

the SOUTHERN
HISTORICAL ASSOCIATION

NOVEMBER 9-12
2023

MARKETING AND SPONSORSHIP GUIDE

Advertising, Exhibiting & Sponsorship

Charlotte, NC



2023 SHA CONFERENCE

the SOUTHERN
HISTORICAL ASSOCIATION

NOVEMBER 9-12, 2023
CHARLOTTE, NC

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601 S College Street
Charlotte, NC 28202

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www.thesha.org

ABOUT THE ASSOCIATION

The Southern Historical Association was founded on November 2, 1934 and charged with promoting an "investigative rather than a memorial approach" to southern history. Today the Association supports history education and history educators at all levels within the South. Specifically, the Association seeks to:

- 1) foster historically-based thinking in and about the American South;
- 2) promote the study and teaching of southern history at all educational levels;
- 3) encourage the collection and preservation of historical records within the American South;
- 4) support and encourage state and local historical societies, museums, and educational organizations; and
- 5) advocate on behalf of the South's history educators.

The SHA represents all historians of the South and all historians in the South. The Association holds an annual meeting, usually in the first or second week of November, and proudly publishes *The Journal of Southern History*.

CONTACT

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WHY THE SHA?

THE OPPORTUNITY

History education has never been more important, more relevant, or more imperiled than it is right now. Under unprecedented pressures, humanities academics, presses, museum professionals, and K-12 educators are all struggling to remind Americans (and the world) of the value of lessons hard-learned and victories hard-won for democratic institutions and human rights across the globe. By joining the SHA, you join a common cause, conversation, and community all at once. Margaret Mead once admonished us to “never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” This ethic animates the SHA, and in joining our organization you help shape the nation’s most critical conversations about how our history can best inform our present and secure our future.

THE SENSE OF HISTORY

Since 1934 the Southern Historical Association has worked diligently to advance the cause of history education in and of the American South. Our meetings have hosted William Faulkner, Ralph Ellison, Robert Penn Warren, Jimmy Carter, Natasha Tretheway, and most recently, Nikole Hannah-Jones. One of our pioneering members, C. Vann Woodward, wrote *The Strange Career of Jim Crow*, which Martin Luther King Jr. called the “historical Bible of the Civil Rights Movement.” The deep and enduring significance of the South as a region—its centrality to the history of human rights, civil rights, women’s rights, Native rights, trans rights, labor rights, public health care, and the environment in America—ensures that the SHA has always been at the forefront of the broader national effort to secure a more just and joyous future through a careful study of the past. In making common cause with us, you multiply your own voice as you multiply our collective power.

THE DIVERSE AUDIENCE

By sharing your message through our ads, exhibits, and sponsorship options, you can connect with a diverse range of history professionals, including academic historians, K-12 educators, public historians and museum professionals, writers, editors, administrators, and publishers, all working in common cause to promote history-based education (and reality-based thinking) in the American South. Sessions, tours, roundtables, workshops, poster presentations, receptions, mentoring meet-ups, professional development/networking opportunities, and especially our new SHA Public Square—a learning commons in the exhibit space that allows local groups to display information and schedule presentations to edify attendees on how history education is playing out on the ground—all ensure that you are joining one of the most relevant, rewarding, and convivial academic associations in the American South!

THE LOW RATES AND HIGH IMPACT

The SHA has the lowest rates for advertising, exhibiting, and sponsorships of any major historical association in the country. The new SHA Public Square in our lively exhibit hall has complimentary coffee, tea, and pastries every morning and hosts programs throughout the day, creating unique opportunities for registrants and exhibitors to mingle, meet-up, network, and converse with the broadest range of historians working in and on the American South. Come join our cause, conversation, and community!

EXHIBITING AT SHA

SHA CONFERENCE EXHIBIT BOOTHS

Exhibiting in the SHA's official exhibit hall is an incredibly effective way to reach your audience. In addition to free registration, signage, wi-fi, and a listing in the official program, exhibitor's programs, book-signings, and booth offerings are promoted via social media. The SHA exhibit hall promises to be especially lively this year, thanks in part to our new SHA Public Square, which not only provides complimentary coffee, tea, and danishes every morning but hosts programming and draws attendees throughout the day. With the lowest prices of any major academic association, the SHA exhibit hall is one of the most effective ways to present yourself and your projects, programs, and products, to an international audience of historians.



SHARED EXHIBIT PRICES

Limit three titles: \$100 per title
Reservation deadline: July 15, 2023
Postmark deadline to SHA: October 1, 2023

SHARED EXHIBIT SPACE

If you're on a limited budget and/or unable to travel to the conference, the SHA allows you to display publications, pamphlets, or flyers for as little as \$100/item. Items might include a display copy of a book or a stack of pamphlets or flyers. Our office will stage the item(s) in the shared space in the exhibit hall, along with a tent card sign with your name and logo.

