



caa 100

100TH ANNUAL CONFERENCE

LOS ANGELES

FEBRUARY 22-25, 2012

EXHIBITOR AND ADVERTISER PROSPECTUS



Join us for our one hundredth Annual Conference and Centennial Celebration

in Los Angeles, and highlight, demonstrate, discuss, or simply show off your newest products, services, and programs.

Exhibit in the Book and Trade Fair, advertise in conference publications, or sponsor us at any level to get in front of our highly engaged audience of over 5,000 artists, designers, art historians, curators, critics, scholars, and students, who will convene February 22-25, 2012 at the Los Angeles Convention Center for four days of nonstop art, dynamic events, and lively discussion.

LOS ANGELES
FEBRUARY 22-25, 2012

WHY EXHIBIT AT CAA'S 100TH ANNUAL CONFERENCE?

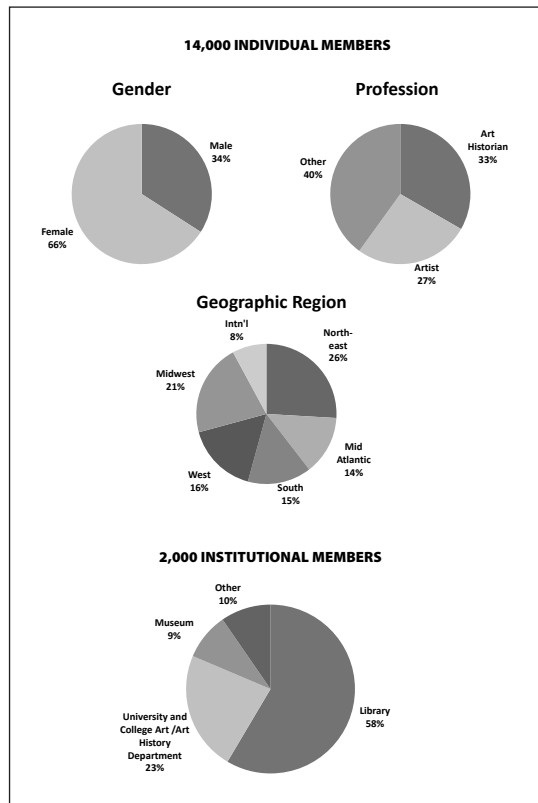
The Book and Trade Fair is an opportunity for you to connect in person with CAA's international base of artists, scholars, and visual arts professionals, i.e. your key buyers and specifiers in the field. As artists and scholars, they are professional consumers of art supplies, art books, publications, and services. As educators, they are non-buyer specifiers of books and materials used in college-level courses. They influence the purchasing decisions of large student populations. As department chairs and administrators, they are institutional buyers who hold sway over significant budgets to purchase equipment, materials, and resources.

WHO EXHIBITS AT THE CAA ANNUAL CONFERENCE?

- Publishers of books in art history, studio art, cultural history, architecture, gender studies, museum practices, media studies, and visual culture
- Magazines, journals, and periodicals in the arts, humanities, and visual culture
- Manufacturers and distributors of materials and equipment for artists
- Digital-image resources and other digital-media providers
- Residencies and fellowships, foreign-study programs, and higher-education service providers
- University art and art history departments and art schools

WHO ARE CAA MEMBERS AND CONFERENCE ATTENDEES?

- Artists
- Art historians
- Museum professionals
- Professors
- Department chairs
- Curators
- Library and visual-resource professionals
- Academic administrators
- Art critics
- Graduate and undergraduate students



EXHIBITS OPTIONS

See page 18 for contract and full details.

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 28, 2011.

FINAL DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS DECEMBER 9, 2011.

Exhibitor benefits:

- Complimentary listing in the *Conference Program* and on the conference website
- Complimentary or reduced registration to over 200 conference sessions, providing exposure to the latest developments and work of your market base
- A printed directory of conference attendees
- Exhibitor discount on lodging at the conference hotel
- Three days of exhibit time
- A market opportunity rated good to excellent by over 97% of past Exhibitors

Exhibit Booths:

The Exhibit Hall is located on the first floor of the Los Angeles Convention Center, where all main conference sessions and functions will be headquartered. The high-standard Exhibit Hall is column-free with high ceilings. It is prime exhibit space, offering excellent visible exposure.

All Standard exhibit Booths are 8 feet deep by 10 feet wide. Booths will be furnished with an 8-foot-high-draped back wall and 3-foot-high-draped side rails. All Tabletop Exhibits accommodate one 6-foot table and two chairs. A 7 x 44-inch identification sign with booth number is provided at no additional charge.

BOOTH PRICES AND PAYMENT

Single Standard Exhibit Booth	\$1,275
Single Standard Aisle Corner Exhibit Booth	\$1,350
Additional Standard Booths	\$1,175
Half Standard Booth	\$ 650
Tabletop Exhibits for qualified applicants*	\$ 575

*see page 24 for information and application

Prices for Standard Exhibit and Half Standard Booths do not include the cost of furnishings, drayage, electrical, internet service, or labor. See page 21 for more information on these additional costs.

