

**ASTR/TLA 2012 Annual Conference – November 1 - 4, 2012  
Sheraton Nashville Downtown Hotel Nashville, TN  
Exhibitor/Advertiser Prospectus**

**Join the American Society for Theatre Research (ASTR) and the Theatre Library Association (TLA) for a joint conference in Nashville, TN:**

**“Theatrical Histories”**

The 2012 conference includes a variety of plenary sessions and working sessions set to examine the issues of this theme.

**For 2011 Exhibitors returning to the 2012 Conference, a \$25 discount on Exhibit Space will apply.**

**Exhibitor Benefits include:**

- 1) One free conference registration**
- 2) List of Conference participants**
- 3) Listing in online program schedule with October 1 Application**
- 4) Listing of all Exhibitors in Onsite Program Book**

<b>Exhibitor Costs:</b>	Early Bird (Before 9/1/2012):	On/After 9/2/2012:
	\$325 College/University	\$425 College/University
	\$375 Other Nonprofits	\$475 Other Nonprofits
	\$425 For-Profit Exhibitors	\$525 For-Profit Exhibitors
<b>Exhibitor Fee Includes:</b> 2 Six Foot Tables, Two Chairs, Wastebasket, Sign		

The Exhibit Floor Plan included in this prospectus is subject to change prior to the conference dates. Pre-assigned booths will be given similar locations in the revised plan.

ASTR/TLA and their exhibitors will work with the Sheraton Nashville Downtown Hotel. An exhibition kit will be mailed approximately 8 weeks before the conference.

**ASTR/TLA 2012 Annual Conference – November 1-4, 2012  
Sheraton Nashville Downtown Hotel – Nashville, TN**

An **Onsite Program Book** is provided to all conference attendees, and includes:

- A complete schedule of educational sessions
- A listing of special events
- ASTR business meetings

Conference attendees *use the Onsite Program Book as their guide* throughout the meetings of plenary sessions and seminars. Your best outreach to attendees is through this useful conference tool.

*All 2011 Advertisers who purchase ad space in the 2012 Onsite Program Book qualify for a \$25 discount on the price list below.*

Send application and fees to ASTR, PO Box 1798, Boulder, CO, 80306-1798. Advertisements must be received electronically or by mail to 5324 Deer Creek Court no later than September 15, 2012. Contact ASTR with questions about your ad at (888) 530-1838; fax (303) 530-1839.

**Advertising Rates**

**Reserve a space to promote your company's products and/or services to this broad audience of theatre scholars and educators in higher education.**

<b>Type</b>	<b>Size</b>	<b>Cost</b>
¼ page	3 ½ x 5 "	\$ 250
½ page	7" x 5"	\$ 425
Full Page	7" x 10"	\$ 625
Inside Front Cover	7" x 10"	\$ 750
Inside Back Cover	7" x 10"	\$ 750
Back Cover	7" x 10"	\$ 950

Camera Ready Art work Must Be Submitted by Sept. 15, 2012, to  
ASTR, 5324 Deer Creek Ct., Boulder, CO 80301 or to nericksn@aol.com

**ASTR/TLA 2012 Annual Conference – Nashville, TN  
Sheraton Nashville Downtown Hotel November 1–4, 2012  
Exhibitor/Advertiser Application Form**

Please copy this form if you have multiple Representatives for onsite; 3 Exhibit Floor Only Badges may be provided. One Full Conference Registration Badge is complimentary. Additional Full Conference Registrations may be available at a reduced price for Exhibitors only.

Contact (Mailing):  
Contact (Onsite):  
Company:  
Address:

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Principal product/service to be exhibited: \_\_\_\_\_  
Indicate 1st, 2nd and 3rd choice for booth location (see floor plan inside)  
1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Exhibitors which you prefer not to be located near:

**Check the type of booth: (2 tables per booth)**

- |                                                              |                                                                 |
|--------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> For-Profit (\$425 by 9/1/12)        | <input type="checkbox"/> For-Profit (\$525 after 9/2/12)        |
| <input type="checkbox"/> NonProfit (\$375 by 9/1/12)         | <input type="checkbox"/> NonProfit (\$475 after 9/2/12)         |
| <input type="checkbox"/> College/University(\$325 by 9/1/12) | <input type="checkbox"/> College/University(\$425 after 9/2/12) |

(2011 Exhibitors receive a \$25 discount off each exhibit booth space.)

**Check appropriate box for Advertising:**

- |                                                    |                                                     |
|----------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> 1/4 page (\$250)          | <input type="checkbox"/> 1/2 page (\$425)           |
| <input type="checkbox"/> Full page (\$625)         | <input type="checkbox"/> Inside Front Cover (\$750) |
| <input type="checkbox"/> Inside Back Cover (\$750) | <input type="checkbox"/> Back Cover (\$950)         |

(2011 advertisers receive a \$25 discount off any ad size.)

**Payment:**

Please reserve No. (#) \_\_\_\_\_ booth(s) for ASTR/TLA 2011 Conference; \_\_\_\_\_ page advertisement  
Enclosed is a check in the amount of \$ \_\_\_\_\_  
Charge the payment to Credit Card: / / Mastercard / / Visa  
Card #: \_\_\_\_\_ Expiration date: \_\_\_\_\_  
Name on the Card: \_\_\_\_\_

**Signature:** By signing this agreement, I acknowledge that I (we) will adhere to the terms on the reverse side of this agreement.

