



# Advertising, Exhibiting, and Sponsorship Opportunities

National Council on Public History

Annual Meeting

Ottawa, ON

April 17-20, 2013



Courtesy of Ottawa Tourism.



# 2013 Annual Meeting

In April 2013 the National Council on Public History (NCPH) will hold its annual conference, at the Delta Ottawa City Centre in Ottawa, Ontario. This conference presents unique opportunities for visibility to six hundred public historians. As Canada's capital, Ottawa is the national centre of the museum, archival and heritage community, and its historical and cultural attractions, and will draw meeting participants from around the world. We would like to invite you to participate in this conference.

This packet contains information on how to reserve an **exhibit** booth, **advertise** in the annual meeting *Program*, and **sponsor** an event. Each is an excellent way of reaching potential customers or partners; promoting and marketing the latest scholarship, forthcoming titles, and/or journals from your press; and celebrating and announcing the accomplishments of your organization. Your audience will include more than six hundred public historians from Canada, the United States, and other countries and the many members of the local community who will attend, as well as hundreds of other history professionals, educators, and students who will visit the NCPH website ([www.ncph.org](http://www.ncph.org)) to see the conference *Program*.

Our more than 1,200 members in a dozen countries include academic historians and geographers, museum professionals, government historians, corporate and business historians, historical consultants, archivists, cultural resource managers, curators, film and media producers, oral historians, policy advisors, professors and graduate students, k-12 teachers, and many others.

Whether you place an advertisement in our annual meeting *Program*, sponsor an event, or join us in Ottawa to exhibit, this is an invaluable opportunity to grab the attention of public historians and history institutions from across the profession. We hope you will join us!

National Council on Public History  
327 Cavanaugh Hall – IUPUI  
425 University Blvd.  
Indianapolis, IN 46202  
PH: 317.274.2716  
FAX: 317.278.5230  
[ncph@iupui.edu](mailto:ncph@iupui.edu)  
[www.ncph.org](http://www.ncph.org)



# Advertise >>

We will produce a conference *Program* for all conference events. An estimated 7,000 NCPH contacts will be e-mailed a copy of the conference *Program* and the 600 conference attendees will receive a printed copy at the meeting. Additionally, a PDF of the *Program* will be available on the NCPH website beginning in December 2012 and will be permanently archived on the site after the meeting.

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**¼ page ad:**

Size: 3 ¾”w x 5 ¼”h

Price: \$150

**½ page ad:**

Size: 8”w x 5 ¼”h

Price: \$175

**Full-page ad:**

Size: 8”w x 10 ½”h

Price: \$250

**Two-page ad:**

Size: 8”w x 10 ½” h each

Price: \$450

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**Specifications**

Files for print ads should be submitted as 300 dpi, high resolution, image and font embedded, PDF or JPG files. Files submitted in other formats, or files requiring reformatting, may require additional fees.

Print copies will be black and white; PDF and email copies will be full color. If you wish to have a full color inside cover print ad please contact us at [ncph@iupui.edu](mailto:ncph@iupui.edu) for pricing.

**Deadlines**

Advertisements must be received by November 1, 2012. Please email advertisement files to [ncph@iupui.edu](mailto:ncph@iupui.edu).

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# Exhibit >>

**Recent NCPH Annual Meeting Advertisers, Exhibitors and Sponsors**American Association for State and  
Local History

Adamson Historical Consulting

American Historical Association

American University

Arcadia Publishing

Arizona State University

Association for the Study of African  
American Life

Brown University

Dolce!

Flagler Museum

Florida African-American

Heritage Preservation Network

Florida Humanities Council

Historical Research Associates, Inc.

History™

Indiana University Pennsylvania

Littlefield Historical Research

Loyola University Chicago

Maricopa Co. (AZ) Public Works

Middle Tennessee State University

New Mexico State University

New South Associates

Northwest History Network

Organization of American Historians

Oxford University Press

Pensacola Bay Brewery

Portabello Market

Randforce Associates, LLC

Revs Institute for Automotive  
Research

Smithsonian Institution

Tennessee Civil War Heritage Area

University of California Journals +  
Digital Publishing

University of Central Florida

University of Louisiana Lafayette

University of Massachusetts Amherst

University of Massachusetts Press

University of Oklahoma

University of South Carolina

University of West Florida

University of Western Ontario

West Florida Historic  
Preservation, Inc.

West Virginia University



# Exhibit >>

The exhibit hall is an ideal location for the promotion of your organization, institution, press, program, or company.

## Exhibit Hall Hours

### *Exhibit Setup*

Wednesday, April 17: 2:00 p.m. – 5:00 p.m.

### *Exhibit Hours*

Thursday, April 18: 8:00 a.m. – 5:00 p.m.

Friday, April 19: 8:00 a.m. – 5:00 p.m.

Saturday, April 20: 8:00 a.m. – Noon

### *Exhibit Dismantling*

Saturday, April 20: Noon – 2:00 p.m.

## Pricing information

- 8'x10' space (with 6'x30" skirted table, and 2 chairs): \$325; additional tables: \$225

## Benefits

- Two complimentary meeting registrations for full-priced booths
- Free listing in the annual meeting program
- Acknowledgement on NCPH websites & meeting advertisements

## Exhibit Location, Space, & Traffic

The exhibit hall is in the International Ballroom at the Delta Ottawa City Centre. All coffee breaks will be held in the exhibit hall to maximize traffic.