Don't need all that space? Try a Shared Booth or Tabletop!

Half Standard Booth

For those Exhibitors with limited space needs, but who don't qualify for the Tabletops (see below), CAA encourages the sharing of a single Exhibit Booth by no more than two unrelated companies.

If you are interested in sharing and have not made your own arrangements, contact Paul Skiff, CAA assistant director of Annual Conference, at pskiff@collegart.org.

Tabletop Exhibit

Tabletop Exhibits are a cost-effective option for the following types of Exhibitors:

- A registered nonprofit organization with current, valid 501(c)(3) status
- A publisher, publication distributor, wholesaler, retailer, or author with one to three publication titles to display
- The publisher of a periodical with circulation under 10,000 per issue
- An individual, or an educational, or business organization with one to three products, programs, or services to promote

CAA allows only one Tabletop Exhibit per applicant. This cost includes one 6-foot draped table, two chairs, and a name sign.

Exhibit Dates

February 22-25, 2012

Exhibit Facility

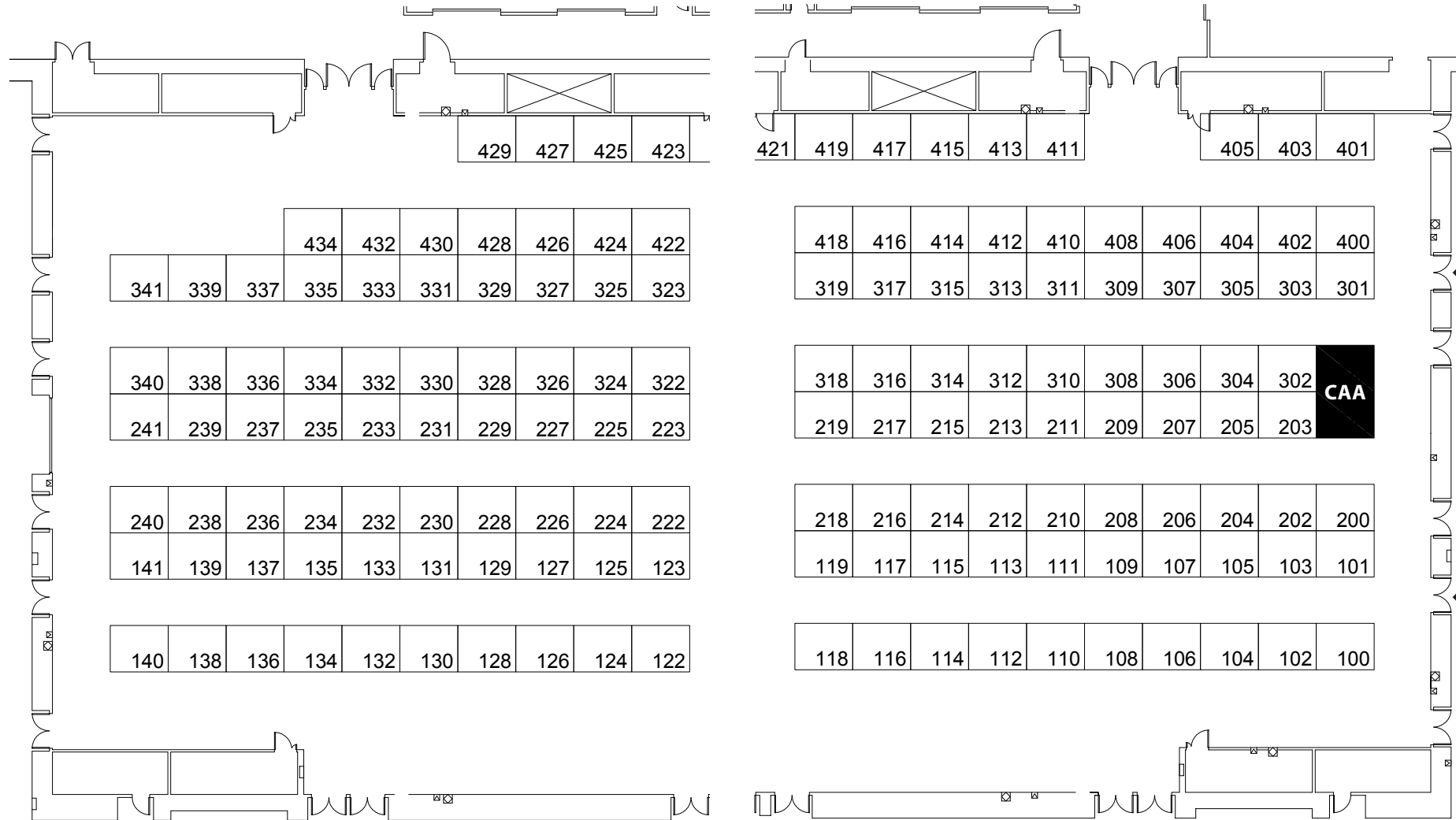
Los Angeles Convention Center

Booth space assignment is based on a priority point system until October 28, 2011. Applications received after this date will be assigned space on a first-come, first-served basis. Please see the contract on page 19 for an explanation of the point system.

