



# ADVERTISING, EXHIBITING, AND SPONSORSHIP OPPORTUNITIES

## The Middle: Where did we come from? Where are we going?

National Council on Public History Annual Meeting

Indianapolis, Indiana

April 19-22, 2017



Monument Circle. Photo courtesy of Jason Lavengood, VisitIndy.com.

# 2017 ANNUAL MEETING

In April the National Council on Public History (NCPH) will hold its annual conference at the Westin in Indianapolis. Up to a thousand public historians attend the conference, providing unique opportunities for visibility. We would like to invite you to participate!

This packet contains information on how to **advertise** in the annual meeting *Program*, reserve an **exhibit** booth, 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; raising the profile of your consulting business or institution; networking with potential clients or partners; celebrating the accomplishments of your organization; or recruiting graduate students or professors to your program. Your audience will include more than a thousand public historians from the United States, Canada, 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 1,600 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 Indianapolis 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!

Bikeshare. Photo courtesy of VisitIndy.com



Exhibit Hall at NCPH 2015 in Nashville.



National Council on Public History  
127 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 produce a conference *Program* for all conference events. An estimated 9,000 NCPH contacts will be emailed a copy of the conference *Program*, and up to 1,000 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 November 2016 and will be permanently archived on the site after the meeting.

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## ¼ PAGE AD:

Size: 3¾”w x 5¼”h  
Price: \$150

## ½ PAGE AD:

Size: 8”w x 5¼”h  
Price: \$200

## FULL-PAGE AD:

Size: 8”w x 10½”h  
Price: \$300

## TWO-PAGE AD:

Size: 8”w x 10½”h each  
Price: \$500

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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 purchase a full-color inside or back cover print ad, please contact us at [ncph@iupui.edu](mailto:ncph@iupui.edu) for pricing.

## DEADLINES

Advertisements must be received by **October 15, 2016** to be included in both digital and print versions of the *Program*. Ad placements may be accepted after October 15 for inclusion in the revised digital and print versions of the *Program*. Please email questions and advertisement files to [ncph@iupui.edu](mailto:ncph@iupui.edu).

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## RECENT NCPH ANNUAL MEETING ADVERTISERS, EXHIBITORS, AND SPONSORS

American Association for State and Local History

Alder, LLC

American Cultural Resources Association

The American West Center, University of Utah

Arcadia Publishing and The History Press

Arizona State University

Brown University

Central Connecticut State University

Clio – Marshall University

German Historical Institute

Goucher College

Historic Hampton, Inc.

Historical Research Associates

History™

History, Incorporated

History Works

Humanities Tennessee

Indiana University Pennsylvania

Jewish Museum of Maryland

Johns Hopkins University Press

Littlefield Historical Research

Loyola University Chicago

Maryland Historical Society

Middle Tennessee State University

National Museum of African American Music

New Mexico State University

New South Associates

Next Exit History

Northwest History Network

Oral History Association

Oxford University Press

Rowman and Littlefield

Smithsonian Institution

Society for History in the Federal Government

Stevens Historical Research Associates

Texas State University

United States Holocaust Memorial Museum

The National Park Service

The Ultimate History Project

University of California Press

University of Calgary Press

University of Central Florida

University of Louisiana at Lafayette

University of Maryland, Baltimore County

University of Massachusetts Amherst

University of Massachusetts Press

University of South Carolina

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 19 – 1:00 p.m. – 5:00 p.m.

### *Exhibiting Hours*

Thursday, April 20 – 8:00 a.m. – 7:00 p.m.

Friday, April 21 – 8:00 a.m. – 5:00 p.m.

Saturday, April 22 – 8:00 a.m. – 2:00 p.m.

### *Exhibit Dismantling*

Saturday, April 22 – 2:00 p.m. – 5:00 p.m.

## PRICING INFORMATION

8'x10' space (with 6'x30" skirted table, 2 chairs, and 500 watt electrical service)

### COMMERCIAL:

Price: \$350

Additional Tables: \$225

### NOT-FOR-PROFIT:

Price: \$300

Additional Tables: \$225

### UNSTAFFED, SHARED EXHIBIT BOOTH:

Price: \$100

Does not include 2 complimentary meeting registrations

## 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 Westin Indianapolis hotel. Conference coffee breaks, pop-up exhibits, and *The Commons* gathering space will all help maximize attendee traffic to the space.

## RESERVATIONS

Applications for exhibit space must be postmarked by **January 2, 2017**. Reservations made by October 1, 2016 will be included in the digital and printed *Program*. All others will be listed in the printed and revised digital *Program* only.

## SHIPPING

Shipping information will be provided in January 2017.

## PAYMENT

Fifty percent of the booth rental fee is due with the application form; the remaining balance is due February 1, 2017.

