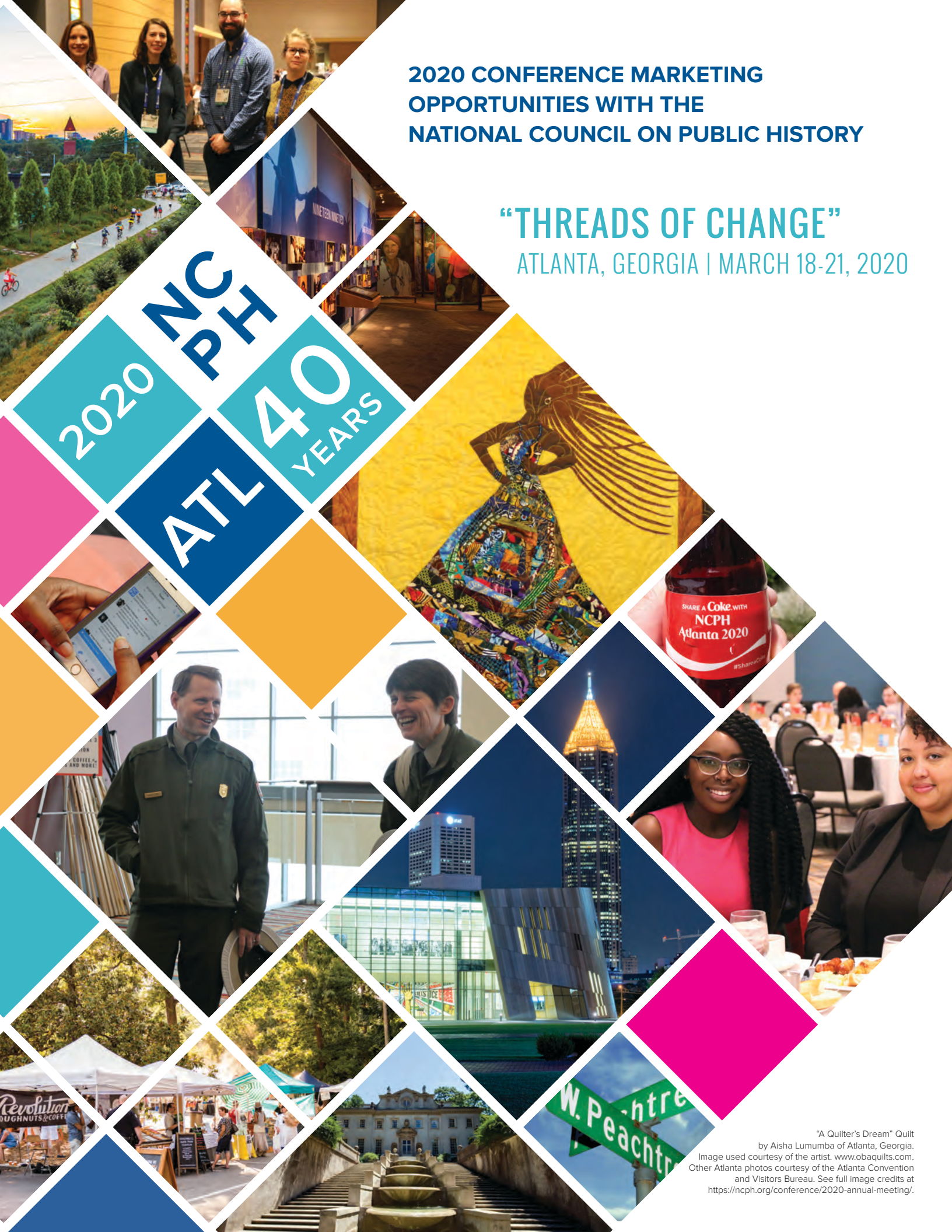


2020 CONFERENCE MARKETING
OPPORTUNITIES WITH THE
NATIONAL COUNCIL ON PUBLIC HISTORY

“THREADS OF CHANGE”
ATLANTA, GEORGIA | MARCH 18-21, 2020

2020 NCPH
ATL 40
YEARS



"A Quilter's Dream" Quilt
by Aisha Lumumba of Atlanta, Georgia.
Image used courtesy of the artist. www.obaquilts.com.
Other Atlanta photos courtesy of the Atlanta Convention
and Visitors Bureau. See full image credits at
<https://ncph.org/conference/2020-annual-meeting/>.