Exhibitors should carefully review the following floor plan and select four priority booth choices in order of preference. If none of your choices is available, CAA will assign space as close as possible to your requested booth locations.

BOOK AND TRADE FAIR FLOOR PLAN

Los Angeles Convention Center
Concourse Hall E & F



Book and Trade Fair Exhibits Planning Calendar

**DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS
DECEMBER 9, 2011.**

October 28, 2011	Priority deadline for applicants
November 11, 2011	Booths assigned, first round Confirmation packages mailed
December 9, 2011	Final deadline for application and full payment All remaining confirmation packages mailed
January 9, 2012	Deadline for Exhibitor complimentary registration (I.D. Badge) forms.
February 22, 2012	Exhibitor load-in and set-up in Exhibit Hall 10:00 AM–5:00 PM, Wednesday Exhibitors pick up registration packages and badges onsite
February 23–25, 2012	Exhibit Hall open to conference attendees 9:00 AM–6:00 PM, Thursday and Friday 9:00 AM–2:30 PM, Saturday
February 25, 2012	Last day of exhibits Exhibitor dismantle and load-out 2:30–6:00 PM, Saturday

SPONSORSHIPS

Combine your Book and Trade Fair exhibit with a Visibility Package or sponsor individual amenities and events throughout the conference.

VISIBILITY PACKAGES (Deadline December 9, 2011)

Partner \$10,000

- Two (2) PRIME Exhibit Booths
- Six (6) complimentary registrations
- Logo on conference tote bag distributed to 5,000+ registrants
- Logo on all print and digital marketing materials
- Logo on conference website (conference.collegart.org)
- Logo on sign at entrance to Exhibit Hall
- Promotional item in conference tote bag
- 3-month medium banner ad on conference website (conference.collegart.org)
- One “Advertorial” e-blast to CAA’s entire membership
- Year-round acknowledgement at www.collegeart.org
- Acknowledgement sign at Partner’s Exhibit Booth
- Single-use access to pre-registrant mailing list (no emails) in advance of event
- Single-use access to final registrant mailing list (no emails) post-event
- Four (4) VIP invitations to CAA Centennial Awards Ceremony and Gala
- Full-page acknowledgement in *Conference Program*
- Acknowledgement in Executive Director’s Convocation speech

Presenter \$7,000

- One (1) PRIME Exhibit Booth
- Six (6) complimentary registrations
- Promotional item in conference tote bag
- Logo on conference website (conference.collegart.org)
- Logo on sign at entrance to Exhibit Hall
- Acknowledgement sign at Sponsor's Exhibit Booth
- Single-use access to final registrant mailing list (no emails) post-event
- Half-page acknowledgement in *Conference Program*

Sponsor \$4,000

- One (1) PRIME Exhibit Booth
- Four (4) complimentary registrations
- Promotional item in conference tote bag
- Acknowledgement on conference website (conference.collegart.org)
- Acknowledgement on sign at entrance to Exhibit Hall
- Acknowledgement sign at Sponsor's Exhibit Booth
- Half-page acknowledgement in *Conference Program*

Other sponsorship opportunities***Lead Corporate Sponsor \$75,000***

Be visible in the visual arts! Sponsor CAA's Centennial!

Centennial Convocation and Gala \$30,000

Held on Wednesday, February 22, 2012 at LACMA

Distinguished Scholar Session \$25,000

An eminent scholar of art history is honored for his or her contribution to the field

Convocation \$20,000

Keynote address and conference kickoff

Student Lounge \$10,000

An oasis for the younger set to meet and greet and discuss their conference experience

ARTspace \$10,000

A "conference within the conference" specifically geared toward the needs and interests of artists

Career Services \$10,000

For those seeking jobs and interviewing onsite at the conference

Conference Badge Lanyards \$8,000

Your corporate logo on 5,000+ lanyards

For full benefits and details of sponsorship opportunities, contact Helen Bayer, marketing and communications associate, at 212-691-1051, ext. 426 or hbayer@collegart.org.

ADVERTISING

Take advantage of this opportunity to advertise your publications, services, and products in the *Conference Program*, the official guide to sessions and activities at the 2012 Annual Conference. Distributed to all meeting registrants, representatives of the press, and VIP's, referred to continually during the conference, and retained for years, the *Conference Program* is a great way to underscore your presence or to reach this vibrant market if you decide that an exhibit booth is not for you.

