

# THE RENAISSANCE SOCIETY OF AMERICA

October 2018

Dear prospective book exhibitors and advertisers,

I'm writing to invite you to participate in several promotional opportunities at the Renaissance Society of America's 65th Annual Meeting, 17–19 March 2019, in Toronto. The 2019 meeting in Toronto will have over 500 sessions and approximately 2,000 registrants. The meeting will almost entirely be held at the Sheraton Centre Toronto.

## Book exhibit

### Book exhibit venue

Sheraton Centre Toronto  
Sheraton Hall E  
123 Queen St W  
Toronto, ON M5H 2M9  
Canada

### Anticipated set-up hours

*(We will not have access to the exhibit hall until the morning the conference starts. Sales will not be permitted during set-up.)*

Sunday, 17 March 7:00-10:00 AM

### Anticipated book exhibition hours

Sunday, 17 March 10:00 AM–6:00 PM

Monday, 18 March 9:00 AM–6:00 PM

Tuesday, 19 March 9:00 AM–4:00 PM

### Anticipated teardown hours

Tuesday, 19 March 4:00-6:00 PM

### Book exhibition table rates for 2019 (all rates USD)

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

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The tables will be a standard 6' x 30" size, draped and skirted with two chairs. Basic, email-speed wifi will be provided for all conference attendees and exhibitors. The 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) is not allowed. We will be unable to hang banners or signs above tables in this space. RSA will provide for the hall to be guarded outside of exhibit hours.

## Exhibit space features

Coffee and tea will be served near the exhibit hall on Sunday, Monday, and Tuesday mornings. RSA will also host a one-day headshot booth for attendees.

## Advertising opportunities

### Print program: discontinued

New for 2019: we will no longer offer a traditional print program to registrants. The RSA will provide a program PDF and link for on-demand printing, but we will not sell advertising in the PDF program since we do not have a way to measure or guarantee ad value at this time.

### Tote bag inserts

Put a flyer, postcard, or similar piece announcing your company's new publication, your organization's new program, or your exhibit's special offerings in the official Annual Meeting Tote Bag. The tote will be given to all registrants free of charge with the exception of those that elect to decline it. Inserts may be a single flat or folded page up to 8-1/2" x 11" or a small item such as a logo pen. Additional fees may apply if you will be shipping more than three boxes of material and/or multiple pages. Production and shipping of inserts are the advertiser's responsibility.

### Tote bag insert rates for 2019 (all rates USD)

One tote insert	\$500
One tote insert (in addition to an exhibit table)	\$450

### Tote bag sponsorship

Interested in sponsoring the official Annual Meeting Tote Bag? Your logo will appear on the side of every tote (this option is limited to four organizations). Tote sponsorship includes the opportunity to place one flyer or small promotional item in each bag.

### Tote bag sponsorship rates for 2019 (all rates USD)

Your logo on the side of the official Annual Meeting Tote Bag	\$2500
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### Conference app banner advertisement and landing page

The conference mobile app is offered gratis to all conference attendees and RSA members. We have a limited number of spaces for rotating banner ads on the homepage of the app, which lead to a full-screen landing page when clicked. For more info about the design files we would need to receive from

your organization, please see the [app ad package specs](#). Please keep in mind that clicked banner ads will lead to the landing page you supply; if you'd like to link to an outside URL, the link should be placed on the landing page.

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 and landing page.

#### **App banner ad and landing page rates for 2019 (all rates USD)**

One banner ad in the conference app	\$500
One banner ad in the app (in addition to an exhibit table)	\$450

### **Reserve your table and advertising space**

Please submit a form to order your table, tote insert, and ad space at <https://goo.gl/forms/reyJPx070AolRpXA2>. Please reserve your book exhibit table by January 1, 2019.

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 Sheraton Centre Toronto will be sent to registered exhibitors in late January 2019. Check the RSA website for continuing updates to the program and special events.

### **Book exhibit terms and conditions**

When submitting an order, exhibitors will be asked to agree to the following terms:

*Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless the Sheraton Centre Toronto, Marriott International, 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 Sheraton Centre Toronto, Marriott International, 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.*

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

Exhibit staff, like all Annual Meeting attendees, must abide by the RSA's Professional Conduct Policy.

Sincerely,

Tracy E. Robey  
RSA Assistant Director  
[trobey@rsa.org](mailto:trobey@rsa.org)