YOU'RE INVITED

The 2020 National Council on Public History (NCPH) conference is coming to Atlanta, Georgia! You're invited to get the word out about your organization, institution, services, or products to 900+ public historians in attendance and our 1,600+ members.

3 WAYS TO GET THE WORD OUT

ADVERTISE digitally and in print in our Annual Meeting Program

SPONSOR an event at the conference

EXHIBIT onsite at the Westin Peachtree Plaza March 19-21

WHAT'S THE IMPACT?

- Contact with 900+ conference attendees and 1,600+ active members
- Mentions in NCPH conference emails go to 10,000+ contacts
- Viewed over 250,000 times on ncp.org during lead-up to conference
- Reach over 20,000 people via our active NCPH Twitter and Facebook accounts

IS NCPH THE RIGHT FIT?

Recent NCPH Annual Meeting Supporters include:

Non-Profits	American Association for State and Local History, Canada's History, Connecticut Humanities, Humanities Tennessee, the National Trust for Historic Preservation, Organization of American Historians
Museums/Historical Societies	Indiana Historical Society, Kentucky Historical Society, Eiteljorg Museum of American Indians and Western Art, US Holocaust Memorial Museum, The Mob Museum
Companies	History™, Historical Research Associates, Know History, MediaPreserve, TourMate Systems, aaut studio
Universities	Columbia University, University of Maryland – Baltimore County, University of Louisiana at Lafayette, University of Nevada Las Vegas, Central Connecticut State University
Publishers	Arcadia Publishing/The History Press, University of Massachusetts Press, University of California Press, Rowman & Littlefield, University of North Carolina Press
Government Agencies	National Park Service, US Census Bureau, US Army Heritage and Education Center, US Department of Veterans Affairs, Indiana Historical Bureau, Connecticut State Historic Preservation Office



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 • www.ncph.org

ADVERTISE in the NCPH Conference Program

emailed to 10,000+ contacts | provided in print onsite | published online at ncph.org

¼ Page Ad	½ Page Ad	Full Page Ad
3⅞" w x 5⅞" h	8" w x 5⅞" h 8¾" w x 5½" (with bleed)	8" w x 10½" h 8¾" w x 11¼" (with bleed)
\$200	\$275	\$400

Full-Color Inside Front or Inside Back Cover Ad	Full-Color Outside Back Cover Ad
8" w x 10½" h 8¾" w x 11¼" (with bleed)	8" w x 10½" h 8¾" w x 11¼" (with bleed)
\$900	\$1,000

SUBMITTED ADS MUST BE:

300 dpi+ | High-resolution | Image- and font-embedded | PDF or JPG file-types
 Full-color digital copies | Black and white print copies (except inside cover ads)
 Dimensions of the file must match the reserved ad space and include bleed if necessary

DEADLINES FOR AD COPY & PAYMENT:

October 15, 2019 (for inclusion in the early digital, final digital, and final print *Program*)

January 15, 2020 (for inclusion in the final digital and final print *Program*)

Email questions and ad files to ncph@iupui.edu.

Images of Atlanta murals and street art courtesy of the Atlanta Convention and Visitors Bureau.



