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Plan Now to Be Part of the SAA 2024 Expo!

Join the Society of American Archivists (SAA) during our hybrid conference in August 2024, when Chicago will transform into the ARCHIVES capital of the world! Through our online portal and in-person at the conference hotel, you’ll have access to the year’s largest audience of archives, records, and information professionals who are eager to learn about your products and services, ask questions, and provide their perspectives.

OVER
50 Exhibitors!

The Expo brings together purchasing decision makers at the national, state, and local levels, ready to engage with your new and exciting products and opportunities.

SAA by the Numbers
- 2023: 2,082 (Washington, DC)
- 2022: 1,853 (Boston)
- 2021: 2,084 (Virtual)
- 2020: 2,582 (Virtual)

For questions, please contact Carlos R. Salgado at csalgado@archivists.org or 312-606-0722 ext. 215.
EXHIBITOR OPPORTUNITIES

WHY EXHIBIT AT THE SAA 2024 EXPO?

At SAA 2023, we saw just how excited people are to be back in person! With over 2,000 archives, records, and information professionals in attendance, SAA 2024 is where you want to be to share and learn. And with a hybrid conference, you will connect with your target audience among thousands of professionals representing government, universities, libraries, corporations, religious institutions, museums, and more—online and in-person!

At the 2024 SAA Expo, you will:

- **Renew relationships** with archives, records, and information professionals from around the world;
- **Reconnect** with current customers and SAA Members;
- **Discover** what archives, records, and information management professionals have to say about your products—and what their **future product needs** are as they return to their institutions and offices;
- **Increase your knowledge and understanding** of the archives, records, and information professions;
- **Enjoy up to 10 hours of conveniently scheduled exhibit time**, of which 5 hours are fully unopposed by education programming;
- **Sell your products** online and on the show floor.
RECONNECT WITH CURRENT AND PROSPECTIVE CUSTOMERS!

Attendees will be drawn to the Expo Hall for the Grand Opening Happy Hour on Thursday evening and three events on Friday: a Morning Coffee Break, the All-Attendee Lunch, and the hour-long Closing Break.

Exhibitors receive:

- Two free full conference registrations with each 8’ x 10’ booth (a $1,700 value!). Your representatives will be able to interact outside of your booth with conference attendees at education sessions and networking events throughout the meeting.
- Your company listing and profile on the conference website—as soon as your reservation is complete!—with a link to your website and full contact information (a $400 value!).
- One-time use of the pre-registrants list, with contact information (a $400 value!).
- One fully piped and draped exhibit space (8-foot back wall drape and 3-foot side rail drape), one skirted 6-foot table, two side chairs, one wastebasket, and a 7” x 44” identification sign.

**EXHIBIT BOOTH RATES** (Per 8’ X 10’ Booth)

Reserve by March 31: $2,200 / Corner Prime $2,600
Reserve on or after March 31: $2,700 / Corner Prime $3,100

Reserve your booth online at [https://www2.archivists.org/am2024](https://www2.archivists.org/am2024)

Visit the virtual floor plan to see available booth(s). Click on the desired booth and you will be taken to a reservation page to check out.
ADVERTISING OPPORTUNITIES

INCREASE YOUR VISIBILITY!

Enhance your marketing message to attendees and prospects—before, during, and after the conference!

Engagement Outside of Your Booth

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 30-second pre-recorded ad at the start of a virtual session of your choosing. (Excluding plenaries.)</td>
<td>$3,500 in 3 Sessions</td>
</tr>
<tr>
<td></td>
<td>$1,500 in 1 Session</td>
</tr>
<tr>
<td>Meeting room for a presentation. Speaker names and description will be posted to the schedule.</td>
<td>$8,000 for a 75-minute</td>
</tr>
<tr>
<td></td>
<td>$5,000 for a 60-minute</td>
</tr>
<tr>
<td>Social Media Promotion for Exhibitors (One Twitter and one Facebook post promoting your presence at SAA 2024.)</td>
<td>$2,000</td>
</tr>
<tr>
<td>All-member email message sent from SAA Headquarters</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Mini-Theater

