Looking to promote your latest art publications and supplies? Need to recruit artists, scholars, and critics for your academic program or residency? Want to show off your services to professionals in the visual arts? CAA’s 102nd Annual Conference, taking place in Chicago, February 12–15, 2014, is the place for you.

CAA offers a variety of options to connect you with the more than 5,000 artists, art historians, critics, curators, designers, librarians, conservators, scholars, educators, and students who will convene at the Hilton Chicago for four days of nonstop art, dynamic events, and lively debate. Exhibit in the Book and Trade Fair to demonstrate and discuss your products and services one-on-one with potential customers. Grab the attention of CAA’s membership and drive traffic to your venue, website, or Exhibit Hall Booth with an ad in the Conference Information and Registration booklet, the Conference Program, or on the conference website. Maximize your visibility and show your support for the visual arts with a tailor-made sponsorship package.
WHY EXHIBIT AT CAA’S 102nd ANNUAL CONFERENCE?

The Book and Trade Fair is an opportunity to connect with CAA’s international base of artists, scholars, and professionals in the visual arts—the key buyers and decision-makers in their fields. As artists and scholars, they regularly purchase art supplies, publications, and services for their professional use. As educators, they recommend books, magazines, programs, services, and materials to students and colleagues, and specify which publications and supplies will be used in college- and graduate-level courses. As department chairs and administrators, they hold sway over significant budgets to purchase equipment, materials, and resources. CAA members drive trends in the field and are the perfect source for news about the latest directions in the profession, including efforts to integrate interactive, digital technology into classrooms.

WHO EXHIBITS AT THE CAA ANNUAL CONFERENCE?

- Publishers of books in art history, studio art, visual culture, curatorial studies, museum practice, architecture, cultural history, gender studies, film, and new media
- Magazines and journals 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
- Conservators
- Librarians and archivists
- Visual-resources curators and professionals
- Academic administrators
- Art critics
- Graduate and undergraduate students

<table>
<thead>
<tr>
<th>12,000 INDIVIDUAL MEMBERS</th>
</tr>
</thead>
</table>

**Gender**
- Male 33%
- Female 67%

**Profession**
- Other 41%
- Art Historian 35%
- Artist 24%

**Geographic Region**
- Northeast 28%
- Midwest 18%
- West 16%
- South 14%
- Int’l 9%

<table>
<thead>
<tr>
<th>2,000 INSTITUTIONAL MEMBERS</th>
</tr>
</thead>
</table>

- Library 58%
- University and College Art / Art History Department 30%
- Museum 7%
- Other 5%
ABOUT CAA

The College Art Association is the world’s largest professional association for artists, art historians, arts professionals, and arts organizations. CAA serves as an advocate and a resource for individuals and institutions nationally and internationally by offering forums to discuss the latest developments in the visual arts and art history through its Annual Conference, publications, exhibitions, website, and other programs, services, and events. CAA focuses on a wide range of advocacy issues, including education in the arts, freedom of expression, intellectual-property rights, cultural heritage and preservation, workforce topics in universities and museums, and access to networked information technologies. Representing its members’ professional needs since 1911, CAA is committed to the highest professional and ethical standards of scholarship, creativity, criticism, and teaching.

EXHIBIT OPTIONS

See page 20 for contract and full details.

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 31, 2013.

FINAL DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS DECEMBER 9, 2013.

Exhibitio Benefits
- Index and map listing in the Conference Program
- Listing and link on http://conference.collegeart.org
- Complimentary or reduced registration to over 200 conference sessions, exposing you to the latest trends in art, scholarship, and education
- Access to an online directory of conference attendees
- Discount on lodging at the conference hotels
- Three days of exhibit time
- A marketing opportunity rated “good to excellent” by 97 percent of past exhibitors
- Opportunities for discounted advertising in the Conference Program and Conference Information and Registration booklet
EXHIBIT BOOTHs

The exhibit hall is conveniently located in the Hilton Chicago Hotel on South Michigan Avenue, which overlooks Grant Park and Lake Michigan in the center of Chicago’s cultural arena. All conference sessions and meetings are headquartered in this central location, which will guarantee high visibility and heavy floor traffic for all exhibitors. The Exhibit Hall is open three days, with over twenty-four hours of exhibition time. Every attendee—each a potential buyer—will consequently have ample opportunity to visit your booth in a relaxed environment.