## Reservations

Applications for exhibit space must be postmarked by **January 15, 2013**. Reservations made by November 1, 2012 will be included in the printed *Program*. All others will be listed in the *Onsite Guide*.

## Shipping

Shipping information will be provided in March 2013.

## Payment

Fifty-percent of the booth rental is due with the application form; the remaining balance is due March 1, 2013.

## Cancellations

Notification of cancellation must be made in writing. Cancellations received after January 15, 2013 will be subject to a 25% processing fee. Cancellations made after March 1 obligate the exhibitor to full payment and forfeiture of all monies paid.



# Sponsor >>

Your support will demonstrate to the 600 public historians in attendance your commitment to the field. A sponsorship provides an excellent way to promote your organization, institution, press, program, or company.

In addition to a form of recognition directly associated with the specific sponsorship opportunity, such as signage at the event, sponsors will receive the following:

## Guarantor – \$3,000 or more

When you become an Annual Meeting Guarantor, you receive:

- One complimentary exhibit booth in the exhibit hall
- Two complimentary tickets to the Awards Breakfast
- All Supporter level benefits

## Supporter – \$1,500 to \$2,999

Annual Meeting Supporters receive:

- One complimentary meeting registration
- One complimentary ½ page ad in the printed Annual Meeting *Program*, if received by November 1, 2012
- All Friend level benefits

## Friend – \$325 to \$1499

With your Annual Meeting Friend contribution, you receive:

- Recognition and direct link on NCPH websites from January through April 2013
- Recognition with the listing of the sponsored event and the acknowledgement section in the conference *Program*, if received by November 1, 2012.
- Recognition of contribution in the December and March issues of *Public History News*, if received by November 1, 2012.
- Signage at the sponsored event



### Deadline

NCPH can ensure the full benefits outlined above only for those sponsorships received before **November 1, 2012**. Sponsorships received between November 2, 2012 and February 1, 2013 will be recognized in the *Onsite Guide*.

# Sponsor >>

The following are available for sponsorship:

Event	Sponsor	Co-sponsor
New Members/First-time Attendee Breakfast	\$500	\$325
Public History Educators' Breakfast	\$700	\$450
Awards Breakfast and Business Meeting	\$600	\$400
Opening Reception	\$2,000	\$1,300
Consultants Reception	\$500	\$325
Poster Session Reception	\$700	\$450
Coffee Break	\$700	\$450
Endowment Fundraiser	\$1,500	\$975
Printed Conference <i>Program</i>	\$2,000	\$1,300
Printed <i>Award Program</i>	\$700	\$450
Promotional Item* – Your logo in one color (distributed to all attendees)	\$2,500	n/a

\* The promotional item will be an environmentally friendly product such as a cotton tote bag, corn based biodegradable coffee mug, or 100% recycled paper notepads. Please contact us for more details.

## Payment

Please use the form on next page to secure your spot today.

We gladly accept credit card payments in US dollars or checks made payable to NCPH in U.S. or Canadian dollars and sent to:

National Council on Public History  
327 Cavanaugh Hall – IUPUI  
425 University Blvd.  
Indianapolis, IN 46202  
Fax: (317) 278-5230

*Credit Card payments must be submitted in U.S. dollars.  
Canadian checks will be accepted\*  
Federal Tax ID # 52-1210174.*

\*At the time the fees listed above were established the Canadian and US dollars were roughly at par; the rates are the same for both currencies when paying by check.

## Questions?

(317) 274-2716 or [ncph@iupui.edu](mailto:ncph@iupui.edu)



Courtesy of Ottawa Tourism.

# Exhibits/Advertising/Sponsorship Contract

## NCPH Annual Meeting, Ottawa, ON, April 17-20, 2013



### CONTACT INFORMATION

Name \_\_\_\_\_

Organization \_\_\_\_\_

Department \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

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

A. Exhibits	C. Sponsorships	Check one
Exhibit Booth: \$325	\$	Friend: \$325 to \$1,499
Each Additional Booth: \$225	\$	Supporter: \$1,500 to \$2,999
<b>Exhibitor is responsible for shipping.</b>		Guarantor: \$3,000 or more
Subtotal A	\$	Event:
The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor's displays, equipment and other property brought onto the premises of the Delta Ottawa City Centre and shall indemnify and hold harmless the Hotel agents, servants and employees from any and all such losses, damages and claims.	Sponsorship Level:	\$
	Subtotal C	\$
<b>Totals</b>		
Subtotal A		\$
Subtotal B		\$
Subtotal C		\$
<b>Total</b>		\$
<b>Payment Options</b>		
MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Check <input type="checkbox"/>		
Card Number: _____		
Exp. Date: _____		3 or 4 Digital Code: _____
Name on Card: _____		
Signature: _____		
<p>Orders may be submitted by fax or mail.</p> <p>This form is also available online at</p> <p><a href="http://ncph.org/cms/conferences/2013-annual-meeting/">http://ncph.org/cms/conferences/2013-annual-meeting/</a></p>		

Checks may be submitted in US or Canadian dollars (same amount). Please send to:

NCPH Executive Offices  
 327 Cavanaugh Hall - IUPUI  
 425 University Blvd.  
 Indianapolis, IN 46202  
 PH: (317) 274-2716  
 FAX: (317) 278-5230  
[www.ncph.org](http://www.ncph.org)

Signature \_\_\_\_\_ Date \_\_\_\_\_

**NCH**  
**National Council on Public History**

327 Cavanaugh Hall-IUPUI  
425 University Blvd.  
Indianapolis, IN 46202-5148

