

THE RENAISSANCE SOCIETY OF AMERICA

September 2016

Dear prospective book exhibitors and advertisers,

I'm writing to invite you to participate in several promotional opportunities—including the book exhibit—at the Renaissance Society of America's 63rd annual meeting, 30 March–1 April 2017, in Chicago, Illinois.

The 2017 meeting in Chicago will have over 650 sessions and approximately 2,500 registrants.

Book exhibit venue:

Palmer House Hilton
Exhibit Hall
17 E Monroe St
Chicago, IL 60603

Anticipated set-up hours:

(Sales will not be permitted during set-up.)

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| Wednesday, 29 March | 2:00-6:00 PM |
| Thursday, 30 March | 7:00-9:00 AM |

Anticipated book exhibition hours:

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| Thursday and Friday, 30 March and 31 March | 9:00 AM–6:00 PM |
| Saturday, 1 April | 9:00 AM–3:00 PM |

Anticipated teardown hours:

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| Saturday, 1 April | 3:00-5:00 PM |
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Book Exhibition Table Rates for 2017:

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| One table | \$500 |
| Two tables | \$950 |
| Three tables | \$1350 |
| Additional tables | \$350 |

The tables will be a standard 6' size, draped and skirted with two chairs. RSA does not provide signs for the tables; you are welcome to bring your own sign provided that it does not damage the table. Freestanding furniture such as bookshelves placed on the floor are not allowed. We will be unable to hang banners or signs above tables in this space. The hall will be locked outside of exhibit hours.

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Conference Sponsorship

New for 2017: print and digital publishers may serve as a conference sponsor for \$4,000. Sponsors that are publishers will have their logo printed on the conference tote bag, given to all registrants, as well as receive one exhibit table, one print program ad page, and one app banner ad at no charge. All sponsors will be recognized in the print program and on our website.

Print Program Advertisement Rates for 2017:

The print program is given to all registrants (who wish to take one). Registrants pay no additional fee for a print program.

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| One full-page advertisement (no table) | \$500 |
| Additional ad pages (no table) | \$450 |
| One full-page advertisement (in addition to an exhibit table) | \$400 |
| Additional ad pages (in addition to an exhibit table) | \$350 |

Dimensions for a full-page ad are 4.5 by 7.75 inches. Ads should be sent in black-and-white format as our program interior is printed in black and white. Ads must be received in PDF format by 15 December 2016.

Conference App Banner Advertisement Rates for 2017:

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| One banner ad in the conference app | \$400 |
| One banner ad in the app (in addition to an exhibit table) | \$300 |

Our app was once again a hit at the Boston 2016 conference with 1,778 unique installs (we had 2,488 registrants). Our registrants were extremely engaged with the app, spending a total of 76,743 minutes in it, browsing sessions and viewing event listings. Our advertisers received 345,988 total banner ad impressions. When we surveyed participants after the conference, they once again named the app as their second highest recommended spending priority, trailing only free wi-fi.

The files needed for the app are: one banner advertisement image (600 x 110 pixels) in .png or .jpg format and a link to your website or a PDF that we can upload (max three pages). The app is scheduled to launch in January and the files can be provided at any time up to two weeks before the conference; please allow five business days for the app to be updated with your banner.

Conference Tote Bag Insert Rate

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| Right to insert one item in each delegate's tote bag | \$400 |
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The organization making the reservation is responsible for printing the items and mailing them to the conference hotel package room before the conference begins. We will prepare 2500 conference tote bags for attendees.

Please submit a form to order your table and ad space at <https://goo.gl/forms/qEbkO62My9yXyZwB2>.

When submitting an order, exhibitors will be asked to agree to the following terms set by the Palmer House Hilton:

Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless Hotel, Hilton Worldwide, Inc., and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively "Hotel Parties"), and the Renaissance Society of America from and against any claims or expenses arising out of the use of the exhibition premises.

Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity in this Responsibility Clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel, Hilton Worldwide, Inc., the Hotel's Owner, and each of such entities' owners, subsidiaries, and affiliates (collectively, "Hotel Parties") and the Renaissance Society of America shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with Certificates of Insurance at least 30 days prior to the use of the exhibition premises.

The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Invoices will be sent on a rolling basis and your order will be confirmed upon full payment of the invoiced amount. Further details regarding the mailing of materials to the Palmer House will be sent to registered exhibitors in January 2017. Check the RSA website for continuing updates to the program and special events.

Sincerely,

Tracy E. Robey
RSA Assistant Director
trobey@rsa.org