Dear Potential Conference Sponsor,

The SPSA is an association of over 1,200 political science professors, instructors, and graduate students who teach and do research in universities and colleges across the United States. We meet annually in locations across the southern US to share research findings, exchange insights about teaching, network, and learn about changes in the discipline.

One of the goals of the Association’s leadership team is to forge stronger and more effective ties with organizations interested in working with us as sponsors, exhibitors, and advertisers. In the past, most publishers, software companies, research service providers and other organizations that signed on as SPSA sponsors were simply given a table location where they could make available product samples and marketing materials for those who stopped by on their way to or from the registration desk. In some years coffee was provided in the “book room,” but in other years it was not. The current leadership team sees this as a wasted opportunity, and would like to reset our approach to sponsor and vendor participation in the meeting.

The attached flier outlines a new set of sponsorship levels, with new ways of integrating sponsors into the conference experience beyond the presence of a table staffed by company representatives. New initiatives include a conference app, which includes the opportunity for conference participants to access vendor contact information and other ways that company branding can be seen throughout the conference and outside of the exhibit area.

Of course, a sponsorship level is available for any organization that simply wishes to staff a table at the event or place an ad in the program. But we hope that you will participate at the higher sponsorship levels, and take advantage of a more prominent presence at this year’s Southern Political Science Association Annual Meeting. We believe that our sponsorship rates compare very favorably to those charged by similar organizations. Please contact me at spsa.finance@spsa.net if you have any questions about the SPSA conference or our membership.

Sincerely,

Pat Brown
Operations Manager
Southern Political Science Association

Full Page Ad:
8"(w) X 10.5" (h)
$400

Quarter page Ad:
3.875"(w) X 5.125" (h)
$125

Eighth Page Ad:
3.875"(w) X 2.4375" (h)
$75

Half Page Ad:
8"(w) X 5.125" (h)
$225

SPONSORS, EXHIBITORS & ADVERTISERS
90th Annual Conference | January 17 – 19, 2019 | Austin, Texas

Conference Hotel: JW Marriott, 110 E. 2nd Street, Austin Texas 78701

Southern Political Science Association
P.O. Box 1054
Claxton GA 30417

(912)739-2240
spsa.finance@spsa.net
Notes About Your Exhibit Area:
Your exhibit will be in close proximity to Registration to ensure that you get the maximum conference exposure. In addition to your covered table, you will have 2 chairs per table and a wastebasket.
All signage must be of professional quality and appearance. Hand-lettered signs are not permitted. Signage will not be allowed if it interferes with the established traffic flow throughout all public areas. All requests for banner hanging must first be approved by Hyatt Regency Convention Services/Catering Manager and the SPSA Executive Director, Operations Manager or Director of Professional Development.
You agree to abide by and comply with all applicable state and federal safety and health regulations. Electrical wiring must comply with the National Electrical Code Safety Rules.

The Exhibitor Area is being advertised as being open from 9 am to 4 pm on January 17th, 18th and 19th, 2019. We expect teardown to occur after 4 pm on January 19th. You may set up between 2 and 6 pm on Wednesday, January 16th.

Cancellation:
If an exhibitor or advertiser cancels any part of their reservation, no refunds will be issued.
If the premises where the Conference is being held is deemed by the SPSA to be unfit for occupancy, or should the Conference be interfered with by any act beyond the control of the SPSA (fire, strike, hurricane, etc.), the contract may be terminated at the discretion of the SPSA.

Indemnification and Waiver:
The exhibitor assumes all responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire and theft to exhibitor’s displays, equipment and other property brought onto the premises of the Hyatt Regency and shall indemnify and hold harmless the Hyatt Regency, the SPSA and their agents, employees, officers, directors, staff and members. Each participant by signing this form expressly agrees to indemnify it against any and all claims for such loss, injury or damage. If the exhibitor shall be held liable for any event which might result from a particular exhibitor’s action or failure to act, such exhibitor shall reimburse and hold harmless the SPSA against any liability resulting therefrom. Exhibitors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense.
The SPSA and the Hyatt Regency are not responsible for any loss to any property of any exhibitor. Exhibitors are solely responsible for their own actions during the conference.