SPONSOR NCPH 2019

FRIEND | \$350 - \$1,199

- Recognition and direct link on NCPH website through March 2020
- Recognition in the final digital and print versions of the conference *Program* (if received by January 15, 2020)
- Recognition in the 2020 conference mobile app
- Signage with your institution's logo at the sponsored event or on the event's printed material, and recognition on general conference signage
- Recognition of contribution in the June 2020 issue of NCPH's newsletter *Public History News*
- Pre- and post-meeting attendee email list for a one-time message each

SUPPORTER | \$1,200 - \$1,999

All Friend level benefits, and:

- Two mentions from the NCPH Twitter account, reaching our 11,500+ followers and all following the #NCPH2020 hashtag (one before the conference and one during)
- Expanded 100-word description of your organization or institution in the 2020 mobile app with logo and link to social media
- One complimentary meeting registration

ADVOCATE | \$2,000 - \$2,999

All Friend and Supporter level benefits, and:

- One complimentary half-page ad in the 2020 meeting *Program* (if received by January 15, 2020) and appended to your listing in the conference mobile app
- Your logo in the NCPH meeting *Program* (if received by January 15, 2020)
- One complimentary booth in the 2020 exhibit hall (with two complimentary registrations total)
- One additional mention from the NCPH Twitter account before the conference, reaching our 11,500+ followers (for a total of three)

GUARANTOR | \$3,000+

All Friend, Supporter, and Advocate level benefits, and:

- One complimentary full-page ad in the annual meeting *Program* (if received by January 15, 2020—this replaces the half-page ad at the Advocate level)
- One additional complimentary meeting registration (for a total of three)
- Customized entry in the annual meeting mobile app, including text, pictures, appended documents, logo, and links (materials subject to NCPH approval)
- Two complimentary tickets to the Awards Breakfast and Presidential Address
- One additional mention from the NCPH Twitter account in the month before or after the conference, reaching our 11,500+ followers (for a total of four)
- One featured post in the 2020 conference mobile app, pinned to the homepage feed on a day of your choosing

DEADLINES

October 15, 2019 (for acknowledgement in all digital and print versions of the conference *Program*, mobile app, and June newsletter)

January 15, 2020 (for acknowledgment in final digital and print versions of *Program*, mobile app, and June newsletter)

SPONSOR Your Favorite NCPH Event or Swag

Event	Sponsor	Co-Sponsor
NCPH 40 th Anniversary Commemoration	\$2,000	\$500
Opening Reception	\$2,000	\$1,300
Public Plenary	\$1,750	\$1,000
Public History Educators' Forum TAKEN	\$1,750	\$500
Networking Snack Break*	\$1,500	—
New Professional & Graduate Student Social	\$1,000	\$400
Awards Breakfast and Presidential Address	\$1,000	\$750
Networking Coffee Break*	\$900	\$600
Digital Public History Lab	\$750	\$500
Speed Networking	—	\$400
Poster Session and Reception	—	\$400
The Commons**	\$500	\$375
Conference Connections mentoring program	\$350	—
Consultants' Speakeasy	—	\$350
NCPH Inclusion Mixer	—	\$350

*Snack and coffee breaks will be held in the exhibit hall at the Westin Peachtree Plaza.

**A social gathering space located in the exhibit hall at the Westin Peachtree Plaza.

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

*See description of benefit at <http://bit.ly/supportncph2020>.

**Plus the cost of the promotional item. Promotional item will be an environmentally-friendly product such as a cotton tote bag, biodegradable coffee mug, or 100% recycled paper notepads. Sponsor will work with staff to select item. Please contact ncph@iupui.org for more information.

Have an idea for a sponsorship we don't list? We're interested in working with you!

Email ncph@iupui.edu to learn more.

PURCHASING

To purchase via **check**, fill out the form on the last page of this brochure and send a check payable to NCPH 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 online via **credit card**, visit <http://bit.ly/supportncph2020>.

QUESTIONS?

Email ncph@iupui.edu for inquiries.

Image courtesy of the Atlanta Convention and Visitors Bureau.



EXHIBIT at the Westin Peachtree Plaza

Space in the NCPH exhibit hall | 2 free registrations | promotion in meeting materials

PRICING

Not-for-profit organizations (including universities) | \$350

Commercial organizations | \$450

Unstaffed, shared exhibit booth | \$200

Additional tables | \$225 each

Early dismantle* | \$75

WHAT DO I GET?

