



**SOCIETY OF
American
Archivists**



ARCHIVES*RECORDS 2026 EXHIBITOR & SPONSOR PROSPECTUS

**90th Annual Meeting & Expo
Hyatt Regency New Orleans | July 29–August 1, 2026**



SAA Annual Conference

by the numbers

Attendees

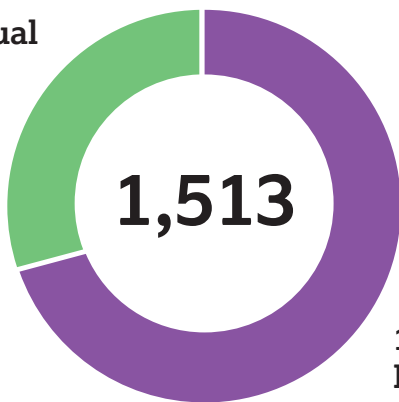
2024: 1,860 (Chicago)

2023: 2,082 (Washington, DC)

2022: 1,853 (Boston)

2025 (Anaheim)

371 Virtual



1,142
In Person

Meet professional leaders 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

100% recommendation rate from surveyed exhibitors

95% of surveyed exhibitors said their objectives were met

75% of surveyed exhibitors rated engagement as excellent or outstanding

Talk to representatives from:

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

Why exhibit?

- Foster 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;
- 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.



Join these leading exhibitors - act now!



We thank our more than 50 industry partners for their support!

Exhibit Hall Schedule and Booth Rates

(Schedule is subject to change)

THURSDAY, JULY 30

Exhibitor set-up 8:00 AM–3:30 PM

Exhibit Hall Grand Opening 4:30 PM–6:30 PM

FRIDAY, JULY 31

Exhibits open 9:00 AM–4:00 PM

Exhibitor move-out 4:00 PM–7:00 PM

Exhibit Booth Rates

(Per 8' x 10' Booth)

Reserve by June 1

Standard: \$3,500

Corner Prime: \$4,000

Reserve after June 1

Standard: \$3,850

Corner Prime: \$4,400

Exhibitors receive:

- Two conference registrations with each 8' x 10' booth (a \$1,850 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 \$500 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.

If you require additional equipment, look for the Exhibitor Service Kit to be emailed in June.



ADVERTISING OPPORTUNITIES

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

Outside of Your Booth

Pre-recorded Ad

Present a 30-second pre-recorded ad at the start of a virtual session of your choosing (excluding plenaries).

\$6,500 in 3 Sessions
\$2,500 in 1 Session

Sponsored Presentation Room

Host an exclusive presentation in a dedicated meeting room, giving your brand a platform to engage directly with attendees. Your speaker and session details will be featured in the official conference schedule, driving visibility and attendance.

\$15,000 for 75-minutes
\$10,000 for 60-minutes

Social Media Promotion

One Bluesky and one Facebook post promoting your presence at SAA 2026.

\$2,500

All-member Email Message

Sent from SAA Headquarters.

\$7,500

Expo Hall Mini-Theater Sponsor

Showcase your brand as the official sponsor of the Expo Hall Mini-Theater, where attendees gather for insightful presentations and learning sessions. Your sponsorship includes:

- Your company name featured as the official theater name and sponsor.
- One Mini-Theater presentation to highlight your expertise.
- Option to provide a raffle ticket, handout, or branded item at the theater entrance to drive traffic to your booth. *This is a high-impact opportunity to position your brand as a thought leader while increasing attendee engagement.*

\$5,000

Mini-Theater Presentation

Capture the attention of attendees with a 25-minute live presentation in the Expo Hall during a prime, unopposed time block. Your session, including speaker details and description, will be featured in the official schedule—driving traffic and engagement. This is a powerful way to showcase your solutions, share insights, and connect with your target audience in a high-visibility setting!