Full Page	\$1,000	black and white only
Half Page	\$ 750	black and white only
Quarter Page	\$ 525	black and white only
INSIDE FRONT COVER	\$3,000	4-color only SOLD
INSIDE BACK COVER	\$2,800	4-color only

Book and Trade Fair Exhibitor Advertising Packages

1 Standard Booth and Full-Page Ad	\$2,175
1 Standard Booth and Half-Page Ad	\$1,950
Tabletop and Quarter-Page Ad	\$1,050

Please call Helen Bayer at 212-691-1051, ext. 426, for cover availability. No multiple-page discounts. No agency discounts. No full bleed.

Mechanical Specifications

Full Page	7¼ x 9½ inches
Half Page	7¼ x 4 ⁵ / ₈ inches (horizontal only)
Quarter Page	3 ⁵ / ₈ x 4 ⁵ / ₈ inches

All ads must be submitted via email to hbayer@collegeart.org.

Acceptable formats include:

- 300 dpi PDF, with all fonts and images embedded
- InDesign (.indd) or Photoshop (.psd) files

Space reservations must be in writing. Please use the insertion order form on page 22.

**RESERVATIONS AND AD FILES MUST BE RECEIVED
BY DECEMBER 9, 2011.**

WEB ADVERTISING

With monthly average traffic at 20,000 unique visitors, a Banner Ad on conference.collegeart.org is a great way to reach beyond conference registrants.

Ad Sizes (in pixels)	Prices (per month)
Small 170w x 85h	\$300
Medium 170w x 170h	\$425
Large 170w x 340h	\$800

Contact Helen Bayer at 212-691-1051, ext. 426, or hbayer@collegeart.org for reservations and details.

Recent Exhibitors and Advertisers

PUBLISHERS

A & C Black Visual Arts/
Bloomsbury Academic and
Professional
A Woman Like That- A new film
about Artemisia Gentileschi
Abrams
Allworth Press
Antique Collectors Club- ACC
Distribution
Aperture Magazine
ART CONSULTING:
SCANDINAVIA, Books on Art
& Architecture
Art New England
Art Papers
ARTstor
Ashgate Publishing
ASPECT Arts
Association Book Exhibit
AVA Academia
Berg
BOMB
BOOKFORUM/ARTFORUM
Brepols Publishers
Bridgeman Education
BRILL
Bronze Horseman
Centre allemand d'histoire
de l'art
Checkerboard Films
Consortium
Continuum
D.A.P. Distributed Art
Publishers
Duke University Press
East of Borneo
European University at St.
Petersburg
Getty Publications
Harvard University Press
Hudson Hill Press
Intellect
McGraw-Hill Higher Education
Midmarch Arts Press
MIT Press Cambridge, MA
Morgan Library and Museum
n.paradoxa
New York Times
Oddi Printing
Oxford University Press
Pearson
Penguin Group (U.S.A.)
Penn State University Press
Periscope
Phaidon Press
Prestel Publishing
Princeton University Press

Public Art Review
Radford University Foundation
Press
Random House, Inc.
Reaktion Books
Rizzoli Int'l Publications/
Flammarion/Skira Editure
Rockport
Routledge and Routledge
Journals
Rutgers University Press
Schiffer Publishing Ltd.
Schilt Publishing
Scholar's Choice
Thames & Hudson
Tuttle Publishing
University of California Press
University of Chicago Press/
Reaktion Books
University of Hawaii Press
University of Minnesota Press
University of North Carolina
Press
University of North Dakota Art
Collections
University of Oklahoma Press
University of Texas Press
University of Washington Press
University Press of New
England
Wadsworth Cengage Learning
Wiley
Woman's Art Journal
X-TRA
Yale University Press

ARTIST MATERIALS

Archival Methods
Blick Art Materials
Canson
Chroma, Inc.
Edward C. Lyons Co. Mftg
Printmaking Tools
Enkausticos - Wax Art Supplies
General Pencil Company
Getting Your Sh*t Together /
GYST Ink
Golden Artist Colors
HK Holbein, Inc.
Jack Richeson & Co, Inc.
Klopfenstein Art Equipment
Kunst & Papier
LeFranc & Bourgeois Artist
Materials
Liquitex
Metropolitan Picture Frames
NATURAL PIGMENTS
Panpastel

R & F Handmade Paints
Royal & Langnickel Brush
Manufacturing
Savoir Faire
Utrecht Art Supplies
Williamsburg Handmade Oil
Colors
Winsor & Newton

VISUAL-ARTS PROGRAMS AND SERVICES

Art Students League of New
York
ARTstor
Asian/Pacific/American
Institute, New York University
ASPECT Arts
California College of the Arts
Clarellen - Gradportfolio.org
Corcoran College of Art +
Design
Courtauld Institute of Art
Fine Arts Work Center
Henry Moore Institute
Institute for Doctoral Studies in
the Visual Arts
Institute for Women and Art,
Rutgers University
King's College, University of
Aberdeen
Manifest Creative Research
Gallery and Drawing Center
Marist College, Florence, Italy
Branch Campus
Mendocino Art Center
Morgan Library and Museum
National Endowment for the
Humanities
New York Professional
Outreach Program (NYPOP)
Department of Art,
Architecture, and Art History/
University of Massachusetts,
Amherst
New York Studio School
Richmond, the American
International University in
London
Saskia Ltd.
Scholar's Resource
School of Visual Arts
Studio Incamminati
Tutku Tours- Arts in Turkey
University of Oklahoma
College of Liberal Studies
Vermont Studio School
WCA

"Our participation in the College Art Association conference exhibits is one of the most important marketing tools we have for our publications in art and architectural history."

