

the SOUTHERN
HISTORICAL ASSOCIATION

NOVEMBER 5-8
2026

MARKETING AND SPONSORSHIP GUIDE

Advertising, Exhibiting & Sponsorship

Atlanta, GA



Look inside to learn:

Why the SHA? • 2026 Conference Details
Advertising • Exhibits • Sponsorships

2026 CONFERENCE DETAILS



WELCOME TO ATLANTA!

The Westin Peachtree Plaza is an iconic 4-star hotel located at 210 Peachtree Street, featuring floor-to-ceiling views and the renowned Sun Dial rotating restaurant.

November 5-8,

**The 92nd Annual Meeting
Southern Historical Association
Atlanta, GA**

WHAT'S

HAPPENING

Sessions, tours, roundtables, workshops, poster presentations, receptions, mentoring meet-ups, professional development/networking opportunities, and especially our 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!

**2026
COME JOIN
US**



BECOME PART OF OUR HISTORY

Since 1934 the Southern Historical Association has been advancing the cause of history education in and of the American South. 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.

SHA has hosted
William Faulkner
Ralph Ellison
Robert Penn Warren
Jimmy Carter
Natasha Tretheway
Nikole Hannah-Jones

EXHIBIT AT THE SHA

**A LIVELY
AUDIENCE
1000+**

BE SEEN @ Present yourself, your projects, programs, and products, to an international audience of academic historians, editors, museum professionals, public historians, lawmakers, and educators who love rigorous history.

THE SHA EXHIBIT HALL

It's always lively in the Exhibit Hall, thanks in part to our SHA Public Square, which not only provides complimentary coffee, tea, and danishes every morning but hosts programming and draws attendees throughout

**A LOVELY
SPACE**

EXHIBIT OPTIONS:

- Single/double/triple or island
- Shared space allowed
- Exhibitor-specific publicity on SHA's social media platforms
- Free signage
- Program and website listing
- Free registration for five reps
- Complimentary wi-fi
 - Pre-conference mailing list

**EFFECTIVE
MARKETING
~
LOW PRICE**



*see page 9 for details and pricing

WHY THE SHA?



The SHA has the lowest rates for advertising, exhibiting, and sponsorships of any major historical association in the country.

**LOW RATES
HIGH IMPACT**



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.

**DIVERSE
AUDIENCE**



The 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.

**COME
JOIN US!**

ADVERTISE WITH THE SHA

FULL-COLOR PROGRAM

BE SEEN

In

THE SHA PROGRAM

Promote your press, publication, journal, organization, library collection, fellowship program, or digital project in our official conference program with a glossy, full-color advertisement!

The SHA Program is in the hands of every participant every day as they peruse the schedule of events. Use your advertisement to draw participants to your booth, program, event, media platform or place of business.

USED BY ALL PARTICIPANTS

ADVERTISING OPTIONS

- Single page or multi-page ads in the annual program
- Digital ads displayed on the SHA website
- Social media engagement
- Notice in pre-conference eNewsletter
- Pre-conference mailing list

EFFECTIVE ADVERTISING
~
LOW PRICE



*see page 9 for details and pricing

THE TIME IS NOW

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. 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.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

~Margaret Mead

SPONSOR THE SHA

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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. Local organizations also have a unique chance to reach an international audience of the most important history educators working in and on the American South. Every sponsorship dollar goes directly into programming and has an immediate impact on the ground in the cities we visit. Thank you for sponsoring this historic effort!

MAJOR SPONSOR (\$5000+)

- Acknowledged in exhibit hall entry-way signage, in social media blasts, and in remarks from the rostrum at the opening reception
- Complementary advertisement in print program, two free meeting registrations, and two free copies of the printed program
- Invitation to display promotional materials at the registration desk or Public Square
- Acknowledged on signage at registration and in print and online program
- Mention in the October eNewsletter
- Invitation to the First Time Attendees Happy Hour

SPONSOR (\$2000-\$4999)

- Acknowledged in remarks from the rostrum at the opening reception
- Complementary advertisement in print program, two free meeting registrations, and two free copies of the printed program
- Acknowledged on signage at registration and in print and online program
- Included in the October eNewsletter
- Invitation to the First Time Attendees Happy Hour

MAJOR DONOR (\$1000-\$1999)

- Acknowledged on signage at registration and in print and online program
- Included in the October eNewsletter
- Invitation to the First Time Attendees Happy Hour

DONOR (\$500-\$999)

- Acknowledged on signage at registration and in print and online program
- Included in the October eNewsletter

PRICING AND SPECIFICATIONS

EXHIBITS

EXHIBIT BOOTHS INCLUDE

- * Attractively draped space with eight-foot high back wall and 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 and complimentary wi-fi
- * Pre-conference mailing list (upon request)
- * Note: Furniture must be rented separately from our Exhibits Manager, and is not included in the price listed below

EXHIBIT BOOTH PRICES

Single: \$600 Triple: \$1,200
Double: \$900 Island: \$1,500

Reservation Deadline: July 15, 2026

SHARED EXHIBIT TABLE

If you're 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.

Limit three titles: \$100 per title

Reservation deadline: July 15, 2026

Mail to Westin: October 15, 2026

EXHIBIT HALL HOURS

Thursday, November 6 9AM-4:30PM
Friday, November 7 9AM-4:30PM
Saturday, November 8 8:30AM-10:30PM

Set-up happens between 1:00 and 5:00pm on Wednesday, November 5. Dismantlement begins at 10:30am on Saturday, November 8

ADVERTISEMENTS

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: \$400

Two-page ad: \$600

Four-page ad: \$800

Six-page ad: \$1200

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.



2026 SHA CONFERENCE

the SOUTHERN
HISTORICAL ASSOCIATION

NOVEMBER 5-8, 2026
ATLANTA, GA

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WESTIN
PEACHTREE PLAZA
210 Peachtree St NW,
Atlanta, GA 30303

~

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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