\$2,500

Conference Website

All eyes are on the conference website. 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 will attend the conference—and to register. Speakers set up their profiles. Registrants return to the website again and again to see what has 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. Ads run for one year from submission date. *Please note that your ad will rotate with other ads.*

Online Advertisements

Banner

\$3,750

- ◇ 1200 pixels (w) x 250 pixels (h)
- ◇ Color or black and white; jpg or png file
- ◇ File size: 100K maximum

Square

\$2,500

- ◇ 290 pixels (w) x 290 pixels (h)
- ◇ Color or black and white; jpg or png file
- ◇ File size: 100K maximum



Conference Program Guide

The program, an 8.5 x 11 pdf, is emailed to *more than 6,000* current SAA members and past meeting attendees—and *all who visit the conference website*. It is a major tool that prospective attendees use to determine if they will attend the meeting. They share it with colleagues and discuss with supervisors for what they will participate in while there. *Limited space available.*

Program Guide Advertisements

Early Advertising Placement Deadline: June 1

Exhibitor/Non-Exhibitor

Full Page \$1,800/\$3,600
9" x 11.5" Bleed only

Half Page \$900/\$1,800
7.25" x 4.629" or 3.556" x 9.75" (W x H)

Back Cover \$2,500/\$4,500
4 color; 9" x 11.5" Bleed only

Inside Back Cover \$2,500/\$4,500
9" x 11.5" Bleed only

Inside Front Cover reserved for Strategic Partner or Plenary Sponsor.

Updated Program Advertising Placement: June 20



SPONSOR OPPORTUNITIES: PREMIERE

Take your commitment to the next level and access more than 1,800 archives, records, and information management professionals.

Strategic Partner (max 2 sponsors) \$50,000

- Three 8x10 exhibit booths with priority placement in the Expo Hall (in person).
- Plenary session official sponsor (choose either Plenary 1 or 2).
- Logo projected on screen at the start of sponsored plenary session that acknowledges your partnership.
- One 60-second pre-recorded commercial to air at the start of the sponsored plenary session. *Due by June 30.*
- One sponsored article in the “Around the Profession” section of the *In the Loop* newsletter emailed to approximately 6,000 people.
- Two messages delivered to attendees by the mobile app. Encourage them to visit your booth and landing page on the mobile app. *Due by June 30.*
- Your company name on all conference email marketing.
- One meeting room.
- One 60-minute pre-recorded virtual session to be streamed on the platform. Sessions are made available to attendees for one year on the platform and should include a title, description, and names of presenters. *Due by June 30.*
- Five-minute welcome message at the All-Member/First Time Coffee Break on Day 1 of the conference.
- One Mini-Theater Presentation (25 min., in person).
- Social Media Promotion (one Bluesky, one Facebook, and one Instagram post).
- Four email messages to all SAA members (approx. 6,000 people), sent from SAA headquarters between August 2026 and March 2027.
- Banner ad on conference website.
- Banner ad on conference email marketing (approx. 17,000 people).

- Inside Front Cover ad in Program Guide.
- Four full conference registrations (10% off additional registrations).
- Invitation to private SAA President’s Reception.
- 15% off additional booth space and à la carte sponsorship items.
- Logo displayed on sponsor section of the conference website with link to your home page.
- Exhibitor landing page on conference mobile app and virtual floor plan on conference website.
- Access to the attendee roster for one-time use before and one-time use after the conference.

Sustaining Partner (max 3 sponsors) \$35,000

- Two 8x10 exhibit booths with priority placement in the Expo Hall (in person).
- A 30-second pre-recorded commercial at the start of a session of your choosing (excluding plenaries).
- Social Media Promotion (one Bluesky, one Facebook, and one Instagram post).
- One Mini-Theater Presentation (25 min., in person).
- Two email messages to all SAA members (approx. 6,000 people), sent from SAA Headquarters between August 2026 and March 2027.
- 25% discount on banner ad on conference website.
- Two full conference registrations (10% off additional registrations).
- Invitation to private SAA President’s Reception.
- 15% off additional booth space and 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.