—Ellen Freiler, *Yale University Press*

"At Saskia, we look back on 40 years of exhibiting at the annual CAA meeting ... visiting with friends and customers year after year is both stimulating and very satisfying."

—Renate Wiedenhoef, *Saskia Ltd. Cultural Documentation*

"Our partnership with CAA has given us an opportunity to be more than simply exhibitors. Our years of experience at the conference have developed valuable connections with our customers and future customers."

—Mindy McClusky, *Blick Art Materials*

"The CAA Book and Trade Fair is critical to our ability to keep our 'finger on the pulse' of the visual studies field as it evolves. Of course, our attendance at CAA is invaluable to our marketing and sales efforts as well, maintaining our visibility and relevance in the art and art history world."

—Erika Gaffney, *Ashgate Publishing*

CONTRACT

Character of Exhibits and Promotion and Sale of Merchandise

The purpose of the book and trade exhibit (the "Exhibit") at the Annual Conference of the College Art Association ("CAA") is to complement the program of the Annual Conference by educating CAA members as to currently available art- and art-history-related products, publications, and services and to give Exhibitor the opportunity to stimulate a demand for these. Within this philosophy, it is expected that Exhibitors will market their products to their fullest worth and stimulate future sales of merchandise. While retail sales are not expressly prohibited, the nature of the show is better suited to the distribution of promotional material and the taking of orders to be processed at the close of the conference or at some future date. If the Exhibitor intends to sell and deliver merchandise directly to attendees, it is the sole responsibility of the Exhibitor to obtain the necessary permits from the City of Los Angeles/State of California and to collect and remit any taxes due for any and all items sold.

Use of Exhibits

Only official Exhibitors are permitted to represent products at the Exhibit. Solicitations by any other company or person are strictly prohibited. The distribution of promotional material or canvassing by Exhibitor is restricted to the Exhibitor's own booth space and designated areas only. Nothing shall be attached to any surface of the exhibit hall. Distribution of promotional gummed stickers or labels is strictly prohibited. At the sole discretion of CAA, designated contractors, or Los Angeles Convention Center, anything deemed necessary or proper for the protection of the building, equipment, or furniture will be required, and these provisions will be the responsibility of the Exhibitor.

Conference Registration

Exhibitors purchasing Standard Exhibit Booths are provided with two complimentary conference registrations per paid booth (or one per Half-Standard Exhibit Booth), providing access to conference sessions and nonticketed special events. Exhibitors may purchase additional registrations at the discounted CAA member rate.

Exhibitors may request a limited number of Exhibit Hall Only Badges for individuals staffing trade-fair booths. A limited number of Exhibit Hall Passes are also available for Exhibitors' clients and guests. These badges and passes are good

for admission to the Exhibit Hall only and are not valid for any other conference event. Forms for submitting the names of booth personnel and additional guests are included in the confirmation package.

Tabletop Exhibitors receive two Exhibit Hall Only Badges for individuals staffing their displays and a limited number of Exhibit Hall Passes for clients and guests. Exhibitor Badges and Exhibit Hall passes are good for admission to the Exhibit Hall only and are not valid for any other conference event. Tabletop Exhibits do not receive complimentary conference registration, but may purchase a limited number of full conference registrations at the discounted CAA member rate.

Exhibit Space

Exhibits must be confined to the booth limits as indicated on the floor plan. No special signs, booth construction, apparatus, lighting fixtures, etc., will be permitted above 8 feet high; the maximum height along the side wall, including the display of books and products, may not exceed 60 inches for the first 5 feet from the aisle. Interference with the light or space of other Exhibitors is not permitted. Noisy or objectionable equipment, devices, or materials producing unpleasant or noxious smells are not permitted. It is the Exhibitor's responsibility to keep sound levels within the confines of the booth area. Exhibitors who fail to adhere to this clause may be asked to leave the Exhibit without any refund of fees or compensation for expenses.

Space and Rental Fees

STANDARD EXHIBIT SPACE

The Application and Contract for the use of Exhibit Space provides for an 8-foot x 10-foot standard draped exhibit booth only. An identification sign carrying the Exhibitor's name and booth number is provided at no extra cost. A fee of \$1,275 for the first standard exhibit booth in the Exhibit Hall and \$1,175 for each additional standard exhibit booth, will be charged for rental of the Exhibit Space. Prices do not include booth furnishings, electrical, internet service, or labor.

