MN 55114. Exhibitors will not be accepted after this date.

Additional Reps
ASTR will request your company exhibit representatives’ names in October. A form will be sent to your main exhibit contact to submit your representative names. Each booth includes exhibitor registration for two representatives. You may purchase up to two more registrations per booth. Any additional people who plan to be at your company’s booth must be included in your representative limit. This includes photographers, caricature artists, etc. The cost for additional representatives is $175 USD prior to the conference. No refunds will be provided for additional representative registrations.

Representative registrations cover the Thursday opening reception and breaks in the exhibit area. The representative registration does not include participation in the awards luncheon, breakout sessions, or any other conference activities.

Cancellation/Refund Policy
Cancellation of space, including space reduction, must be submitted online at astr.org/refund-request-form by Wednesday, August 7, 2019 to receive a 50% refund. No refunds will be given after this date.

Assignment of Space
ASTR will make assignment of booth space considering level of conference sponsorship and date registration was received. We will accommodate your requests as much as possible, but cannot guarantee that you will be assigned to any of the spaces requested or not be placed near a competitor. Exhibit space is available on a first-come, first-served basis.

ASTR Bingo Card Drawing
Attendees will receive a bingo card with a listing of all exhibitors and must obtain at least 90% of the exhibit booth signatures to be qualified for the drawing. Drawings will take place at the Award Luncheon Saturday, November 9, 2019. If you wish to contribute an item for the bingo card drawing, you must be present to give away the prize on Saturday afternoon. Please indicate your participation on the application form. Prizes may not exceed $100 in value. The $100 prize limit will be strictly enforced onsite. Prizes will be reviewed by ASTR staff prior to the giveaway. One prize drawing per company. The bingo drawing will take place on Saturday at approximately 2:30 pm.

Exhibitor Door Prize Drawing
Exhibitors have the option to give away a door prize at their booth. Door prize drawing items will not be listed in onsite materials. There will be a board in the exhibit hall on Saturday for you to post your door prize winners' names. Exhibitors are responsible for contacting the winners directly. ASTR is not responsible for any prizes that are won and not collected.
Exhibiting Policies

Exhibitors must agree to adhere to all ASTR guidelines, policies, and procedures when submitting an application to exhibit. Any vendor not adhering to the policies below will be ineligible to exhibit at the next ASTR conference. All exhibitor applications are subject to review and approval by ASTR. Moreover, we reserve the right to deny exhibitor privileges to any applicant.

Early Departure Penalty: $250 USD
To enhance the experience of attendees in the exhibit hall, ASTR requires that all exhibit booths must remain fully set up and attended by a company representative until the specified tear-down time. To assist in enforcing this policy, ASTR has instituted an early departure fee of $250 USD that will be assessed to any company that begins to dismantle its booth or leaves its booth unattended before the official tear down time. Payment of this fee will be required before the company is allowed to register for booth space at the following annual conference and the company will be placed at the bottom of the list for booth assignments at the next annual conference. ASTR is dedicated to making our attendee and exhibitor experience enjoyable and educational at all times.

Exhibit Materials and Activity
• Exhibitors/sponsors must not sponsor/hold any events during conference hours or the hours of any official ASTR functions from Thursday, November 7 through Sunday, November 10, 2019.
• Only one company per exhibit space will be permitted.
• All exhibit set-up and materials must stay within the given footprint layout set by ASTR.
• All aisles must be kept clear of displays.
• Attaching/hanging marketing materials from the ceiling in the exhibit hall is not allowed.
• Inventory must be discreetly stored within an exhibitor’s booth space.
• Exhibitors are allowed to sponsor prize drawings within their exhibit space. Any limitations on registering for or accepting the prize must be prominently displayed in the exhibit space.
• Exhibiting companies who wish to provide food/beverage for attendees must order directly through the conference hotel.
• Lead retrieval systems will not be used at the ASTR Annual Conference.
• Interactive displays (photo booths, money machines, etc.) must be approved by the ASTR office prior to the conference.
• ASTR reserves the right to prevent any exhibitor from displaying beyond the bounds of the exhibitor’s rented exhibit space: noisy electrical devices (e.g. loud appliances, machines, games), smells/scents that are offensive or commonly cause allergic or physical reactions (e.g. industrial smells, chemical smells, nail polish, cleaners), displays, fire hazards (e.g. open flames, highly flammable fumes), costumed mascots, live animals or anything which may prove objectionable will not be permitted.
• The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitors.

Promotion of Sponsorship or Exhibit
Use of the ASTR logo in any promotions of the conference is subject to approval by ASTR. Using the logo without permission can result in a forfeiture of your exhibit booth and/or sponsorship. Please submit any proposed ads that use the ASTR logo to info@astr.org for approval.

Security
The exhibit hall will be a foyer space. During non-exhibit hours, exhibitors can store valuables in a space which will be locked and accessible by ASTR staff only during non-exhibit hours. However, please keep in mind that ASTR and the Renaissance Arlington Capital View Hotel do not guarantee to protect the exhibitors against any loss or damage of any kind.