If you are SHIPPING PACKAGES to the JW Marriott, please schedule them to arrive no more than 3 business days prior to the start of the conference.
Packages should be sent to:

SPSA2019 Hold for Name of Recipient
JW Marriott Austin
112 E. 2nd Street
Austin, TX 78701
Your packages will be in the Fed Ex office. All drayage/storage fees are the exhibitor’s responsibility.

SPONSORSHIP, EXHIBITOR, ADVERTISER TERMS

Conference Hotel: JW Marriott, 110 E. 2nd Street, Austin Texas 78701

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Adverting and Sponsorship Specifications:
Advertising may be sent via email in hi resolution PDF format. Email to spsa.finance@spsa.net. Copy for your ad should be per the specs included with this form. Ads are due no later than November 1, 2018.

Indemnification and Waiver:
The exhibitor assumes all responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire and theft to exhibitor’s displays, equipment and other property brought onto the premises of the Hyatt Regency and shall indemnify and hold harmless the Hyatt Regency, the SPSA and their agents, employees, officers, directors, staff and members. Each participant by signing this form expressly understands that they release the SPSA and the JW Marriott from, and agrees to indemnify it against any and all claims for such loss, injury or damage.

What the SPSA Needs from You:
The Sponsorship/Exhibitor/Advertiser form must be completed and returned with your payment before the form will be processed. Forms, copy and full payment have to be received prior to November 1st, 2018. No refunds are provided.

TERMS

Conference Hotel: JW Marriott, 110 E. 2nd Street, Austin Texas 78701

SPONSORSHIP OPPORTUNITIES

Cost: $300
• Name displayed among sponsors on banner at registration desk
• Two covered tables in exhibit area
• Two registrations
• Inside front cover ad in conference program and ad on conference app
Fifteen silver sponsorship is available
Cost: $1,000
• Two registrations
• One covered table in exhibit area
• Promotional materials displayed on un-manned table in exhibit area

BASIC SPONSOR

Cost: $500
• Name displayed among sponsors on banner at registration desk

GOLD SPONSOR

Cost: $1,500
• Two registrations
• One covered table in exhibit area
• Promotional materials displayed on un-manned table in exhibit area

SILVER SPONSOR

Cost: $600
• Two registrations
• One covered table in exhibit area

PLATINUM SPONSOR

Cost: $1,500
• Name prominently displayed among sponsors on banner at registration desk
• Two covered tables in exhibit area
• Two registrations
• Full page ad in conference program and ad on conference app
One platinum sponsorship is available

Please contact Pat Brown, Operations Manager for the Southern Political Science Association at spsa.finance@spsa.net for more information about SPSA meeting sponsorship opportunities.
Conference Hotel: JW Marriott, 110 E. 2nd Street, Austin Texas 78701

Publisher/Company Information:
Please complete and sign both sides of this form.

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SPONSORSHIP OPPORTUNITIES (Includes benefits listed on Sponsorship page)

- Platinum Sponsor $1,500
- Gold Sponsor $1,000
- Silver Sponsor $600
- Basic Sponsor $300

EXHIBITOR OPPORTUNITIES
- Association Manned Table (includes SPSA provided staff member, 1 covered table, packing) $500
- Extra Table $100
- Internet Sponsor for Exhibit Area $500
- Coffee Break Sponsorship $1,000

PROGRAM ADVERTISING RATES, PRINT
(Black and White Only. Please see Ad Sizes for details.)
- Eighth Page $75
- Quarter Page $125
- Half Page $225
- Full Page $400
- Facing Page $600

Total of All Checked Items: $__________

We hereby apply acknowledge that we have read and understand the terms of this contract. We further agree to abide by all regulations specified in this contract. We hereby apply for exhibit space at the 90th Annual Conference of the Southern Political Science Association being held January 17 – 19, 2019 at the JW Marriott Austin in Austin, Texas.

Signature of Representative

Date

Payment information on reverse.
Total Amount of Payment  
(from Page 1 of Registration Form) $__________

Credit Card Information:

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Name as it appears on the card

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Phone Number

If Paying By Check:  
Please make your check payable to Southern Political Science Association or SPSA,  

Check # ___________

Signature

Company

Mail or scan completed form to:  
Patricia Brown, Operations Manager  
Southern Political Science Association  
P.O. Box 1054  
Claxton GA 30417  

(912)739-2240  
spsa.finance@spsa.net