## CANCELLATIONS

Notification of cancellation must be made in writing. Cancellations received after December 7, 2016 will be subject to a 25% processing fee. Cancellations made after January 7, 2017 obligate the exhibitor to full payment and forfeiture of all monies paid.

Attendees browse the Exhibit Hall in Baltimore, 2016.



# SPONSOR

Your support will demonstrate to the 1,000 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 invitations 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 annual meeting *Program*, if received by October 1, 2016.
- All Friend level benefits

## FRIEND – \$325 TO \$1,499

With your Annual Meeting Friend contribution, you receive:

- Recognition and direct link on NCPH website from January through April 2017
- Recognition with the listing of the sponsored event and the acknowledgement section in the electronic and print versions of the conference *Program*, if received by October 1, 2016
- Recognition of contribution in the December and March issues of *Public History News*, if received by October 1, 2016
- Signage at the sponsored event

## DEADLINE

NCPH can ensure the full benefits outlined above only for those sponsorships received before **October 1, 2016**. Sponsorships received between October 2, 2016 and February 1, 2017 will be recognized in the print version of the *Program* only.



# SPONSOR

The following are available for sponsorship:

Event	Sponsor	Co-Sponsor
Opening Reception	\$2,000	\$1,300
Public Plenary	\$1,500	\$975
Awards Breakfast and Keynote Speaker	\$1,000	\$700
Snack Break	\$1,000	—
Coffee Break	\$700	\$450
New Member Welcome	\$700	\$450
Public History Educators' Forum	\$700	\$450
THATCamp Bootcamp	\$600	\$400
Speed Networking	\$500	\$350
<i>The Commons</i> —a gathering space	\$500	\$350
Poster Session Reception	—	\$450
Consultants Reception	—	\$325

Conference Materials	Sponsor	Co-Sponsor
Name Badges/Lanyards	\$2,000	—
Printed Conference <i>Program</i>	\$2,000	\$1,300
Annual Meeting Mobile App	\$1,750	—
Printed <i>Awards Program</i>	\$500	\$350
Promotional Item* – Your logo in one color (distributed to all attendees)	\$2,500	—

\* The promotional item will be an environmentally friendly product such as a cotton tote bag, corn-based biodegradable coffee mug, or 100% recycled paper note pad. 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 or checks (in U.S. dollars) made payable to NCPH and sent to:

National Council on Public History  
 127 Cavanaugh Hall – IUPUI  
 425 University Blvd.  
 Indianapolis, IN 46202  
 Fax: (317) 278-5230  
 Federal Tax ID # 52-1210174.

To purchase an advertisement online by credit card, visit: <http://bit.ly/ncphProgramAd2017>

To purchase an exhibit booth online by credit card, visit: <http://bit.ly/ncphExhibitBooth2017>

## QUESTIONS?

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



Indianapolis City Market - Three Days in Paris. Courtesy of Lavengood Photography and VisitIndy.com.

**Exhibits/Advertising/Sponsorship Contract**  
**NCPH Annual Meeting, Indianapolis, IN, April 19-22, 2017**



**CONTACT INFORMATION**

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Department \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

A. Conference Program Advertisements		C. Sponsorships	Check one
¼ page: \$150	\$	Friend: \$325 to \$1,499	
½ page: \$200	\$	Supporter: \$1,500 to \$2,999	
Full Page: \$300	\$	Guarantor: \$3,000 or more	
Two-Page Spread: \$500	\$	Event(s) or Material(s):	
Subtotal A	\$	Sponsorship Fee:	\$
<b>B. Exhibits</b>		Subtotal C	\$
Exhibit Booth - Commercial: \$350	\$	<b>Totals</b>	
Exhibit Booth - Not for Profit: \$300	\$	Subtotal A	\$
Each Additional Table: \$225	\$	Subtotal B	\$
Unstaffed, Shared Booth: \$100	\$	Subtotal C	\$
Subtotal B	\$	<b>Total</b>	\$
<b>Exhibitor is responsible for shipping costs.</b>		<b>Payment Options</b>	
Orders may be submitted by fax or mail. For more information, or to purchase an advertisement or exhibit booth online, visit <a href="http://bit.ly/ncph2017">http://bit.ly/ncph2017</a>		<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Check	
		Card Number:	
		Exp. Date:	3 or 4 Digit Code:
		Name on Card:	
		Signature:	

Please make checks payable to NCPH and send to:

NCPH Executive Offices  
 127 Cavanaugh Hall - IUPUI  
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Signature \_\_\_\_\_ Date \_\_\_\_\_



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Indianapolis skyline. Photo courtesy of Kevin Foster and VisitIndy.com.