(cont. in next column)

Supporting Partner

\$25,000

- One 8x10 exhibit booth with priority placement in the Expo Hall (in person).
- One Mini-Theater Presentation (25 min., in person).
- One email message to all SAA members (approx. 6,000 people), sent from SAA headquarters between August 2026 and March 2027.
- 10% discount on banner ad on conference website.
- Two full conference registrations (10% off additional registrations).
- Invitation to private SAA President’s Reception.
- 15% off additional booth space and 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.



SPONSOR OPPORTUNITIES

Spotlight your brand with these high-value promotional placements.

Registration Desk and Lanyards \$10,000

As the exclusive Registration Desk and Lanyards sponsor, your company will be front and center as attendees check in and receive conference materials.

This package includes:

- Prominent signage at the registration desk.
- Your company name featured on every attendee’s lanyard. Final design pre-approved by SAA.
- A banner ad on all registration communications.
- Brand placement on the official conference registration webpage and event platform.

With 1,800+ attendees, this highly visible branding opportunity spotlights your brand from start to finish.

Name Badge Holder \$7,500

As the exclusive Name Badge Holder sponsor, your company’s logo will be featured prominently and worn by all in-person attendees as they proudly display their name badges and navigate the conference space. We will work with you to select the color of the holder and the position of your logo.

Conference Mobile App \$7,500

As the exclusive sponsor of the Conference Mobile App, Whova, your brand will be highlighted as both in-person and virtual attendees use the app to plan schedules, access sessions, and engage with content.

Your sponsorship includes:

- Signage throughout the conference hotel space.
- A prominent banner ad on the conference website, linked to your homepage.
- Brand exposure across all devices, as virtual attendees use the app on their computers to stream hybrid and virtual-only sessions.
- Extended visibility with recorded sessions available post-conference.

With all eyes on the app, this is a prime opportunity to maximize your brand’s reach and engagement.

SPONSOR OPPORTUNITIES

Select the sponsorship opportunity that meets your company's marketing goals and budget.

Virtual Viewing Room **\$7,500**

Sponsor the Virtual Viewing Room and provide onsite attendees with a space to experience exclusive virtual sessions—no laptops or headphones required.

Your sponsorship includes:

- A 30-second pre-recorded commercial played at the start of the conference (excluding plenary).
- An optional table in the room for branded materials, handouts, candy, or raffle tickets to drive attendees to your booth.
- High visibility as the sponsor making hybrid engagement seamless.

Foreground your brand in this essential space and ensure attendees get the most out of the conference.

Closed Captioning Sponsor **\$7,500**

Show your commitment to accessibility by sponsoring Closed Captioning for all education sessions. This essential sponsorship highlights your brand as a leader in supporting equal access to knowledge while providing real value to attendees.

Your sponsorship includes:

- Audio recognition at the start of each plenary session, reinforcing your support.
- Sponsor slide at the start of each day, showcasing your brand's commitment to accessibility.

This is an impactful way to align your brand with inclusivity, innovation, and education.



Official Wi-Fi Sponsor **\$7,500**

Be the brand that powers connectivity at the SAA Annual Meeting. Your company name will be the Wi-Fi password, ensuring that every attendee types your brand to get online.

Your sponsorship includes:

- Your company name as the Wi-Fi password.
- Signage throughout the conference space promoting Wi-Fi password.
- Recognition in the conference program with login details and branding.

This is a high-exposure sponsorship that keeps your brand at the center of every connection.

Celebrating Leaders Reception **\$7,500**

As the exclusive sponsor of this prestigious event, your organization will join the SAA President in honoring the volunteer leaders that drive SAA. This invitation-only gathering offers a unique opportunity for your staff to connect with decision-makers in an intimate setting, strengthening relationships and expanding your influence within the community. (Wednesday)

SAA Foundation Trivia Night **\$7,500**

As the exclusive sponsor of the SAA Foundation Reception, your brand will be part of this special gathering celebrating the impact of archival giving.

