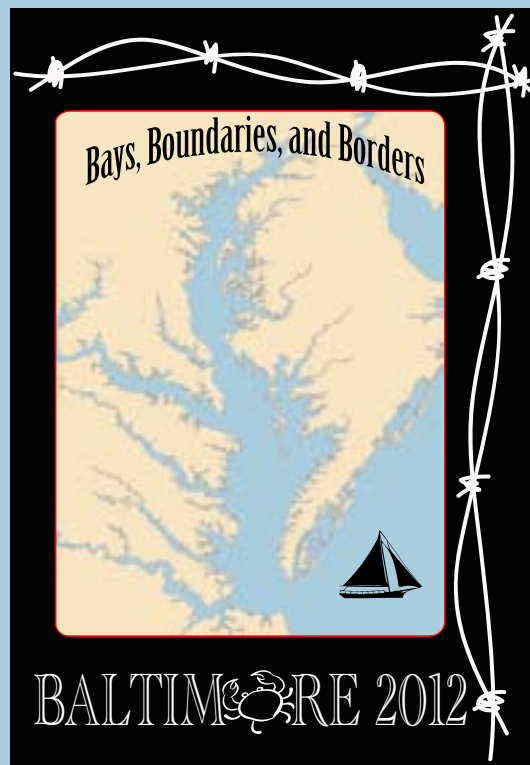


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Exhibit  Sponsor  Advertise



Sheraton City Center
March 27-31, 2012

Increase your visibility in the social science marketplace while showcasing your support to the field. Approximately 2,500 registrants with an interest in the social and behavioral sciences are expected to attend the Society for Applied Anthropology's 72nd Annual Meeting in Baltimore, MD, March 27-31, 2012. Many will be anthropologists, although the related disciplines (sociology, social psychology, and geography) will be represented. This international audience will be interested in economic development issues, urban and regional planning, health care, globalism, and related topics.

Recognition *Opportunities*

Exhibit

Books
Journals
Software
Crafts

The application for Exhibit space, Sponsorship, and Advertising is enclosed. Please complete and return the application with full payment by January 15, 2012.

Exhibit Hours Thursday & Friday, 9-5 pm, Saturday, 9-12 pm

Set up Wednesday, March 28, 1:30-6 pm - Tear down Saturday, March 31, 12-12:30 pm

SfAA offers free table space to vendors who reserve a full table and register a representative (\$120). SfAA will unpack, set up, and monitor for those not sending a representative. The Exhibit will be staffed by SfAA volunteers throughout the day and secured at night.

Book Auction - Following the close of the Exhibit on Saturday, March 31, SfAA will auction donated books. Exhibitors may donate their display copies to our book auction. Exhibitors who do not wish to donate their books are responsible for return shipping their items.

Sponsor

Exhibit Coffee
Exhibit Break
Book Signing
Welcome Reception
Special Lecture Reception
Awards Reception

Increase your visibility and maximize exposure. Now there are excellent sponsorship opportunities available at the Baltimore Meeting:

Book Exhibit Coffee (a.m.) - \$800 placed by the exhibitor's table
Book Exhibit Break (p.m.) - \$600 placed by the exhibitor's table
Book Signing/Wine & Cheese Reception - \$200/press (4 authors/press), maximum of 5 presses
Welcome Reception (Wednesday evening) - \$5000
Special Lecture Reception (Thursday evening) - \$2000
Awards Reception (Friday evening) - \$3000 (up to 4 sponsors)

Sponsors will be recognized in the Annual Meeting Program and at sponsored events.