BOOTH PRICES AND PAYMENT

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Standard Exhibit Booth</td>
<td>$1,300</td>
</tr>
<tr>
<td>Single Standard Aisle Corner Exhibit Booth</td>
<td>$1,400</td>
</tr>
<tr>
<td>Additional Standard Booths</td>
<td>$1,200</td>
</tr>
<tr>
<td>Half Standard Booth</td>
<td>$675</td>
</tr>
<tr>
<td>Tabletop Exhibits for qualified applicants*</td>
<td>$575</td>
</tr>
</tbody>
</table>

*see page 27 for information and application

DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS MONDAY, DECEMBER 9, 2013.

Standard Booth

A Standard Exhibit Booth costs $1,300 plus $1,200 for each additional booth. 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. A 7 x 44-inch identification sign with booth number is provided at no additional charge.

Prices for Standard Exhibit Booths do not include the cost of furnishings, drayage, electrical, internet service, or labor. See page 23 for more information on these additional costs.

Half Standard Booth

Half Standard Booths are $675. CAA allows no more than two qualifying companies to share a single exhibit booth. You can make your own arrangements or have CAA match you with another company. Contact Paul Skiff, CAA assistant director of Annual Conference, at pskiff@collegeart.org, for more details. A 7 x 44-inch identification sign with booth number is provided at no additional charge.

Prices for Half Standard Booths do not include the cost of furnishings, drayage, electrical, internet service, or labor. See page 23 for more information on these additional costs.
Tabletop Exhibit
The following types of exhibitors qualify for Tabletop Exhibits:

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

Only one Tabletop Exhibit is allowed per applicant. A Tabletop Exhibit costs $575. This cost includes one 6-foot draped table, two chairs, and name sign, but does not include the cost of additional booth furnishings, drayage, electrical, internet, or labor. See page 23 for more information on these additional costs.

EXHIBITOR ADVERTISING PACKAGES
1 Standard Booth and Full-Page Ad $2,400
1 Standard Booth and Half-Page Ad $2,100
Tabletop and Quarter-Page Ad $1,825

For more information on advertising see pg 14.
SPONSORSHIP OPPORTUNITIES

Maintain a high profile throughout the conference with one of CAA’s sponsorship packages. Sponsors may choose one of four visibility packages, support specific events and services such as ARTextchange and the Student and Emerging Professionals Lounge, or underwrite amenities like the new conference smartphone app. CAA also offers additional sponsorship options, such as travel mugs, lanyards, and hotel keycards, which provide high visibility at more moderate price points. Any pre-designed package can be tailored to fit the particular needs and interests of your organization.

VISIBILITY PACKAGES

Partner $12,000
- Two (2) prime Exhibit Booths
- Six (6) complimentary all-access conference registrations
- Your logo on the conference tote bag distributed to 5,000+ registrants
- One “Advertorial” e-blast to CAA’s entire membership
- Inclusion of a promotional item in the conference tote bag
- Full-page acknowledgement in the Conference Program
- Your logo on the back page of the Conference Program
- Three (3)-month large banner ad on the conference website (http://conference.collegeart.org)
- Your logo on the conference site with a link to your website
- Your logo prominently featured on a sign at the entrance to the Exhibit Hall
- Post-conference acknowledgment at www.collegeart.org
- Acknowledgment banner at your Exhibit Booth
- Single-use access to the CAA member mailing list (no email addresses)
- Four (4) complimentary tickets to the Opening Night Reception at the Art Institute of Chicago
- Acknowledgment in the CAA Executive Director’s Convocation speech

Presenter $8,000
- One (1) prime Exhibit Booth
- Six (6) complimentary all-access conference registrations
- Inclusion of a promotional item in the conference tote bag distributed to 5,000+ registrants
- Half-page acknowledgment in the Conference Program
- Three (3)-month medium banner ad on the conference website
- Your logo on the conference site with a link to your website
- Your logo on a sign at the entrance to the Exhibit Hall
- Acknowledgment banner at your Exhibit Booth
- Single-use access to CAA’s member mailing list (no email addresses)
- Two (2) complimentary tickets to the Opening Night Reception at the Art Institute of Chicago

Sponsor $4,500
- One (1) prime Exhibit Booth
- Four (4) complimentary all-access conference registrations
- Inclusion of a promotional item in the conference tote bag distributed to 5,000+ registrants
- Half-page acknowledgment in the Conference Program
- Your logo on the conference site with a link to your website
- Your logo on a sign at the entrance to the Exhibit Hall
- Acknowledgment banner at your Exhibit Booth