TABLETOP EXHIBIT SPACE

The Application and Contract for use of the Tabletop Exhibits space provides for space to accommodate one 6-foot long table and two chairs only. An identification sign carrying the Tabletop Exhibitor's name and location is provided at no extra cost. A fee of \$575 is required for Tabletop Exhibits. This fee includes the furnishings of one draped 6-foot table and two chairs.

Payment

A 50% deposit of the exhibit booth fee, payable with the Application and Contract, is required to reserve space at the Exhibit. The balance is due December 9, 2011. Should an Exhibitor fail to pay the balance by such date, CAA reserves the right to consider, at its sole discretion, said failure to be a cancellation of the Contract. Late payments may be subject to additional interest charges. Under such circumstances, CAA shall have the absolute right to sell, utilize, or otherwise dispose of Exhibitor's space in any manner deemed appropriate without any liability to CAA. Failure to make full payment or to otherwise comply with the contract or these terms and conditions may be deemed by CAA to constitute cancellation of the Contract, and Exhibitor may forfeit its deposit in Cancellation and refunds. All cancellations must be in writing and will become effective upon receipt by CAA. If Exhibitor cancels prior to December 9, 2011, CAA will refund Exhibitor's deposit less a \$175 cancellation fee. After that date, no refunds will be made. Any money forfeited, and any cancellation fees, are acknowledged by Exhibitor to constitute liquidated damages and are not applicable to future CAA Exhibits.

If the Exhibit is canceled by CAA, or for reasons beyond CAA's control, CAA shall refund Exhibitor's fees. Exhibitor waives, and shall not be entitled to, any other reimbursement or compensation which might arise by reason thereof.

Exhibit Space Assignment

Exhibitor agrees to accept CAA's assignment of Exhibit Space unless Exhibitor gives formal notification within fourteen days of assignment. If Exhibitor gives such notice within the fourteen (14) day period and mutually satisfactory space cannot be arranged within the 14-day period, Exhibitor will receive a full refund of deposit. CAA will assign booth location at its sole discretion. CAA reserves the right to alter the exhibit floor layout in any way it deems necessary, assign space based on other considerations, and change Exhibitor's locations at CAA sole discretion.

For Exhibit space applications received by Friday, October 28, 2011, CAA will assign booth space according to a point system with the exception of certain booths reserved for Exhibitors participating at a sponsorship level. Sponsorship booths will be assigned for sponsor applications received before October 28, 2011, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications received after October 28, 2011, will

be assigned sponsorship booths on a first-come, first-served basis.

For all booth assignments, first considerations will be given to companies with the most points accumulated over years of supporting CAA, exhibiting at the Annual Conference, and advertising in the *Conference Program* and CAA publications. Points are accumulated as follows: Exhibitors receive three points for each year represented at the Exhibit since 1996; an additional point is earned for each booth space rented in excess of one per year. Additional points are earned for each page of advertising in the *Program* and CAA's publications, *Art Journal*, *The Art Bulletin*, and *CAA News*, as well as for rentals of CAA membership mailing list (beginning September 1996). Exhibitors may contact the CAA office for an accounting of points and preferential rating.

Applications received after October 28, 2011, will be assigned booth locations on a first-come, first-served basis.

Exhibit Hall Furnishing and Management

CAA has designated Freeman Exhibit Services as the official show decorator. Questions about installation, furniture, equipment, and drapage should be directed to Freeman Exhibit Services at 714-254-3410.

Furniture, lighting, booth accessories, and any additional draping or signs are the sole responsibility of the Exhibitor and may be ordered in advance from the official decorator.

No combustible decoration such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper (which must be flameproof) are to be removed from the floor and may not be stored under tables or behind displays. All muslin, velvet, silken, or any other cloth decoration must stand a flameproof test. All flammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the Los Angeles Convention Center. Decorations, signs, banners, etc., may not be affixed in any way to any surface in the exhibit halls. Adhesive badges, stick-on decals, or any other type of adhesive items will not be permitted in the facility.

Work is not permitted on exhibits during official hours of the Exhibit. Exhibitor agrees not to dismantle exhibits or begin packing before the official closing hour. Only authorized Exhibit personnel, the Los Angeles Convention Center

and Freeman Exhibit Services personnel, and CAA staff will be allowed in the exhibition area during set-up and dismantling.

No freight or truck shipments will be accepted by the Los Angeles Convention Center. Drayage will be handled by Freeman Exhibit Services. Exhibitor will receive a service kit from Freeman Exhibit Services outlining drayage services and fees. Exhibitors are advised to consult with Freeman Exhibit Services to keep exhibiting costs to a minimum and avoid shipping complications.

Information regarding exhibition hall work-rules that are applicable in the Los Angeles Convention Center may be obtained from Freeman Exhibit Services. Arrangements for skilled and unskilled labor can also be made through Freeman Exhibit Services.