Advertise

Program Ads
Tote Bags
Tote Bag Inserts
Lanyards
Pens

Capture the attention of attendees by showcasing your organization or University:

Place an ad in the Annual Meeting Program - see back page
Print your name and logo on the Program Tote Bags - \$750 (up to 4 sponsors)
Place an insert in the Program Tote Bag - \$250
Print your name and logo on the namebadge lanyards - \$750 (up to 4 sponsors)



Fell's Point
photo compliments of Visit Baltimore



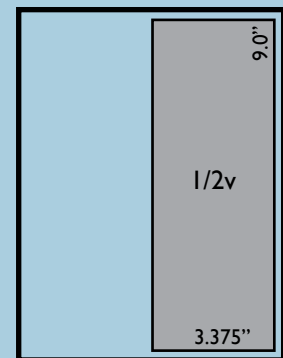
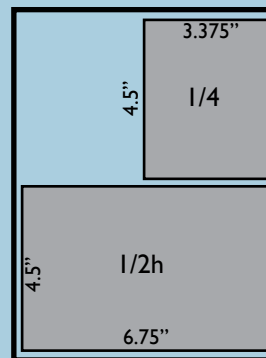
ANNUAL MEETING PROGRAM ADVERTISING RATES / SPECS

CIRCULATION

The Annual Meeting Program is produced annually in conjunction with the annual meeting of the Society. The Program is distributed to all registrants at the annual meeting (circa 2,500). It is also available and distributed on request by non-registrants throughout the year. The Program contains the Meeting Schedule and Program Abstracts, as well as a section on educational programs. Customarily, the Program is approximately 200 pages in length.

SIZES

SIZE	WIDTH	HEIGHT
Full page	6.75	9
1/2 page horizontal	6.75	4.5
1/2 page vertical	3.375	9
1/4 page	3.375	4.5



SPECIFICATIONS

Advertisements should be sent **by January 15** in electronic format as .tif or .pdf files. Actual image size line screen should be 150. Ad copy sent in any other format will not be accepted.

RATES

AD SIZE	PRICE
2nd cover full page	\$425
3rd cover full page	\$425
Full page	\$350
1/2 page	\$220
1/4 page	\$150

Please contact the SfAA Office to obtain a free sample program.



Bays, Boundaries, and Borders
The Society for Applied Anthropology
72nd Annual Meeting
March 27-31, 2012
Sheraton City Center
Baltimore, MD

2012 Exhibit/Sponsor/Advertising Reservation
Please retain a copy for your records
Deadline: January 15, 2012

Company Name: _____
 Address: _____

 Contact: _____
 Phone: _____
 Email: _____

Exhibitors who reserve a full table **and** register a representative will be provided an additional full table at no charge.

Exhibitors who purchase a full table will receive a 25% discount on program advertising rates. Please email ads (.tif or .pdf) to info@sfaa.net

Ad deadline: January 15

Shipping

To ensure proper delivery, boxes must be labeled correctly. Send all exhibit materials to the following address (boxes should not arrive earlier than March 25, 2012):

Attn: Tom May (Society for Applied Anthropology)
 Sheraton Baltimore City Center
 101 W. Fayette St.
 Baltimore, MD 21201

No tables, sponsorship, or advertising space will be reserved without payment.

Send reservation form and payment in U.S. dollars to:

SfAA, P.O. Box 2436, Oklahoma City, OK 73101

The Society accepts payments via check (drawn on U.S. banks) or Visa/Mastercard.

For credit card payment, please complete the following information:

Card Number: _____ - _____ - _____ - _____

Expiration Date: ____ / ____

Print Name: _____

Signature: _____

	Qty	Amt
Exhibiting		
Full table		x \$250
Full table for one day only		x \$125
1/2 table		x \$150
2-4 books		x \$55
1 book		x \$30
Register representative		x \$120
Name: _____		
Program Advertising		
2nd or 3rd cover full page		x \$425
Full page		x \$350
1/2 page		x \$220
1/4 page		x \$140
1/8 page		x \$75
Other Advertising		
Tote bags (up to 4 sponsors)		x 750
Tote bag inserts		x \$250
Lanyards (up to 4 sponsors)		x 750
Sponsoring		
Book Exhibit Coffee (a.m.)		x \$800
Book Exhibit Break (p.m.)		x \$600
Book Signing/Wine Reception		\$150
Welcome Reception		\$5000
Special Lecture Reception		\$2000
Awards Reception		\$3000
Total		