EXHIBIT BOOTHS INCLUDE

- * Attractively draped space with eight-foot high back wall
- * Three-foot high side rail drapery
- * Identification sign
- * Listing of exhibitor's name, representatives' names, and booth number(s) in the conference program
- * Listing on the SHA website
- * Complimentary registration for representatives
- * Complimentary wi-fi
- * Pre-conference mailing list (upon request)

EXHIBIT BOOTH PRICES

Single: \$450	Triple: \$1,125
Double: \$788	Island: \$1,463

Reservation Deadline: July 15, 2023

EXHIBIT HALL HOURS

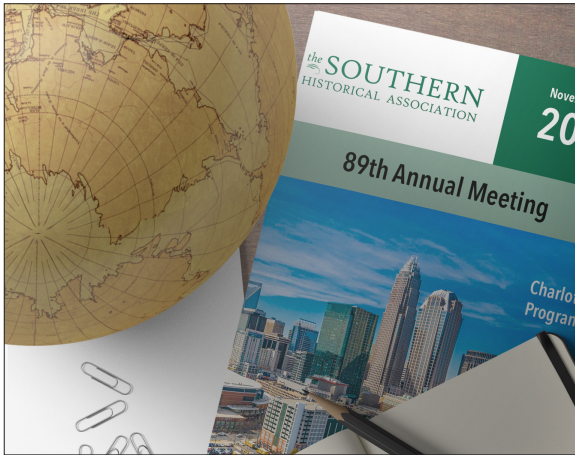
Friday, November 10	9AM-4:30PM
Saturday, November 11	9AM-4:30PM
Sunday, November 12	8:30AM-10:30PM

Set-up happens between 1:00 and 5:00pm on Thursday, November 9. Dismantlement begins at 10:30am on Sunday, November 12 and should be completed before 4:00pm.

ADVERTISING WITH SHA

SHA CONFERENCE PROGRAM PRINTED ADS

Promote your press, publication, journal, organization, library collection, fellowship program, or digital project in our official conference program! These ads have high impact at incredibly low prices. Reserve space by June 1st to be in the printed version distributed to all registrants.



AD SPECIFICATIONS

Ads should be full-color, 300+ dpi, 8.5 x 11, and in PDF format. Send via email to admin@thesha.org.

Please note: all covers are previously reserved.

PRINT ADVERTISEMENT PRICES

Single-page ad: \$350

Two-page ad: \$450

Four-page ad: \$700

Six-page ad: \$1150

TOTE BAG FLYER ADVERTISEMENTS

Add a flyer to the official SHA conference tote, distributed to all registrants. All flyers should be 8.5" x 11" and physical copies are due to the SHA Administrative Office by October 1. (111 LeConte Hall, Athens, GA, 30602.) Cost is \$100, please pay online at thesha.org/reservations.



SPONSORING THE SHA

CHOOSE TO SPONSOR THE 89TH ANNUAL CONFERENCE

In sponsoring the SHA, you assure that your organization gets national and international attention for its support of history-based education and historically-inflected thinking in an age that desperately needs more of both. Especially if you're local to Charlotte, this is your chance to reach an international audience of the most important history educators working in and on the American South.

The SHA keeps its membership and registration fees purposely low to ensure that no one is priced out of the historical conversation. To make this work financially, we count on our sponsors to help offset the costs of the annual meeting. Every sponsorship dollar goes directly into programming and has an immediate impact on the ground in the cities we visit.

CORPORATE SPONSOR (\$5000+)

Corporate sponsors are acknowledged in both print and online programs, on the main entry-way signage into the exhibit hall, and on the official 2023 SHA conference tote. In addition, corporate sponsors are acknowledged in social media blasts ahead of the conference, in the October and December eNewsletters, and in the remarks that proceed the opening reception. Corporate sponsors are also invited to contribute materials to the tote (one page) and to SHA's Public Square in the exhibit hall. Corporate sponsors receive two complimentary meeting registrations (as well as two copies of the printed program) and an invitation to the First Time Attendees Happy Hour on Thursday.

MAJOR SPONSOR (\$2000-\$5000)

Major sponsors are acknowledged in both print and online programs, and on the main signage at the SHA registration desk. In addition, major sponsors are acknowledged in the October and December eNewsletters, and in the remarks that proceed the opening reception. They are also invited to contribute materials to the tote (one page) and to SHA's Public Square. Major sponsors receive a complimentary meeting registration (as well as a copy of the printed program) and an invitation to the First Time Attendees Happy Hour on Thursday.

SPONSOR (\$1000-\$2000)

Sponsors are acknowledged in both print and online programs, and on the main signage at the registration desk. In addition, sponsors are acknowledged in the October and December eNewsletters and are invited to contribute a one-page flyer to the conference tote. Sponsors receive an invitation to the First Time Attendees Happy Hour on Thursday.

Please Consider Becoming a Sponsor of the SHA