Exhibits • June 28–29, 2012

Hyatt Gainey Ranch
7500 E. Doubletree Ranch Road
Scottsdale, AZ 85258

Benefits
The feature-filled exhibit package includes:

• Free conference registration and exhibit badges for two exhibit representatives.
• One skirted table with two chairs.
• Listings in the 2012 Annual Conference Program Book and/or on-site flyer and corresponding Summary of Proceedings, and 2012 ATLA Annual Report.
• Discount on advertising in the 2012 ATLA Annual Conference Program book. Refer to insert for pricing information.
• Complete initial electronic mailing list of Individual and Institutional Members for promotional purposes sent in April 2012 (in anticipation of the Annual Conference).
• Final electronic mailing list of conference attendees distributed by July 31, 2012 for follow-up purposes.
• Opportunity to participate in the Exhibitor Showcase of Products and Services.

Build personal relationships with more than 400 attendees!

Meet directly with ATLA members.

According to a recent conference evaluation survey:

• 84% of conference attendees reported that they either make or have input into purchasing decisions for their libraries.
• 73.2% of conference attendees visited the exhibits three or more times during the conference.
• 58% of conference attendees reported that visiting the exhibits influenced their purchasing decisions.

2012 · Key Dates

March 1  Conference program advertising due
April 2  Exhibit applications/contracts due
April 13  Showcase of Products & Services applications due
April 15  Exhibitor confirmation packets sent, including initial mailing list, shipping and housing information, and Conference Program Book
June 28–29  Exhibits open
July 31  Final mailing list of attendees distributed
Exhibit tables
(staffed and unstaffed)

<table>
<thead>
<tr>
<th>Affiliate Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>$525 per table</td>
<td>$550 per table</td>
</tr>
</tbody>
</table>

**Hours**

The following schedule lists exhibit hours and times when no other programming is scheduled. In total, the exhibits are open for 13.5 hours.

**Thursday, June 28, 2012**
- Exhibitor set up: early a.m.
- Exhibits open: mid-morning (includes reception; non-conflicting)
- Lunch: mid-day
- Showcases: forty-five minute session; early afternoon
- Coffee break: mid-afternoon (in the exhibit hall; non-conflicting)
- Exhibits close: late afternoon

**Friday, June 29, 2012**
- Exhibits open: early a.m.
- Coffee break: mid-morning (in the exhibit hall; non-conflicting)
- Lunch: mid-day
- Showcases: forty-five minute session; early afternoon
- Dessert with exhibitors: mid-afternoon (in the exhibit hall; non-conflicting)
- Exhibits close: late afternoon

**Reserve Your Space Today**

To guarantee mention in the *Program Book* and reserve exhibit space, it is recommended that you return your application/contract with payment, before April 2, 2012. Please note that ATLA and its agents are not responsible for the security of the exhibit space or the property of staffed or unstaffed exhibits, nor do these entities guarantee profitability of exhibits. In April 2012, a confirmation packet will be e-mailed. It includes the initial mailing list in electronic format (in MS Excel) as well as:

- shipping and receiving information/short-term storage of exhibit materials.
- exhibit Internet services/electrical power utilities.
- housing arrangements.
- the *Conference Program Book*.

**New This Year: Resort Meal Plan**

Because of the unique circumstances of our conference setting this year—and the extreme warmth of the temperatures in the area, minus the humidity of past years—ATLA is pleased to offer a meal package for an additional cost. The package, which is **optional for exhibitors only**, includes breakfast and lunch for two (2) days. Designed to help you maximize your networking and sales opportunities with our ATLA members, you’ll find additional details listed on the exhibitor contract.

The Hyatt Regency is one of the most distinctive resorts in the Scottsdale area. Framed against the backdrop of the majestic McDowell Mountains, the resort features stunning beauty and breathtaking scenery. Approximately 18 miles from the Phoenix Sky Harbor airport, it is nestled in a residential area with limited access to additional restaurants and services.

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**2011 Conference Exhibitors**

*Abingdon Press*

Association of Religion Data Archives

ATLA Products and Services

Baker Publishing Group

Baylor University Press

BRILL

*Casalini Libri- Fiesole, Italy*

Christian Periodical Index

Church Health Reader

Congregational Resource Guide

Continuum Publishing

Copyright Clearance Center

Crossway Books and Bibles

David C. Lachman, Ph.D.