Your sponsorship includes:

- An optional table for your handouts and promotional materials.

This is a unique chance for prime brand visibility at one of SAA's most prestigious events. (Thursday)

All Member Coffee Break **\$2,500**

Make a lasting impression as attendees grab their morning coffee. As the exclusive sponsor of this coffee break, you will provide branded cocktail napkins featuring your logo, ensuring your brand is seen with every sip. (Thursday)

SPONSOR OPPORTUNITIES: PLENARY AND EXPO HALL

Boost your brand's visibility by sponsoring featured attractions in the busiest places.

Plenary Sessions **\$10,000**

The two plenary sessions are the most well-attended sessions of the entire conference. Position your brand for success by selecting either Thursday's plenary, which features SAA's Presidential Address, or Friday's plenary, which features the keynote speaker. No other sessions take place at the same time, so you will have the undivided attention of all attendees.

Your sponsorship includes:

- A table in the room for branded materials.
- Your logo displayed during walk-in and walk-out.
- A 60-second pre-recorded commercial played at the start of the session.
- A full page ad in the conference program guide.
- One Mini-Theater presentation.

This is a valuable opportunity to make a powerful first impression and reach all attendees. (Thursday or Friday)

Expo Grand Opening Reception **\$10,000**

Be the exclusive sponsor of the most highly attended event of the conference. The Expo Hall Grand Opening Reception draws all attendees for an evening of networking, discovery, and engagement.

Your sponsorship includes:

- A featured Mini-Theater presentation, putting your brand in the spotlight.
- Signage at the entrance of the Expo Hall commemorating your company as the sponsor.

This is a high-impact opportunity to make a powerful first impression and position your company as a key industry leader. (Thursday)

Expo Hall Lunch Break **\$5,000**

Sponsor one of the most highly attended events of the conference. The Expo Hall Lunch Break brings attendees together for networking and exploration while enjoying their midday break. (Friday)

Your sponsorship includes:

- A featured Mini-Theater presentation to showcase your expertise.

Expo Hall Coffee Break **\$2,500**

Make a lasting impression as attendees grab their morning coffee on Friday. As the exclusive sponsor of this coffee break, you'll have the opportunity to provide branded cocktail napkins featuring your logo, ensuring your brand is seen with every sip. (Friday)

Expo Hall Closing Break **\$2,500**

As the sponsor of the Expo Hall Closing Break, you will have the final opportunity to engage with attendees as they make their last rounds. This event offers prime visibility and a chance to reinforce your brand before the conference wraps up. Signs at the hall entrance identify your company as the sponsor. (Friday)