Mail or fax Application to:           ASTR  
                                                  P.O. Box 1798  
                                                  Boulder, CO 80306-1798 (888) 530-1838  
                                                  Fax: (303) 530-1839

### Terms and Conditions

The following rules and regulations become binding upon acceptance of this contract between applicant, his employees and agents, and the American Society for Theatre Research (ASTR), the exhibition manager and any additions and amendments thereto that may after be established or put into legal effect by the management.

#### Space Assignment

Space will be assigned to all applicants on a first-come, first-served basis, in the order in which applications are received. Every effort will be made to assign the exhibitor to one of his/her chosen spaces; however, the exhibition manager reserves the right to make final space assignments or change space assignments after acceptance of the applications, should it be necessary and/or in the best interest of the exhibition.

#### Payment and Cancellation

- A. All applications for space must be accompanied by full payment. Applications failing to comply will necessarily be delayed in processing and assignment of space.
- B. Exhibitors canceling must notify Manager in writing by Oct.1, 2012.
- C. Exhibitors who cancel will receive a 75% refund only in the event that the vacated space can be sold to another exhibitor.

#### Service Order Kit

A Service Order Kit containing general and technical information regarding the exhibition, the facilities of the exhibition site, and pertinent information, instructions and rates regarding the services of the official contractors will be provided to exhibitors in good standing approximately eight weeks before the conference.

#### Shipping/Handling and Receipt of Freight

The Official Drayer for the receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the Service Order Kit. Shipment of exhibit materials, whether by motor freight (common carrier) or air, should be forwarded in accordance to the specific instructions given by the Official Drayer in the Service Order Kit. All materials should be sent to the locations designated by the Drayer, and nothing should be sent to the exhibit site unless the exhibitor has made arrangements with the Drayer beforehand to receive the materials there. Neither the exhibit facility nor its staff is prepared or authorized to receive or handle an exhibitor's shipment.

#### Exhibit Standards

ASTR shall have the right to prohibit any exhibit or part of an exhibit which in their 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 Conference Manager.

#### Safety

- A. Fire regulations require all display material used for the decoration to be flameproof. Any and all electrical equipment, including signs and lights, shall be in good, operable condition and able to pass the inspection of the local Fire Marshall. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this exhibition.
- B. The use of flammable materials necessary to the purpose of the exhibit, where no other alternative can be used, must first be brought to the attention of the Convention Manager, in writing, not less than thirty (30) days before the opening of the exhibit, for approval.

#### Use of Exhibit Space

Exhibitors shall reflect their company's highest standard of professionalism while maintaining the space during exhibit hours. All demonstrations and exhibits must be confined to the contracted space. No exhibitor shall assign, sublet or share the whole or any part of his/her space.

#### Security/Liabilities/Insurance

- A. Security guards shall be furnished during the closed hours of the exhibition. The furnishing of guards shall not increase the liability of ASTR. After exhibit hours, only those exhibitors properly identified and having the permission of the conference management may enter the exhibit.
- B. ASTR, the official service contractors, the exhibit facility, nor the members, representatives and/or employees thereof will be responsible for injury, loss or 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.
- C. ASTR and their agents and employees will not be liable for failure to hold the exhibition as scheduled. Payments for exhibit space will be refunded in the event, except that any actual expenses incurred in connection with the exhibition will be deducted if the exhibition is cancelled thirty (30) days or less prior to the opening date because of fire, an Act of God, the public enemy, strike, epidemic, or any law, regulation, or public authority that makes it impossible or impracticable to hold the exhibition.
- D. Exhibitors agree to maintain such insurance, no less than \$1,000,000 that will fully protect the exhibition management and convention facility from any and all claims under the Workmen's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the exhibition display.
- E. Damage to inadequately packed property is the exhibitor's own responsibility.
- F. Damage to the facility housing the exhibit caused or done by the exhibitor shall be replaced or repaired at the exhibitor's expense. Additionally, the exhibitor agrees to protect, save and hold harmless ASTR and the convention facility of and from all loss and/or damage whatsoever caused to the facility housing the exhibition, or any part thereof, directly or indirectly.
- G. Exhibitors are advised to add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against the loss/damage to the materials from fire, theft, accident, etc.

#### Music Licensing

Exhibitors agree to comply with existing regulations relating to music licensing and agree to indemnify and hold harmless ASTR and the convention facility against any claims or expenses arising from noncompliance to these regulations.

#### Admission

ASTR shall have sole control over all admissions or persons. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibition or as amended by ASTR.

#### Amendments to Regulations

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of ASTR. The aforementioned terms covered by this contract may be amended at any time by ASTR in the interest of the exhibition, and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.

**Sheraton Nashville Downtown Hotel** Exhibitor hereby assumes responsibility and agrees to indemnify and defend the Organization and the Sheraton Nashville Downtown Hotel against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the Organization nor the Hotel maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance. Organization agrees that the risk of loss for all merchandise, trade items, and equipment ("Property") brought to the Hotel property directly by the Organization or by a third-party vendor or exhibitor of the Organization will be the responsibility of the Organization at all times unless the loss or destruction is due to the gross negligence of the Hotel or the gross negligence or intentional misconduct of an employee of the Hotel. Organization agrees to the fullest extent permitted by law, to protect, indemnify, defend, and hold harmless the Sheraton Nashville Downtown Hotel from all claims, damages, losses and expenses, howsoever the same may be caused reason of any suit, claim, demand, judgment or cause of action initiated by any person arising or alleged to have arisen directly or indirectly out of the performance of the work by the contractor.