De Gruyter

EBSCO

*Editorial Verbo Divino*

Edwin Mellen Press

Eisenbrauns

*Equinox Publishing, Ltd.*

Franciscan Institute Publications

Fortress Press

Gorgias Press LLC

Hendrickson Publishers

H. W. Wilson Company

*IVP Academic*

John Wiley & Sons, Inc.

*Midwest Library Service*

Moody Publishers

OCLC

The Official Catholic Directory

Oxford University Press

Preservation Technologies, L.P.

Puvill Libros

Scarecrow Press

The Scholar’s Choice

SIL International Publications

Strowd Booksellers

The Text This Week

*Theological Book Network*

Tyndale House Publishers

*USAMadrid Books*

*Westminster John Knox*

*Windows Booksellers*

YBP Library Services

*Affiliate Members. Affiliate membership is available for organizations and businesses that are supportive of theological librarianship and the purposes and work of the Association.*
EXHIBITOR CONTRACT

Key Contact Name
Prefix  First  Last
Organization
Organization name as you would like it to appear online, in printed materials, and at the conference
Address
City    State    zip code
Phone    ext.    Fax
E-mail

Other Representatives
If someone other than the key contact will be representing your organization at your ATLA Annual Conference exhibit, please provide his/her name(s), title, and contact information below.

Exhibit Representative 1:  ☐ same as key contact
☐ representative to be determined

Prefix  First  Last
Title
E-mail

Exhibit Representative 2:  ☐ representative to be determined

Prefix  First  Last
Title
E-mail

Order Form

<table>
<thead>
<tr>
<th>Item</th>
<th>Affiliate Members</th>
<th>Non-Members</th>
<th>Quantity</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>New/Renew Affiliate Membership</td>
<td>$100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staffed/unstaffed exhibit table</td>
<td>$525</td>
<td>$550</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>please include 10% discount for 2 or more tables</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional exhibitors badge</td>
<td>$150 per badge</td>
<td>$150 per badge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web Link</td>
<td>no charge</td>
<td>$150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tote Bag insert</td>
<td>$100</td>
<td>$150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packing Service Fee*</td>
<td></td>
<td>$50 per table</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Program Ad</td>
<td>refer to program advertising insert</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship</td>
<td>refer to sponsorship insert</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meal Package</td>
<td>$150 per person</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Amount Enclosed $__________

*Available only for exhibitors at staffed exhibit tables who need to leave early.

Payment
☐ Check enclosed (payable to ATLA in U.S. currency, drawn on a U.S. bank)
☐ MasterCard  ☐ Visa

Credit Card and CVC (3-digit security number on reverse of card, required for processing)
Expiration Date

Cardholder signature

Please indicate your space allocation preferences below:

About Your Organization
Please summarize the purpose of your organization and describe the products/services that you plan to display at the ATLA Annual Conference. Feel free to attach any literature/brochures about your organization.

Are you a first-time exhibitor?  ☐ yes  ☐ no
If yes, how did you learn about the ATLA Annual Conference?

Please sign this contract and mail or fax with full payment to: Mairita Smiltars, ATLA Exhibits Consultant (address below) by Monday, April 2, 2012. Federal I.D. #74-1473899. Questions may be directed to Mairita Smiltars at 773.728.0271 or exhibits@atla.com.

I have read and agree to abide by the “Terms and Provisions for Exhibiting at the 2012 ATLA Annual Conference” on the reverse of this contract. This contract is executed by:

Exhibitor's duly authorized signing officer  Title  Date
ATLA authorized signature  Title  Date

300 South Wacker Dr., Ste. 2100, Chicago, IL 60606-6701 • 888.665.ATLA (US/Canada) • 312.454.5100 (outside North America) FAX: 312.454.5505
Payment and Refund Policy: The exhibitor shall pay the total fee as indicated on the ATLA Annual Conference Exhibit Space Application in advance of the conference. Note that the table rental fee is not refundable, even in the event that the exhibitor cancels. Send completed application/contract with payment by the Monday, April 2, 2012 deadline. Applications/contracts received without payment will not be processed; space assignments will not be made. In the event that the conference exhibits are cancelled, the lease of space will be terminated with each exhibitor. In this instance the limit claim damage and/or compensation by the exhibitor shall be the return to the exhibitor of the full amount paid for space for this particular event.