Insurance and Disclaimer
Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the hotel, its owners, and its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof, excluding any such liability caused by the sole gross negligence of the hotel and its employees and agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this exhibit agreement, in an amount not less than $2 million combined single limit for personal injury and property damage. The hotel, its owners, and its operator shall be included in such policies as additional named insureds. In addition, exhibitor acknowledges that neither the hotel, its owners, nor its operator maintain insurance covering exhibitor’s property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

Photo/Video/Audio Consent & Release
We reserve the right to use any photograph/video taken at our events, without the expressed written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used or contracted including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, etc. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

If you see any photos or profiles about yourself on the site that you would like removed, please contact our main office at info@astr.org or 1+ 651-288-3429.
Advertisements – Program Booklet

Conference attendees use the program booklet as their guide throughout the meetings of plenary sessions, curated panels, forums, and working sessions. Your best outreach to attendees is through this useful conference tool. Reserve a space to promote your company’s products and/or services to this broad audience of theatre scholars and educators in higher education.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Specs</th>
<th>Rate</th>
<th>Color</th>
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<tbody>
<tr>
<td>Quarter Page Ad</td>
<td>3.75” x 5”</td>
<td>$325</td>
<td>Black &amp; White</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>7.5 x 5”</td>
<td>$500</td>
<td>Black &amp; White</td>
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<tr>
<td>Full Page Ad</td>
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<td>Black &amp; White</td>
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<tr>
<td>Inside Front Cover Ad</td>
<td>8.5” x 11”</td>
<td>$800</td>
<td>Full Color</td>
</tr>
<tr>
<td>Inside Back Cover Ad</td>
<td>8.5” x 11”</td>
<td>$800</td>
<td>Full Color</td>
</tr>
<tr>
<td>Back Cover Ad</td>
<td>8.5” x 11”</td>
<td>$1,000</td>
<td>Full Color</td>
</tr>
</tbody>
</table>

All ads are on a first-come, first-served basis.

Application of Advertisement
Full payment is required at registration. Check payments must be postmarked by Tuesday, September 3, 2019 and mailed to: ASTR, 1000 Westgate Dr, Ste 252, St. Paul, MN 55114. Ads will not be accepted after this date.

Submission Instructions
Please send ads to info@astr.org by Tuesday, September 3, 2019. To guarantee high print quality, files must be 300 dpi or greater and in PDF format without bleeds.

Cancellation/Refund Policy
Cancellation of advertisement must be submitted in online at astr.org/refund-request-form by Wednesday, August 7, 2019 to receive a 50% refund. No refunds will be given after this date.
Sponsorship

Video Services - Public-Facing Scholarship  $4,000
Plenary Audio Visual  $3,000
Awards Luncheon  $2,500
Opening Reception  $2,000
Name Badges  $1,500
Career Session Boxed Lunches  $1,250
Graduate Student Reception  $1,000
Continental Breakfast  $750
Coffee/Beverage Break  $750
Sponsor a Graduate Student  $500

Plenary Audio Visual

Awards Luncheon

Opening Reception

Name Badges

Career Session Boxed Lunches

Graduate Student Reception

Continental Breakfast

Coffee/Beverage Break

Sponsor a Graduate Student

Advertisement

Quarter Page Ad, B&W  $325
Half Page Ad, B&W  $500
Full Page Ad, B&W  $700
Inside Front Cover Ad, Full Color  $800
Inside Back Cover Ad, Full Color  $800
Back Cover Ad, Full Color  $1,000

Exhibitor Booth

Early Bird Rates (Before/Until Aug 7)
College/University Booth  (1) $350  (2) $700
Non-Profit Booth  (1) $400  (2) $800
For Profit Booth  (1) $450  (2) $900

Standard Rates (After Aug 7 – Before/Until Oct 7)
College/University Booth  (1) $450  (2) $900
Non-Profit Booth  (1) $500  (2) $1,000
For Profit Booth  (1) $550  (2) $1,100

Contact & Payment Information

Main Contact Name
Street Address
City, State, Zip, Country
Phone  Email

If you are an exhibitor, would you like to contribute an item for the bingo card drawing? Yes No

INSTITUTION/COMPANY INFORMATION (as you would like it to appear on name badges, in print, etc.)
Name  Website URL
Phone  Email

TOTAL: $ (USD)

Payment Options (prepayment is required): Check (payable to ASTR) Visa MasterCard American Express Discover

Name of Cardholder
Card Number  Exp Date  Security Code
Cardholder Phone Number  Cardholder Email

Authorized Signature  Date

CREDIT CARD BILLING ADDRESS Same as address above

MAIL or FAX this completed form and payment to:
American Society for Theatre Research (ASTR)
PO Box 4369, Boulder, CO 80306
Fax: 855-494-6777

Please do not email forms with credit card information.
Please note that transmission of credit card payment information to the ASTR office by email cannot be accepted due to PCI Compliance standards.

By submitting this registration form, please make sure you:
1. Read, understand, and agree to abide by all sponsor, exhibitor, and advertiser policies enforced by ASTR.
2. Understand that this is an application. All applications are subject to review and approval by ASTR. Moreover, ASTR reserves the right to deny sponsor, exhibitor, and advertiser privileges to any applicant.

Questions?
Contact us at info@astr.org or 303-530-3490.