CAA will provide exhibit hall security personnel on a round-the-clock basis from the beginning of installation, at 10:00 AM on Wednesday, February 22, through the conclusion of the dismantling at 6:00 PM, Saturday, February 25. Security personnel, in consultation with CAA, will institute certain procedures to control access to the exhibit hall before, during, and after the completion of exhibit hours. It is the obligation of all Exhibitors to adhere to these procedures to insure the security of individual property. In no way shall the furnishing of such security services be construed as an assumption of obligation or duty by CAA with respect to the protection of Exhibitor's property, which at all times remains the sole possession and custody of Exhibitor, nor does furnishing such services imply any protection or guarantee against losses of any nature. CAA recommends that Exhibitor obtain appropriate insurance coverage to cover losses due to theft or damage. Exhibitor agrees to indemnify, hold harmless, and defend CAA and the Los Angeles Convention Center and each of the directors, officers, employees, and agents, and their representatives and contractors, against any claims, losses, suits, judgments, expenses or costs, damages, injury or charges to persons or property, governmental charges or fines, and attorneys fees arising from, out of, or by reason of any accident or other occurrence to anyone, including Exhibitor, its agents, employees, and business invitees, which arises from, out

of, or by reason of Exhibitor's occupancy and use of the Exhibit Hall or part thereof, excluding such liability caused by the sole negligence of the Los Angeles Convention Center, or its employees and agents.

In addition, the Exhibitor agrees to strictly comply with all applicable terms and conditions contained in the agreement between the Los Angeles Convention Center and the College Art Association regarding the exhibition premises, as well as comply with all laws and regulations of the City of Los Angeles/State of California and all lawful orders of the police and fire departments or any other municipal authority.

Exhibitor expressly acknowledges that CAA and the Los Angeles Convention Center do not maintain insurance covering Exhibitor's property and that Exhibitor has the sole responsibility to obtain, at its expense, business interruption, property damage, and other appropriate insurance covering any losses by Exhibitor.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Los Angeles Convention Center, its owners, or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless, Los Angeles Convention Center, its owners managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Los Angeles Convention Center or any part thereof.

All current and subsequent CAA conditions and regulations are made a part hereof as it is fully incorporated herein. CAA shall have full and exclusive power to interpret, amend, and enforce all such conditions and regulations. These terms and conditions, and the decision and interpretation of CAA shall be final and Exhibitor agrees to abide by such decision or interpretations.

Estimated additional service costs in the Exhibit Hall

DRAYAGE

Advanced Shipments crated: \$98.00 per 100 pds

Advanced Additional Handling: \$122.50 per 100 pds

Direct Shipments crated: \$95.00 per 100 pds

Direct Additional Handling: \$130.75 per 100 pds

Basic Wired High Speed internet connection \$795 plus taxes and labor.

20 Amps standard electrical connection \$495 plus labor.

Full details of the above services and costs will be included in the Exhibitor Service Kit that will be sent to all exhibitors by the show contractor, Freeman Exhibit Services.

Please remember, Standard Exhibit Booth prices do not include booth furnishings. Furniture, lighting, booth accessories, and any additional draping or signs are the sole responsibility of the exhibitor and may be ordered in advance from Freeman Exhibit Services.

Questions about installation, furniture, equipment, and drayage should be directed to Freeman Exhibit Services at 714-254-3410.

CONTACTS

DIRECT YOUR QUESTIONS REGARDING EXHIBITS TO:

Paul Skiff, Assistant Director for Annual Conference
College Art Association
50 Broadway, 21st floor
New York, NY 10004
212-691-1051 ext. 413
FAX: 212-627-2381
pskiff@collegeart.org
www.collegeart.org

DIRECT YOUR QUESTIONS REGARDING ADVERTISING AND SPONSORSHIPS TO:

Helen Bayer, Marketing and Communications Associate
College Art Association
50 Broadway, 21st floor
New York, NY 10004
212-691-1051 ext. 426
FAX: 212-627-2381
hbayer@collegeart.org
www.collegeart.org

CONFERENCE PROGRAM ADVERTISING RESERVATION AND CONTRACT

100th Annual Conference of the College Art Association
Los Angeles, February 22-25, 2012

AND THE COLLEGE ART ASSOCIATION

BETWEEN THE EXHIBITOR

PLEASE RESERVE _____ Full Page(s) \$ _____

PLEASE RESERVE _____ Half Page(s) \$ _____

PLEASE RESERVE _____ Quarter Page(s) \$ _____

Standard Booth and Full-Page* \$2,175

Standard Booth and Half-Page* \$1,950

Tabletop and Quarter-Page* \$1,050

*must be submitted with Exhibit Space or Tabletop Exhibit Application

PAYMENT ENCLOSED \$ _____

BILL UPON PUBLICATION \$ _____

RATES

Full Page	\$1,000
Half Page	\$ 750
Quarter Page	\$ 525
Inside Front Cover	\$3,000 4-color only-SOLD!
Inside Back Cover	\$2800 4-color only
Back Cover	\$4,190 4-color only-SOLD!

**For cover ads please call Helen Bayer at
212-691-1051, ext. 426 for availability.**

RESERVATIONS AND ADS MUST BE RECEIVED BY DECEMBER 9, 2011.