Exhibit Tables: The tables will be covered and skirted. Exhibitors may provide their own fireproof draping material. The exhibit rental fee includes two chairs, but not individual waste receptacles or other amenities.

Table Assignments: ATLA reserves the right to make the final determination of all table assignments in the best interest of the conference exhibits. Every effort will be made to accommodate space allocations according to the preferences of conference exhibitors. The number of years an organization has exhibited with ATLA, the number of tables required for an exhibit, connectivity requirements where applicable, level of sponsorship, and the date of receipt of contract and payment will be taken into account when final assignments are made several weeks before the Annual Conference. Please note: exhibitors may not assign, sublet, or share table assignment(s) with any other organization without the written consent of ATLA.

Descriptive Information Requirements: Each new exhibitor is required to forward descriptive information about his/her organization and a synopsis of the products/services that will be displayed at the table(s) during the ATLA Annual Conference. This information must be included on/with the application/contract.

Please Note: The Association reserves the right to refuse to sell exhibit space to exhibitors whose products/services are judged not to be consonant with the purpose of ATLA. Organizations that have not been assigned exhibit space or have not been approved as conference sponsors will not be permitted to solicit business in any public space controlled by the Association during the course of the Annual Conference.

Incidental Costs: Exhibitors agree that the cost of transporting and handling exhibit material/equipment, as well as the installation and removal of exhibits and other costs associated with the exhibit and its operation, are the sole responsibility of the exhibitor and are not included in the exhibit table rental fee. Exhibitors agree to pay the appropriate party(ies)—whether it be the host institution, outside contractors, or suppliers, etc.—for these services. All incidental costs shall be borne by the exhibitors.

Liability and Insurance: The property of each exhibitor remains in the custody of that exhibitor while in transit to and from the exhibit hall. Neither ATLA, its service contractors, the management of the exhibit hall nor any of the officers, staff members, employees, agents, or directors of any of the same shall be responsible in any way for the safety of the property of exhibitors from unforeseen acts of God or acts of third parties, including but not limited to theft, damage by fire, accident, vandalism, or other causes. The exhibitor waives and releases any claim or demand against any of the above parties for any reason, including but not limited to damage or loss of property of the exhibitor. Each exhibitor shall obtain and maintain adequate liability insurance for both property damage and personal injury during the installation, use, and dismantling of the exhibit at the ATLA Annual Conference.

Loss, Claims, and Damages: Exhibitors agree to protect, indemnify, and defend ATLA and the Hyatt Gainey Ranch against all claims, losses, and damages to persons or property, government penalties, or fines and legal fees arising from or caused by the exhibitor’s display and use of the display for any reason.

Care of Building and Equipment: In the event that an exhibitor is responsible for damage to the building complex where the exhibition is held or the exhibit table(s) or contents therein, the exhibitor is liable to the owner of the damaged property.

Use of electronic mailing lists: Exhibitors agree in using the electronic mailing lists provided to them that the list remains the exclusive property of ATLA and can be used for the one-time mailing for each list. The data can not be reproduced or distributed to any other parties or used for additional mailings without ATLA’s written permission and/or authorization and payment of an additional fee.

Photographs: ATLA uses photography for publicity purposes and will be taking photographs in the exhibit hall. These photographs may appear without compensation in publications, on the Web, or in other printed or electronic materials related to the role and function of the ATLA Conference. Exhibitors agree to be included in these photographs. Requests for exclusion are to be directed to the photographer.

Installation and Removal: It is understood that exhibits shall be set up between noon and 6:00 p.m. on Wednesday, June 27, 2012. Exhibits must be dismantled by 5:00 p.m. on Friday, June 29, 2012. Exhibitors who dismantle displays prior to the official end of the exhibits on Friday, June 29, 2012 without ATLA authorization are in jeopardy of losing the privilege of exhibiting with ATLA at future conferences and subject to fines of $100 per table. To receive ATLA’s authorization to depart early, exhibitors must pay the packing service fee prior to the conference.

