AMERICAN SOCIETY FOR THEATRE RESEARCH

EXHIBITOR AND SPONSOR PROSPECTUS

American Society for Theatre Research
ABOUT ASTR

Founded in 1956, 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.

- Annual membership averages 750 members, comprised of faculty, chairs and deans, graduate students, and independent scholars from primarily across North America and the United Kingdom.

- Annual conference attendance is between 550-700 educators and artists, including 55% faculty members, 30% graduate students, and 15% chairs and deans.

- The conference provides an opportunity for attendees to source scholarship for research, curriculum, and pedagogy tools.

- Majority of attendees are from United States and Canada.

SEATTLE

The annual ASTR conference brings together a tight-knit community of educators, scholars, and administrators over four days of plenary sessions, research working groups, social receptions, and invigorating scholarship.

WHO should exhibit and sponsor?
Publishers of play texts, cross-disciplinary scholarship, e-books, and other digital media, and producers of information for humanities scholarship, research, and teaching are welcome here!

WHY exhibit and sponsor?
- receive digital visibility pre-and post-conference
- connect, network, and showcase to your target market
- highlight texts with our “Celebration of Authors” reception, honoring work over the past year
EXHIBIT

Nonprofit/College: $495
All others: $575

1. Includes one 6’ draped table, two chairs, and one complimentary conference registration. Additional tables $125 each.

2. Listing on the ASTR Mobile app and conference website.

3. Logo and a link to your website on the ASTR sponsor page within two weeks after payment is received until four weeks following the conference.

4. One push notification to all conference registrants via our new mobile app.

Exhibit Hours

Setup Thursday, November 14: 12noon - 3:30pm
General Hours Thursday, November 14: 3:30pm - 7:30pm
Friday, November 15: 8:00am - 5:00pm
Saturday, November 16: 8:00am - 3:00pm
Dismantle Saturday, November 16: After 3:00pm

SPONSOR

Presentation Sponsor $300 for exhibitors; $450 for all others
- Sponsor one of the seven Plenary Sessions with your logo with supplied content on rotating introductory slides at the start and conclusion of sponsored event.
- Verbal recognition at sponsored event.
- Promote your organization to conference attendees through a push notification through our mobile app.

Virtual or In-person Book Launch. $300 for exhibitors; $450 for all others
- Host a virtual or in-person book launch / conversation with one of your recent authors.
- Event promoted prior to conference via ASTR’s conference communications and on ASTR’s website.
- Push notification in conference mobile app for in-person book launches.

Live Captioning Sponsor $1500 (1 available)
- Support ASTR to provide live captioning for its seven plenary sessions, and in its larger goal to provide a more accessible conference.
- Complimentary exhibit table and conference registration for one representative.
- Complimentary full page ad in the digital conference program.
- Acknowledgment in conference mobile app and all plenary session introductory slides.
DIGITAL OPPORTUNITIES

You can also reach ASTR members through the digital options below.

$200 per opportunity for 2024 Conference Exhibitors
$250 per opportunity for all others

Digital Ad on the ASTR Website and in downloadable PDF of the program
Website banner ad on the ASTR webpage of your choice for 3 months
Banner ad in ASTR conference email plus corresponding social media post
Push notification sent on scheduled time and date to conference attendees through new mobile app

Please supply all camera-ready artwork and content for digital materials (banner ad, push notification text) by September 15 to aimee@astr.org.
POLICIES

Confirmation
A confirmation email will be sent to your company’s main contact as noted on the exhibit/sponsor registration.

Exhibitor/Sponsor/Advertising Details
Within three business days of your purchase to exhibit, sponsor or advertise the ASTR Meetings Manager will send you an information email outlining additional instructions and deadlines pertaining to your purchase.

Deadlines
Exhibit space, sponsorships, and advertising are available on a first-paid, first-served basis and all purchases must be completed through the ASTR website. All reservations for exhibit tables, sponsorships, and advertisements must be made by September 16, 2024.

Sponsorships and Advertising
All ads must be camera ready and follow the requirement outlined in the prospectus. Sponsors who purchase a sponsorship package that contains an email must provide all content and graphical elements.
- All ads must be received by September 16, 2024 to aimee@astr.org.
- Email content deadlines will be provided based on when the email will be sent.

Exhibit Space
All demonstrations and exhibits must be confined to the contracted space. Exhibit space must be set-up, remain intact and dismantled per the official times outlined in the exhibitor kit. ASTR is not responsible for any materials left by the exhibitor.

Exhibitor shall promptly pay for any and all damages to the exhibiting facility of associated facilities, booth equipment, or the property of others caused by exhibitor.

ASTR shall have the right to prohibit any exhibit or part of an exhibit which in its opinion is not suitable to or in keeping with the character or purpose of the exhibition. Questionable exhibits shall be modified at the request of the ASTR staff. Exhibitors shall reflect their company’s highest standard of professionalism while maintaining their table and/or attending any sessions. No exhibitor shall assign, sublet, or share the whole or any part of their physical space.

Assignment of Space
ASTR will be working with the hotel on the placement of all conference events including the placement of exhibit tabletops for maximum exposure. ASTR will assign all booths taking into consideration registration date, conference sponsorship, supporting members and payment. During registration, you will have an opportunity to list any competitors that you do not wish to be placed nearby.
POLICIES

Registering Your Company Representatives
One complimentary conference registration is included in your exhibit purchase and with some sponsorship packages. Registration instructions will be provided in the follow-up email once you have purchased an exhibit table. Additional representatives who wish to participate must register and pay the specific rate. Conference registration must be made by October 16, 2024.

Security
Security shall be provided for any hours when the exhibit area is closed. The furnishing of security shall not increase the liability of ASTR. ASTR, the official service contractors, the exhibit facility, representatives and/or employees thereof will be responsible for injury, loss of damage that may occur to the exhibitor, or the exhibitor’s employees or property, from any cause whatsoever, prior, during or subsequent to the period covered by the application/contract.

Promotion of Sponsorship or Exhibit
Use of the ASTR logo in any promotions of the conference is subject to approval by ASTR. Please submit any proposed ads that use the ASTR logo to the ASTR Executive Director Aimee Zygmonski at aimee@ASTR.org.

Photo Consent
As part of our mission to provide education, best practices, and other information from leaders in their fields, speakers, panelists, and audience members should be aware that we may record all or part of the events we organize, including comments from speakers, panelists, and audience members. The resulting raw and edited materials, including still photographs, video and audio recordings, and associated verbatim transcripts, may be used by ASTR without restriction, in press releases, white papers, conference collateral, websites, and other publications. By attending our events, you acknowledge that you are in a public place and that attendees (including ASTR volunteers) may capture your image in photos and videos. Nevertheless, ASTR encourages event attendees to exercise common sense and good judgment and respect the wishes of other attendees who do not wish to be photographed at events. ASTR uses photos and videos taken at its event for a variety of purposes, including publication on the ASTR website. If you see any photos of yourself or any personal information about yourself on ASTR.org that you would like removed, please contact info@ASTR.org

Cancellation
If the exhibitor desires to cancel this agreement, they must do so before September 16, 2024. All cancellation of space, including space reduction, or cancellation of advertising space must be submitted online to devon@astr.org to receive a 50% refund. There will be no credits provided after September 16, 2024.

For all exhibitor changes, including revisions to attendees and cancellations, please contact Devon Binder at devon@astr.org.