<table>
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<tr>
<th>ITEM</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have your company name emblazoned as the official theater sponsor.</td>
<td>$5,500; includes one presentation</td>
</tr>
<tr>
<td></td>
<td>$2,500</td>
</tr>
<tr>
<td>A 25-minute pre-recorded presentation to be aired on the conference platform.</td>
<td>$1,400</td>
</tr>
<tr>
<td>A 25-minute live presentation in the Expo Hall during unopposed time block.</td>
<td></td>
</tr>
</tbody>
</table>
ON THE CONFERENCE WEBSITE

All eyes are on the conference website, and advertising to members and prospective attendees is a great way to reach your target audience and reinforce your marketing message. Prospective attendees review the website to determine whether they’ll attend the conference—and to register. Speakers set up their profiles. Registrants return to the website again and again to see what’s been added to the program and to create their own schedules. Your ad will run on each page of the conference website and direct visitors to the landing page of your choice to expedite purchases! (Please note that your ad will rotate with other ads.) Ads run for one year from submission date.

- **Banner** (1200 pixels (w) x 250 pixels (h)) $2,500
- **Square** (290 pixels (w) x 290 pixels (h)) $1,700
  - Color or black and white; jpg or png file.
  - File size: 100K maximum.

THE PRELIMINARY PROGRAM

The preliminary program PDF is emailed to more than 6,000 current SAA members and past meeting attendees—and all who visit the conference website! It’s a major tool that prospective attendees use to determine if they will attend the meeting, share with colleagues, and discuss with supervisors for what they will participate in while there. This marketing opportunity is restricted to confirmed exhibitors. Limited space available.

**Advertising Placement Deadline:** March 30

- **Full Page** (4 color; full bleed only) $1,200

**Inside Front Cover** and **Inside Back Cover** reserved for

Strategic Partner Sponsor
SPONSORSHIP OPPORTUNITIES

PREMIERE SPONSORSHIPS

At the 2024 SAA Expo, you’ll have access to more 2,000 archives, records, and information management professionals from around the world. Sponsorship provides an opportunity to enhance your exposure and take your commitment to the next level!

STRATEGIC PARTNER (MAX 2 SPONSORS) $35,000

• Three 8x10 exhibit booths with priority placement in Expo Hall (in-person).
• 10% Discount on additional booth space.
• Plenary Session Sponsor. Includes a 60-second pre-recorded commercial.
• A 30-second pre-recorded commercial at the start of a session of your choosing. (Excluding plenaries.)
• Your company name/logo on all conference email marketing.
• One meeting room for your educational session.
• One 60-minute pre-recorded virtual session to be streamed on the platform.
• Social Media Promotion (one Twitter and one Facebook post on SAA channels).
• One Mini-Theater Presentation (25 min., in-person).
• Four email messages to all SAA members (Approx. 6000 people), sent from SAA headquarters between August 2024 and March 2025.
• Banner ad on conference website.
• Inside Front or Back Cover ad in Preliminary Program.
• Four full conference registrations (10% off additional registrations).
• 10% off on à la carte sponsorship items.
• Logo displayed on the conference website with link to your home page.
• Access to the attendee roster for one-time use before and one-time use after the conference.
PREMIERE SPONSORSHIPS

SUSTAINING PARTNER (MAX 3 SPONSORS) $25,000

- Two 8x10 exhibit booths with priority placement in Expo Hall (in-person).
- 10% discount on additional booth space.
- A 30-second pre-recorded commercial at the start of a session of your choosing. (Excluding plenaries.)
- Social Media Promotion (one Twitter and one Facebook post on SAA channels).
- One Mini-Theater Presentation (25 min., in-person).
- Two email messages to all SAA members (Approx. 6000 people), sent from SAA headquarters between August 2024 and March 2025.
- 25% discount on banner ad on conference website.
- Three full conference registrations (10% off additional registrations).
- 10% off on à la carte sponsorship items.
- Logo displayed on the conference website with link to your home page.
- Access to the attendee roster for one-time use before and one-time use after the conference.