Make checks payable to the College Art Association. Checks must be drawn on a US bank in US dollars. Visa, MasterCard, American Express, and Discover accepted.

Return this form to: Helen Bayer, College Art Association, 50 Broadway, 21st Floor, New York, NY 10004

CREDIT CARD NO. _____ EXP. DATE _____

AUTHORIZED SIGNATURE _____

BILLING CONTACT _____ TITLE _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

WEBSITE _____ EMAIL ADDRESS _____

Applicant agrees to this contract for Advertising, and is bound by the Terms and Conditions set out in the preceding pages, and to any amendment thereto by CAA.

SIGNATURE _____ DATE _____

NAME _____ TITLE _____

TELEPHONE _____

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Advertiser.

Accepted by the College Art Association:

SIGNATURE _____ DATE _____

STANDARD EXHIBIT SPACE APPLICATION AND CONTRACT

100th Annual Conference of the College Art Association
Los Angeles, February 22-25, 2012

AND THE COLLEGE ART ASSOCIATION

BETWEEN THE EXHIBITOR

STANDARD BOOTH \$ _____

ADDITIONAL BOOTH(S) \$ _____

HALF STANDARD BOOTH \$ _____

TOTAL \$ _____

50% DEPOSIT ENCLOSED \$ _____

BALANCE DUE BY DECEMBER 9 \$ _____

BOOTH PRICES AND PAYMENT

First Standard Booth	\$1,275
Single Standard Aisle Corner Booth	\$1,350
Additional Booths	\$1,175
Half Standard Booth	\$ 650

BOOTH CHOICES

Review floor plan and list in order of preference. If your choices are already assigned, you will be assigned a booth close to those selected.

(1) _____ (2) _____ (3) _____ (4) _____

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 28, 2011.

DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 9, 2011.

Make checks payable to the College Art Association. Checks must be drawn on a US bank in US dollars. Visa, MasterCard, American Express, and Discover accepted.

CREDIT CARD NO. _____ EXP. DATE _____

AUTHORIZED SIGNATURE _____

CONTACT _____ TITLE _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL ADDRESS _____

WEBSITE _____

BOOTH ID SIGN/PROGRAM LISTING _____

Exhibitor agrees to this contract for the use of the Exhibit Hall, and is bound by the Terms and Conditions set out in the preceding pages, and to any amendment thereto by CAA. Exhibitor agrees to the booth location assigned by CAA unless Exhibitor rejects such location within fourteen (14) days of notification by CAA.

SIGNATURE _____ DATE _____

NAME _____ TITLE _____

TELEPHONE _____ EMAIL ADDRESS _____

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor and that all terms and conditions of the Contract (pp. 18-20) are understood and accepted.

Accepted by the College Art Association:

SIGNATURE _____ DATE _____

Return this form to: Paul Skiff, College Art Association
50 Broadway, 21st Floor, New York, NY 10004, Fax: 212-627-2381, pskiff@collegeart.org.

TABLETOP EXHIBIT APPLICATION AND CONTRACT

100th Annual Conference of the College Art Association
Los Angeles, February 22–25, 2012

AND THE COLLEGE ART ASSOCIATION

BETWEEN THE EXHIBITOR

TABLETOP EXHIBIT \$ _____
50% DEPOSIT ENCLOSED \$ _____
BALANCE DUE BY DECEMBER 9 \$ _____

TABLETOP EXHIBIT PRICE

\$575 space rental fee.
This price includes one 6-foot table, two chairs, and name sign

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 28, 2011.
DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 9, 2011.

Make checks payable to the College Art Association. Checks must be drawn on a US bank in US dollars. Visa, MasterCard, American Express, and Discover accepted.

CREDIT CARD NO.	EXP. DATE
AUTHORIZED SIGNATURE	
CONTACT/TITLE	
ADDRESS	
CITY	
STATE	ZIP
TELEPHONE	FAX
EMAIL ADDRESS	
WEBSITE	
BOOTH ID SIGN/PROGRAM LISTING	

Exhibitor agrees to this contract for the use of the Exhibit Hall, and is bound by the Terms and Conditions set out in the preceding pages, and to any amendment thereto by CAA. Exhibitor agrees to location assigned by CAA unless Exhibitor rejects such location within fourteen (14) days of notification by CAA.

SIGNATURE	DATE
NAME/TITLE	
TELEPHONE	EMAIL ADDRESS

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor and that all terms and conditions of the Contract (pp. 18–20) are understood and accepted.

Accepted by the College Art Association:

SIGNATURE	DATE
-----------	------

Return this form to: Paul Skiff, College Art Association
50 Broadway, 21st Floor, New York, NY 10004, Fax: 212-627-2381, pskiff@collegeart.org.



50 Broadway, 21st Floor
New York, New York 10004
www.collegeart.org

100th Annual Conference
Los Angeles, February 22-25, 2012