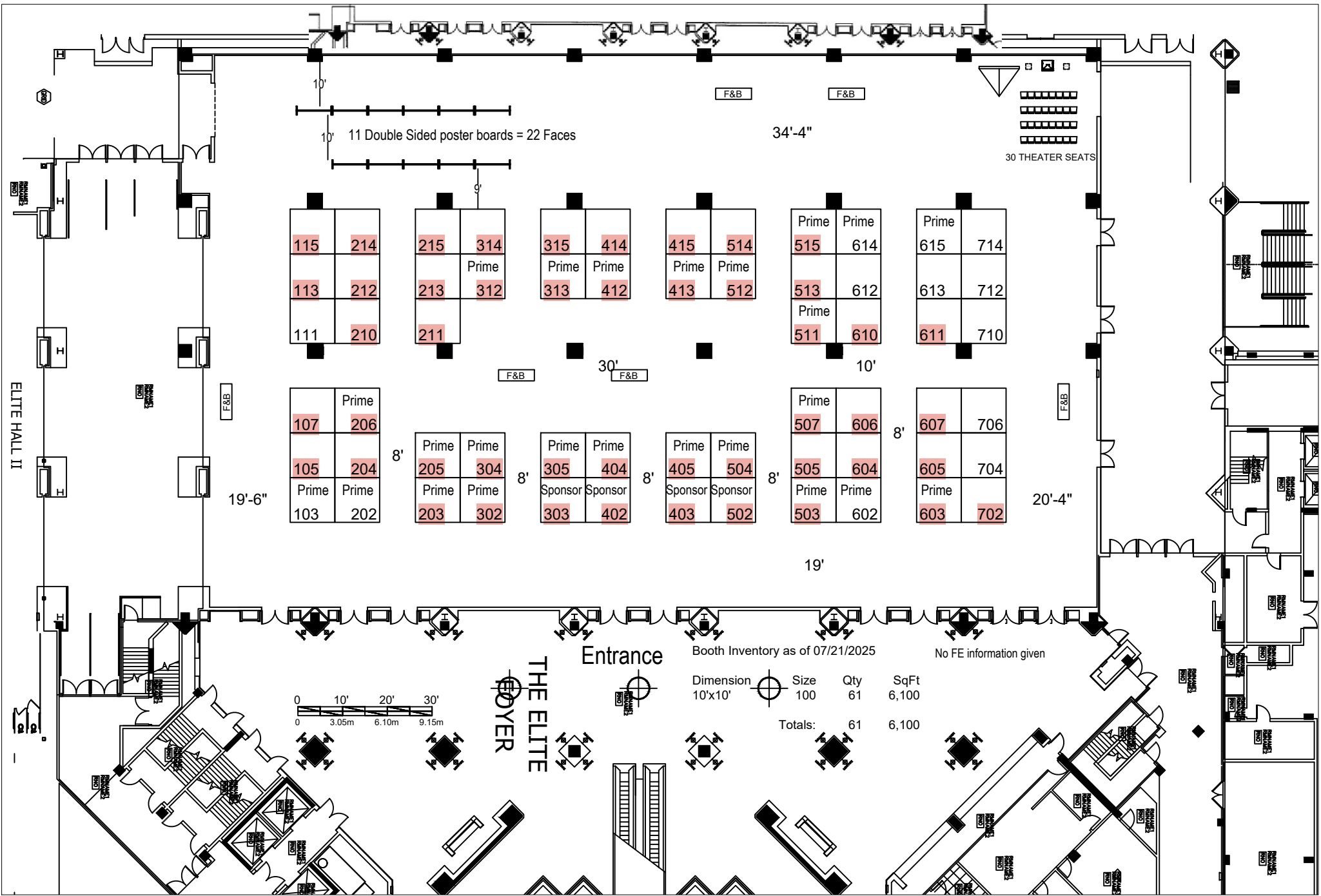
Popcorn Sponsor **\$2,500**

Be the star of the show by sponsoring fresh, theater-style popcorn at the popular Archives in the Movies event. You will have the opportunity to provide branded napkins with your logo for added visibility and exclusive recognition as the official popcorn sponsor of the evening. This is a flavorful way to put your brand in front of an engaged audience while they enjoy a night at the movies. (Friday)

Create Your Own Sponsorship **\$????**

Do you have an idea for a sponsorship that you do not see here? Contact us and we will work with you to provide your brand with the spotlight it deserves.





Society of American Archivists 2026

2026

Hyatt Regency NOLA / Elite Hall A / New Orleans, LA





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APPLICATION AND CONTRACT FOR CONFERENCE EXHIBIT

Questions? Contact Carlos R. Salgado csalgado@archivists.org

Company/Organization _____

Authorized Person _____ Authorized Person Title _____

Authorized Person E-Mail _____ Authorized Person Telephone _____

Company/Organization Address _____

City/State/Zip _____

Please provide the following information for your Event Contact Person (the person that will be managing the details of your participation in SAA 2026).