Exhibits • June 28–29, 2012

Hyatt Gainey Ranch

7500 E. Doubletree Ranch Road

Scottsdale, AZ, 85258
The Program Book is the official publication of the annual conference. It is distributed to all conference attendees prior to the conference. This is the perfect opportunity for you to communicate your sales message. This opportunity is available for both conference exhibitors and those unable to attend.

### Conference Program Advertising

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Affiliate Member Exhibitor Rate</th>
<th>Non-member Exhibitor Rate</th>
<th>Non-exhibitor Rate</th>
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</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>3.625 x 4.875&quot;</td>
<td>$160</td>
<td>$180</td>
<td>$200</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>3.625 x 10&quot;</td>
<td>$250</td>
<td>$275</td>
<td>$300</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>7.5 x 5&quot;</td>
<td>$250</td>
<td>$275</td>
<td>$300</td>
</tr>
<tr>
<td>Full page</td>
<td>7.5 x 10&quot;</td>
<td>$375</td>
<td>$400</td>
<td>$450</td>
</tr>
<tr>
<td>Inside front cover</td>
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<td>$450</td>
<td>$475</td>
<td>$525</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>7.5 x 10&quot;</td>
<td>$450</td>
<td>$475</td>
<td>$525</td>
</tr>
</tbody>
</table>

Deadline

The deadline for submission of all conference program advertising, electronic files, and payment is **Thursday, March 1, 2012**.

To reserve your space in this publication, please fill out an insertion order on the Exhibitor Contract (in this packet) and return it to ATLA with your payment.

For extra savings, join ATLA as an Affiliate Member today!

Artwork Preparation and Submission

Digital files may be submitted on either Mac or Windows platform. (Please be aware that files submitted on Macintosh platform may require font substitution when imported to Windows Adobe InDesign. Every effort will be made to match fonts specified.) Please submit files on CD-ROM or via email (under 5MB).

The program is produced with Adobe InDesign. All graphic files (i.e. Illustrator, Photoshop, Freehand) must be either vector art or 300 dpi .eps or .tif files. Please do not send Illustrator or Freehand files with Photoshop files embedded. Include all fonts necessary for the output of your file. Postscript fonts preferred. **Specifications:** Greyscale images in .jpg, .tif, .eps, or .pdf formats, 300 ppi (pixels per inch)

For questions about preparation and submission of artwork, please contact ATLA Communications Specialist Sara Corkery, newsletter@atla.com.
### Conference Sponsorship

**Benefits (in addition to exhibitor benefits)**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Supporter $500-1499</th>
<th>Sponsor $1500-2999</th>
<th>Contributing Sponsor $3000-4999</th>
<th>Major Sponsor $5000-9999</th>
<th>Conference Sponsor $10,000 and above</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Conference Program Book listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2012 Summary of Proceedings listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2012 Annual Report listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tote Bag insert</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Monthly ATLA Newsletter sponsorship ad</td>
<td>1 month</td>
<td>2 months</td>
<td>3 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Signage at conference hotel</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Web Link</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One rental of ATLA electronic mailing list</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

- **2011 Sponsors List**
  - **Conference Sponsor**
    - ATLA Products and Services
  - **Major Sponsor**
    - EBSCO Publishing
  - **Sponsor**
    - BRILL
  - **Supporter**
    - CBIZ Benefits & Insurance
    - CZ Marketing
    - First Bank & Trust
    - OCLC Online Computer Library Center, Inc.
    - SCELC

ATLA seeks exhibitors and other interested parties who support the mission and goals of the Association to underwrite conference events. Available at five different levels, you’ll find a sponsorship opportunity to match your marketing needs and budget. Each level offers many benefits. To become a sponsor, please fill out the Exhibitor Contract and return it to ATLA with your payment.