8'x10' space in the exhibit hall for the duration of the conference

6'x30" skirted table, two chairs, 500-watt electrical service

Two complimentary meeting registrations (not for unstaffed booths)

Listing in digital and print annual meeting *Programs*

Listing, logo, and 100-word description in annual meeting mobile app

Acknowledgement on NCPH website and meeting advertisements

Pre- and post-meeting attendee email list for a one-time message each

THE NCPH EXHIBIT HALL

HOURS

Exhibit Setup

Wednesday, March 18 – 1:00 pm – 5:00 pm

Exhibiting Hours

Thursday, March 19 – 8:00 am – 6:00 pm

Friday, March 20 – 8:00 am – 5:00 pm

Saturday, March 21 – 8:00 am – 2:00 pm

Exhibit Dismantling

Saturday, March 21 – 2:00 pm – 5:00 pm

ABOUT THE SPACE

- Hosts 3+ coffee breaks, pop-up activities, and other conference events
- Home of the Commons, a gathering space for attendees
- Exhibitors will be contacted in late 2019 to select your space in the hall in order of purchase

THE FINE PRINT

Requests for exhibit space must be postmarked by January 15, 2020. Booth reservations must be received by October 15, 2019 to be listed in all versions of the *Program*; later reservations will be listed in the revised digital and print editions only.

50% of booth fee is due with application; the remaining balance is due by March 1, 2020.

Notification of cancellation must be received in writing. Cancellations received by January 1, 2020 will be refunded in full (minus a 20% administration fee). Cancellations made by February 1 will be refunded 50%. Cancellations made after February 1, 2020 obligate the exhibitor to full payment and forfeiture of all monies paid.

*Early dismantling is Friday, March 20 from 4-6 PM.

Shipping information will be provided to exhibitors in early 2020.

Photo courtesy of Jess Lamar Reece Holler.



Exhibits/Advertising/Sponsorship Contract

NCPH Annual Meeting, Atlanta, GA, March 18-21, 2020



CONTACT INFORMATION

Name _____

Organization _____

Department _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ Email _____

A. Conference Program Advertisements	C. Sponsorships		Check one
¼ Page: \$200	\$	Friend: \$325 to \$1,199	
½ Page: \$275	\$	Supporter: \$1,200 to \$1,999	
Full Page: \$400	\$	Advocate: \$2,000 to \$2,999	
Inside Front or Back Cover: \$900	\$	Guarantor: \$3,000 or more	
Outside Back Cover: \$1,000	\$	Event(s) or Material(s):	
Subtotal A	\$	Sponsorship Fee:	\$
B. Exhibits		Subtotal C	\$
		Totals	
Exhibit Booth - Commercial: \$450	\$	Subtotal A	\$
Exhibit Booth - Not for Profit: \$350	\$	Subtotal B	\$
Each Additional Table: \$225	\$	Subtotal C	\$
Unstaffed, Shared Booth: \$200	\$	Total	\$
Early Dismantle Fee: \$75	\$	Payment Options	
Subtotal B	\$	<input type="checkbox"/> Invoice Me (to pay by credit card) <input type="checkbox"/> Check	
Exhibitor is responsible for shipping costs.			

Orders may be submitted by fax, email, or mail.

For more information, or to purchase an advertisement or exhibit booth online, visit <http://bit.ly/supportncph2020>

International orders can only be made via credit card using our online system to ensure compliance with EU privacy law.

If paying by check, please make checks payable to NCPH and send to:

NCPH Executive Office
 127 Cavanaugh Hall - IUPUI
 425 University Blvd.
 Indianapolis, IN 46202
 PH: (317) 274-2716
 FAX: (317) 278-5230
www.ncph.org

Signature _____ Date _____

2020

NC
PH

National Council on Public History

ATL

40
YEARS

127 Cavanaugh Hall-IUPUI

425 University Blvd.

Indianapolis, IN 46202-5148



Atlanta skyline courtesy of the Atlanta Convention and Visitors Bureau.