Event Contact Person _____

E-Mail _____ Telephone _____

Exhibit booths are assigned on a first-come, first-served basis.

q 8' X 10' Corner/Prime Booth **Reserved by June 1** \$4,000 Quantity _____ **Reserved after June 1:** \$4,400 ... Quantity _____

q 8' X 10' Standard Booth **Reserved by June 1** \$3,500Quantity _____ **Reserved after June 1:** \$3,850 ... Quantity _____

SPONSOR & ADVERTISING OPPORTUNITIES

- Strategic Partner Sponsor q \$50,000 (Includes 3 booths)
- Sustaining Partner Sponsor q \$35,000 (Includes 2 booths)
- Supporting Partner Sponsor q \$25,000 (Includes 1 booth)
- q Plenary Session Sponsor \$10,000 q Registration Desk and Lanyards Sponsor \$10,000
- q Name Badge Holder \$7,500 q Closed Captioning Sponsor \$7,500
- q Celebrating Leaders Reception \$7,500 q Virtual Viewing Room \$7,500
- q Conference Mobile App \$7,500 q Official Wi-Fi Sponsor \$7,500
- q SAA Foundation Trivia Night \$7,500 q Expo Grand Opening Reception \$10,000
- q Expo Hall Coffee Break \$2,500 q Expo Hall Lunch Break \$5,000
- q Expo Hall Closing Break \$2,500 q All Member/First Timer Coffee Break Sponsor \$2,500
- q Expo Hall Mini-Theater Sponsor \$5,000 q Mini-Theater Presentation \$2,500
- q Banner Ad \$3,750 q Square \$2,500
- q Social Media Promotion \$2,500 q All-member Email Message \$7,500
- q Full Page Ad \$1,800 q Half Page \$900
- q Pre-recorded Ad \$2,500

Do you have an idea for a sponsorship that you do not see here? Contact us and we will work with you to provide your brand with the spotlight it deserves.

Total Payment: \$ _____

q Visa q MasterCard q American Express

Card No. _____ Exp. _____ Security Code _____

Name _____

(Please PRINT name as it appears on card)

Billing Address of Cardholder _____



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Cardholder Signature _____

I have read and agree to all terms and conditions of this Agreement. I am authorized to execute this Agreement for said Company/Division.

Name _____ Title _____

Date _____ Phone _____ E-Mail _____

Authorized Signature: _____
(Important: Application cannot be processed without Authorized Signature.)

Terms of Contract 2026 SAA Annual Meeting

- 1. Payment of Exhibit Space** — Payment must be received with application in order for your application to be processed. Exhibitors will not be given access to the Exhibit Hall until all fees are paid in full.
- 2. Cancellation of Space** — There will be a \$200 administrative fee for cancellations received in writing by June 1, 2026, and a \$300 administrative fee for cancellations received in writing by July 1, 2026. No refunds are available for cancellations received in writing after July 1, 2026.
- 3. Relocation** — Conference organizers reserve the right to move a booth, in consultation with the Exhibitor, if necessary.
- 4. Sharing Exhibit Space** — No Exhibitor shall assign, sublet, or share space allotted with another business or firm unless prior written approval has been obtained from the conference organizers. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the Exhibitor's display, with the exception of parent or subsidiary companies.
- 5. Fire Regulations** — To ensure the safety of all participants, Exhibitors shall observe all state and local fire regulations. The cost for repairing any damages to the Hotel caused by the Exhibitor will be billed to the responsible Exhibitor. Nothing can be posted, tacked, nailed, screwed, or otherwise attached to any columns, walls, floors, ceiling, or furniture.
- 6. Exhibit Set Up** — Display setup will begin at 8:00 AM on Thursday, July 30, 2026. All displays must be fully set up and ready by 3:30 pm on Thursday. After that time, any unattended booth with crated displays will be set up at the discretion of the conference organizers and all expenses will be charged to the Exhibitor. The Exposition will open promptly at 4:00 pm on Thursday, July 30, 2026. Exhibitors will not be permitted to store packing crates or boxes in the booth or the Exhibit Hall during Exhibit hours. When properly marked, crates and boxes will be stored and



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returned to the booth by the service contractors; crates and boxes that are not labeled properly may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit space during Exhibit hours.