SUPPORTING PARTNER $15,000

- One 8x10 exhibit booths with priority placement in Expo Hall (in-person).
- 10% discount on additional booth space.
- One Mini-Theater Presentation (25 min., in-person).
- One email messages to all SAA members (Approx. 6000 people), sent from SAA headquarters between August 2024 and March 2025.
- 10% discount on banner ad on conference website.
- Two full conference registrations (10% off additional registrations).
- 10% off on à la carte sponsorship items.
- Logo displayed on the conference website with link to your home page.
- Access to the attendee roster for one-time use before and one-time use after the conference.
À la carte Sponsorship Opportunities
We’re delighted to work with you to create a sponsorship opportunity that meets your company’s marketing goals and budget.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>Registration Desk and Lanyards</td>
<td>$20,000</td>
</tr>
<tr>
<td>Includes a banner ad on all registration communications, name/logo on the main registration web page, and on the conference platform.</td>
<td></td>
</tr>
<tr>
<td>SAA President’s Reception</td>
<td>$10,000</td>
</tr>
<tr>
<td>This special event allows the President to thank the volunteer leadership of the Society.</td>
<td></td>
</tr>
<tr>
<td>NEW in 2024! Virtual viewing room for onsite attendees</td>
<td>$10,000</td>
</tr>
<tr>
<td>Includes a 30-second pre-recorded commercial at the start of each day and optional table in room for handouts.</td>
<td></td>
</tr>
<tr>
<td>NEW in 2024! Photo Booth in Expo Hall</td>
<td>$10,000</td>
</tr>
<tr>
<td>With your logo as a background option and on communication to attendees indicating this option.</td>
<td></td>
</tr>
<tr>
<td>Closed captioning of all education sessions</td>
<td>$10,000</td>
</tr>
<tr>
<td>Includes slide at the start of each day indicating your organization as the sponsor.</td>
<td></td>
</tr>
<tr>
<td>Virtual Platform</td>
<td>$15,000</td>
</tr>
<tr>
<td>All eyes are on the platform before, during, and after the conference. Attendees’ visit and build their schedule. The week of the conference virtual attendees log in to view all hybrid and virtual only events. Recorded sessions are available to all attendees post-conference. Includes signage indicating sponsorship throughout the conference hotel space &amp; banner ad on the conference website linked to your homepage.</td>
<td></td>
</tr>
<tr>
<td>Face Masks</td>
<td>$5,000</td>
</tr>
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## À la carte Sponsorship Opportunities

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>New Member/First-Timer Coffee Break</td>
<td>$5,500</td>
</tr>
<tr>
<td>SAA Foundation Reception</td>
<td>$15,000</td>
</tr>
<tr>
<td>Includes optional table with your handouts.</td>
<td></td>
</tr>
<tr>
<td>Expo Hall Grand Opening Reception</td>
<td>$25,000</td>
</tr>
<tr>
<td>Includes two Mini-Theater Presentations.</td>
<td></td>
</tr>
<tr>
<td>Expo Hall Coffee Break</td>
<td>$10,000</td>
</tr>
<tr>
<td>Expo Hall Lunch Break</td>
<td>$25,000</td>
</tr>
<tr>
<td>Includes two Mini-Theater Presentations.</td>
<td></td>
</tr>
<tr>
<td>Expo Hall Closing Break</td>
<td>$10,000</td>
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**Meet the Leaders in the Professions with the Power to Purchase:**
- Archival Records
- Archival Supplies
- Computer-assisted Indexing
- Consulting Services
- Disaster Recovery Services
- Document/Text Management
- Image Management Systems
- Micrographics
- OCR/ICR
- Records Management Software
- Records Management Supplies
- Scanners
- Transcription Services

**Industries and Sectors Represented:**
- Corporations
- Government
- Libraries
- Records/Storage
- Finance/Banking
- Insurance
- Colleges and Universities
- Health Care Facilities
- Mass Media
- Historical Societies
- Religious Institutions
- Associations
- Consultants
- Entertainment
- Museums
- Printing/Publishing

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