

the SOUTHERN
HISTORICAL ASSOCIATION

The 92nd Annual Meeting | November 5-8, 2026 | Westin Peachtree Plaza, Atlanta, GA

Dear Friend,

We know you've exhibited and/or advertised with us in the past and hope you'll consider joining us for the 92nd Annual Meeting of the Southern Historical Association in Atlanta, GA! 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](#). Located near [Centennial Olympic Park](#), [GA Aquarium](#), and MARTA, the Westin offers a central, walkable location with a heated indoor/outdoor pool and 24-hour fitness studio.

Your participation is an invaluable way to put your projects and products in front of an international audience of history educators, and the work we do together is central to our collective mission of promoting history education at all levels and in all fields throughout the South.

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 convening at the SHA's annual meeting, 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.

Attendance at the SHA's Annual Meeting typically runs between 1000 and 1500 and includes academic historians, editors, museum and public history professionals, K-12 educators, National Park Service personnel, education administrators, lawmakers, and non-professionals who just love rigorous history. The SHA represents all historians *of* the South and all historians *within* the South, and the SHA's annual meeting has earned its reputation as one of the most convivial and rewarding of all the major history conferences.

The attached information includes all the details you need to take advantage of our range of options for exhibiting, advertising, and putting your message in front of our members. Details about pricing are on page 9 of the Marketing Guide.

The easiest way to process payments for exhibit, advertising, and sponsorship options is by credit card at thesha.org/reservations. If you'd prefer to process by check, all you need to do is complete the following forms, and we'll send you a receipt.

Never hesitate to write (admin@thesha.org) or call (706.542.8848) to reach me or my administrative assistant, Maggie Riley. We're here to help and happy to answer any questions.

the **SOUTHERN**
HISTORICAL ASSOCIATION

The 92nd Annual Meeting | November 5-8, 2026 | Westin Peachtree Plaza, Atlanta, GA

Exhibit with the SHA!

Exhibitor Name: _____

Address (city/state/zip code): _____

BOOTH OPTION		
<input type="checkbox"/>	Single booth	\$600.00
<input type="checkbox"/>	Two booths	\$900.00
<input type="checkbox"/>	Three booths	\$1200.00
<input type="checkbox"/>	Island	\$1500.00

CONTACTS / PERSONNEL	
Main Contact	Booth Representatives
Name:	Name:
Phone:	Name:
Title:	Name:
Email:	Name:
Signature:	Name:

EXHIBIT HALL HOURS	
Friday, November 6	9:00 AM–4:30 PM
Saturday, November 7	9:00 AM–4:30 PM
Sunday, November 8	8:30 AM–10:30 AM

INCLUDED: All booth prices reserve space but not furniture. Your booth price will include an attractive draping with an 8’ high back wall, a 3’ high side rail drapery, and a one-line identification sign with your name. Listing of exhibitor name, representatives’ names, and booth number(s) will also be included in the Program, **provided booth registration is made by July 15**. All booth representatives receive complimentary registration, and their badges will be available at the registration desk. Exhibits may be set up between 1:00 and 5:00 pm on Thursday, November 5. Dismantlement begins at 10:30am on Sunday, November 8 and should be completed before 4:00pm.

NOT INCLUDED: Booths do NOT come with furnishings. An Exhibitor Service Manual with additional rental furnishings (table, chairs, etc), drayage, and shipping information will be sent to all exhibitors by September 1. Furniture costs are paid separately to our Exhibits Manager, who will reach out. (Typically, the cost of a six-foot square table and two chairs, suitable for a single booth, is \$350.) The official contractor for the meeting is SS&G Management, and please contact April Moody (april.moody@ssgmanagement.net) with any questions.

PAYMENT INFORMATION

TOTAL \$ _____ Pay by: Check (enclosed) Credit Card
 Card Number _____ EXP _____ CVV _____

Questions? Email admin@thesha.org

the SOUTHERN
HISTORICAL ASSOCIATION

The 92nd Annual Meeting | November 5-8, 2026 | Westin Peachtree Plaza, Atlanta, GA

Advertise with the SHA!

Advertiser Name: _____

Address (city/state/zip code): _____

ADVERTISING OPTION		
<input type="checkbox"/>	Single-page ad	\$400.00
<input type="checkbox"/>	Two-page ad	\$600.00
<input type="checkbox"/>	Four-page ad	\$800.00
<input type="checkbox"/>	Six-page ad	\$1200.00

CONTACT	
Name:	_____
Phone:	_____
Title:	_____
Email:	_____
Signature:	_____

Advertisements for the Program: All advertisements in the program are 8.5 x 11, full color, at 300+ dpi. Send PDF files to admin@thesha.org by June 1 for inclusion in the printed program or by September 1 for inclusion in the digital program.

PAYMENT INFORMATION

TOTAL \$ _____ Pay by: Check (enclosed) Credit Card
Card Number _____ EXP _____ CVV _____

Questions? Email admin@thesha.org