**Examples of Contributing, Major, or Conference Sponsor opportunities include:**
- coffee breaks with exhibitors
- opening reception with exhibitors
- closing dessert with exhibitors
- closing event
- underwrite technology expenses
- conference luncheon
- bus transportation

**2012 Conference Program Book listing**
- Exhibit table at 2012 Conference
- Exhibit table at 2012 Conference

**2012 Summary of Proceedings listing**
- 2 nights in conference hotel

**2012 Annual Report listing**
- 2 nights in conference hotel suite

**Tote Bag insert**
- 2011 Sponsors List

**Monthly ATLA Newsletter sponsorship ad**
- 1 month
- 2 months
- 3 months

**Sponsor Signage at conference hotel**
- Exhibit table at 2012 Conference
- Exhibit table at 2012 Conference

**Web Link**
- 2011 Sponsors List

**One rental of ATLA electronic mailing list**
- 2011 Sponsors List

**Exhibit table at 2012 Conference or 2 nights in conference hotel**

**Exhibit table at 2012 Conference and 2 nights in conference hotel suite**

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300 South Wacker Drive, Suite 2100, Chicago, IL 60606-6701 • 888.665.ATLA (US/Canada) • 312.454.5100 (outside North America)
The Showcase of Products and Services
ATLA will provide—at no cost to you—a hotel conference room for 45-minutes to highlight your products and/or services.
Please contact Mairita Smiltars, exhibits coordinator, at 773.728.0271 or exhibits@atla.com for more information. The deadline to request a time slot is **Friday, April 13, 2012**.

Web Link
Link your organization’s web page from the ATLA conference web site, www.atla.com/member/conference, from the time payment is received through July 31, 2012. Cost: free for affiliate members ($150 per link for nonmembers).

Tote Bag Inserts
Make sure that all conference attendees see your promotional materials. Have them inserted in the conference tote bag for only $100 per item for Affiliate Members ($150 for nonmembers).

To take advantage of any or all of these marketing opportunities, please make your request on the Exhibitor Contract (in this packet) and return it to ATLA with your payment.

For extra savings, join ATLA as an Affiliate Member today!

give a presentation directly to conference attendees.

From our website to yours!

Be sure that everyone gets your message!

ATLA 2012 Annual Conference
Scottsdale, AZ • June 27–30
Hyatt Gainey Ranch
7500 E. Doubletree Ranch Road
Scottsdale, AZ, 85258

300 South Wacker Drive, Suite 2100, Chicago, IL 60606-6701 • 888.665.ATLA (US/Canada) • 312.454.5100 (outside North America)
If you want to reach the theological library market, become an ATLA affiliate member.

**Benefits include:**
- discounts on exhibiting and advertising at the ATLA Annual Conference.
- discounts on advertising in the monthly *ATLA Newsletter*, which helps stretch your marketing budget dollars.
- exclusive exposure to ATLA members with a listing in the online ATLA Member Directory—including a link to your company’s website.
- listing in other member publications throughout the year.

To start receiving your benefits, please fill out the application on the Order Form or Exhibitor Contract (both in this packet) and return to ATLA. You can also join online at [www.atla.com/member/application.html](http://www.atla.com/member/application.html).
**Circulation**

The monthly *ATLA Newsletter* is published electronically by the American Theological Library Association and is received via email by a readership of more than 1,250 theological librarians, academic deans, administrators, students, and library users.

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**Advertising Rates:**

One month of Sponsorship includes an image of your logo that serves as a clickable link to your website. The cost is $250 per month for members and $300 for non-members.

To reserve your space as a monthly sponsor in an upcoming issue of this publication, please fill out an insertion order on the Order Form (in this packet) and return it to ATLA with your payment.

For extra savings, join ATLA as an Affiliate Member today!

**Conditions**

Advertisements deemed inappropriate by ATLA will be declined.

**Questions**

If you have any questions regarding advertising in the *ATLA Newsletter*, please contact ATLA at 888.665.ATLA or memberrep@atla.com. For questions about preparation and submission of artwork, please contact the editor at newsletter@atla.com.

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**Artwork**

Please provide us with a full-color electronic copy of your logo for use in the monthly sponsor window. Acceptable file formats include tiff, eps, jpeg, pdf, psd, and indd. Submissions may be e-mailed to the editor at newsletter@atla.com.

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**Deadlines**

Ad reservations are subject to availability. Artwork and payment are due on first of the month preceding the publications. For example, the deadline is January 1 for the February issue.