Supporter $2,500
- Inclusion of a promotional item in the conference tote bag distributed to 5,000+ registrants
- Small banner ad on the conference site for two weeks prior to and during the event, February 2–15, 2014
- Your logo on the conference website with a link to your website
- Your logo on a sign at the entrance to the Exhibit Hall
- Acknowledgment banner at your Exhibit Booth

APPLICATIONS AND FULL PAYMENT FOR VISIBILITY PACKAGES ARE DUE DECEMBER 6, 2013.
**EVENTS AND SERVICES SPONSORSHIPS**

**Student and Emerging Professionals Lounge (Includes Branded Travel Mugs) $10,000**
The Student and Emerging Professionals Lounge is a gathering place for CAA’s younger members at the conference, with coffee, conversation, and career advice. Sponsor the Student and Emerging Professionals Lounge and your logo will appear on all signage in this area, as well as on 1,000 travel mugs to be distributed to attendees. You will receive a full-page acknowledgement in the Conference Program along with a promotional insert in the conference tote bag, as well as being listed as a sponsor on the CAA conference website.

**Conference Smartphone App NEW! $8,000**
A new addition to the 2014 conference, CAA will be offering an app for iPhone, Android, and Blackberry devices for attendees to coordinate their conference participation. Your banner ad will be featured prominently on the app, and your sponsorship will be acknowledged on the CAA conference website and in promotional materials.

**ARTexchange $6,500**
Sponsor a reception at ARTexchange — an annual group exhibition and dialog featuring 40+ artists at the conference, to be held on Friday, February 14, 2014 — and your logo will feature prominently on all event signage, on cocktail napkins at the reception, and on CAA’s conference website and promotional materials.

**MORE SPONSORSHIP OPPORTUNITIES**

**Room Keys at the Hilton Chicago $7,500**
Your company’s logo and message will appear on one of the most important items attendees will be carrying: their hotel room key cards. Include your Book & Trade Fair booth location, a special promotion, or other information on 1,500 Hilton key cards.

**Conference Badge Lanyards $6,000**
Your logo will be featured on 5,000+ lanyards, which hold the conference badges that attendees are required to wear to enter all sessions and events and the Book and Trade Fair.

**Logo Pens NEW! $3,000**
Have your logo emblazoned alongside CAA’s on 5,000 pens distributed to attendees, advertising next year’s conference in New York.

For a list of the full benefits and details of sponsorship opportunities, contact Virginia Reinhart at 212-392-4426 or vreinhart@collegeart.org.
ADVERTISING

Advertise your publications, services, and products in two Annual Conference publications—the Conference Information and Registration booklet and the Conference Program—to reach thousands of artists, art historians, students, curators, and other professionals in the visual arts.

Conference Information and Registration booklet

Of all conference publications, the Conference Information and Registration booklet has the highest circulation. In early October, CAA mails this document to over 18,000 people, including all CAA individual and institutional members and previous conference attendees. Conference Information and Registration contains details on registration, travel, and accommodation, and lists of regular program sessions and special events. Readers use this resource to plan their conference attendance. Widely shared among colleagues, Conference Information and Registration is an excellent way to connect your business or organizations with a wide range of art professionals.

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

ARTWORK AND PAYMENT MUST BE RECEIVED BY AUGUST 30, 2013.

Conference Program

As the official guide to the conference, the Conference Program lists all sessions, activities, meetings, and receptions taking place at the four-day event. This document is distributed onsite to over 5,000 conference attendees and press contacts in the official conference tote bag. Attendees often retain the Conference Program as a record of the proceedings and a key professional resource, making it a great way to underscore your presence and reach this vibrant market.

- Full Page $1,200 black and white
- Half Page $ 900 black and white
- Quarter Page $ 625 black and white
- INSIDE FRONT COVER $3,000 4-color only
- INSIDE BACK COVER $2,800 4-color only
- Back Cover $4,190 4-color only  SOLD!

ARTWORK AND PAYMENT MUST BE RECEIVED BY DECEMBER 6, 2013.

BOOK AND TRADE FAIR EXHIBITOR ADVERTISING PACKAGES

- 1 Standard Booth and Full-Page Ad $2,400
- 1 Standard Booth and Half-Page Ad $2,100
- Tabletop and Quarter-Page Ad $1,825

Advertisement Dimensions

- Full Page 7 ¼ (w) x 9 ½ (h) inches
- Half Page 7 ¼ (w) x 4 ¾ (h) inches (horizontal only)
- Quarter Page 3 ¾ (w) x 4 ¾ (h) inches

Space reservations must be made in writing. Please use the appropriate form on page 24 or 25. Please call Virginia Reinhart at 212-691-4426 for cover availability. No multiple-page discounts. No agency discounts. No full bleed.