Exhibits shall not project beyond the space allotted or obstruct the view or interfere with traffic to other exhibits. Exhibits shall not be more than 8 feet tall. The wings of an Exhibit shall not project more than 3 feet from the back wall and may not be more than 48 inches high. Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed, or tacked to walls. No exhibit, merchandise, or equipment shall be left in any aisle, but shall be confined to Exhibit space. No signs or advertising devices shall be displayed outside Exhibit space or projected beyond limits of Exhibit space as to interfere with any other Exhibits.

7. Concurrent Events—Limited hospitality and ad hoc meeting space is available in the designated conference hotel. The Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees or exhibitors from the conference or the Exhibit Hall during the official hours of the conference and exhibits. All hospitality suite functions must be registered with the conference organizers and may not conflict with any conference plenary sessions, education sessions, or general receptions. Contact the conference organizers for further information on reserving hospitality space.

8. Exhibit Tear Down — The official closing time for the exhibits is 4:00 pm on Friday, July 31, 2026. The dismantling of displays is not allowed until the official closing time. Any Exhibitor that dismantles before the official time may be subject to a \$400 penalty, at the conference organizers' discretion. Crates will be returned starting at 4:00 pm on Friday. All Exhibitor displays or materials left in booths without instructions will be packed and shipped at the discretion of the conference organizers and all charges will be assessed to the Exhibitor.

9. Decorating and Shipping — The conference organizers will provide each Exhibitor with a detailed service kit from our Exposition Service Provider. This kit will include electrical, AV, and shipping information as well as additional services available. Note that certain fees from the Hyatt Regency New Orleans will apply. The Exhibit Hall is carpeted. (Should the Exhibitor require additional carpeting, it may be ordered from the decorator at an additional charge.)

10. Damages — It is agreed that the conference organizers and the host facility shall not be liable for any damage to, or destruction of, any exhibit from any cause or the theft or disappearance of any exhibit or property contained in and about the booth area. The Exhibitor agrees to indemnify and hold harmless SAA, and the host facility, or their employees or representatives, against any and all liabilities for damage, injury, or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees, representatives, or guests. SAA will not be held responsible or liable for charges or damages for any failure of performance due to Acts of God, labor disputes, shortage of materials, governmental authority, foreign hostilities, or other circumstances beyond reasonable control of either party.

11. Insurance Information — The conference organizers will endeavor to assist in the protection of Exhibitors by providing security at all times when the Exhibit Hall is closed. Due to the tremendous value of exhibits, however, it is impractical and impossible to insure Exhibitors' equipment against loss, theft, damage, and breakage. Neither the exhibit building nor any of its employees or representatives, nor any representative of SAA nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, its employees, or its property. In addition, the Exhibitor should carry adequate insurance to protect from damage or injury caused by the negligence



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of the Exhibitor, its agent, or its employees. Show management will cooperate fully but cannot assume responsibility for damage to the Exhibitor's property or lost shipments, either arriving or departing from the show site. If the exhibit fails to arrive, the Exhibitor will remain responsible for booth rental; refunds will not be made. Exhibitors should carry insurance against such risks.

12. Union Labor — Exhibitors must comply with union regulations applicable to installation, dismantling, and display of exhibits.

Partner with the leading association

DEDICATED TO ADVANCING THE ARCHIVES AND RECORDS PROFESSION

By exhibiting at the SAA Expo, you support the collective voice of more than 6,200 professional archivists employed by governments, universities, businesses, libraries, and historical organizations nationally. SAA empowers archivists to achieve professional excellence and foster innovation to ensure the identification, preservation, understanding, and use of records of enduring value. SAA is committed to advancing the public standing of archivists and ensuring the diversity of its membership and leaders, the profession, and the archival record.

Contact us to learn more

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Carlos Salgado

Operations Manager

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Join us next year

Chicago, IL

Sheraton Grand Chicago Riverwalk

August 25–28, 2027



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