All ads must be submitted via email to vreinhart@collegeart.org. Acceptable formats include:

- 300 dpi PDF file (.pdf), with all fonts and images embedded (preferred)
- InDesign file (.indd)
- Photoshop file (.psd)
WEB ADVERTISING
With monthly average traffic at 40,000 unique visitors, a banner ad is a great way to reach conference registrants and beyond.

<table>
<thead>
<tr>
<th>Ad Sizes (in pixels)</th>
<th>Prices (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>125 (w) x 62 (h)</td>
</tr>
<tr>
<td>Medium</td>
<td>125 (w) x 125 (h)</td>
</tr>
<tr>
<td>Large</td>
<td>125 (w) x 187 (h)</td>
</tr>
</tbody>
</table>

Contact Virginia Reinhart at 212-392-4426 or vreinhart@collegeart.org for reservations and details.

CALENDAR

August 30, 2013
Advertising reservation and artwork deadline for the Conference Information and Registration booklet

October 31, 2013
Priority deadline for exhibitor applicants

November 8, 2013
First round of booth and tabletop assignments; Confirmation packages mailed

December 6, 2013
Advertising reservation and artwork deadline for Conference Program

December 9, 2013
Final deadline for visibility packages and full payment;
Final deadline for application and full payment;
All remaining confirmation packages mailed

January 3, 2014
Deadline to submit names for complimentary registration

February 12, 2014
Load-in and set-up in Exhibit Hall
10:00 AM–5:00 PM, Wednesday
Exhibitors pick up registration packages and badges

February 13–15, 2014
Exhibit open to conference attendees
9:00 AM–6:00 PM, Thursday and Friday
9:00 AM–2:30 PM, Saturday

February 15, 2014
Last day of exhibits
Exhibitor dismantle and load-out
2:30–6:00 PM, Saturday

DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS MONDAY, DECEMBER 9, 2013.
RECENT EXHIBITORS AND ADVERTISERS

ACADEMIC PRESSES
Duke University Press
Indiana University Press
MIT Press
Oxford University Press
Penn State University Press
Princeton University Press
Rutgers University Press
Stanford University Press
University of California Press
University of Chicago Press
University of Minnesota Press
University of North Carolina Press
University of Oklahoma Press
University of Texas Press
University of Washington Press
University of Florida Press
University Press of New England
Yale University Press

ARTISTS MATERIALS
Akua Water Based Inks
Barnesville Easels
Blick Artist Materials
ColArt Americas
Faber-Castell
General Pencil Company
Jack Richeson & Co.
Jacquard Products
Prismacolor Education
Workshops
Royal & Langnickel Brush Manufacturing
STABILO
True Fresco

BOOKSELLERS
Alan Wofsy Fine Art-Wittenborn Art Books
Bronze Horseman
Scholar's Choice

DIGITAL PUBLICATIONS AND SERVICES
ARTstor
Davis Art Images
East of Borneo
JSTOR
Kickstarter

Museo
Saskia Ltd. Cultural Documentation

INTERNATIONAL STUDY
Drury University: Architecture and Art in Greece
Marist College, Florence, Italy Branch Campus
Richmond, the American University
International University in London
Santa Reparata International School of Art (SRISA)

MAGAZINES AND JOURNALS
Art in America
Art Ltd
Art Papers
Artforum/Bookforum
Cabinet
IRSA-Artibus et Historiae
Leap
The New York Times
Paper Monument
Woman's Art Journal
X-TRA

PAINTS
Gamblin
Golden Artist Colors
Holbein Artist Materials
R & F Handmade Paints
Lefranc & Bourgeois Artist Colors
Natural Pigments
Williamsburg Handmade Oil Colors

SCHOOLS
Art Students League of New York
Arts Management, Claremont Graduate University
Bard Graduate Center
CalArts MA Aesthetics + Politics/The Center for Integrated Media + MFA in Art Technology-School of Art
California College of the Arts
Christie's Education
Corcoran College Art and Design/Gallery of Art
Courtauld Institute of Art
CSU-Fullerton, Visual Arts
Illinois State University, School of Art
Institute for Doctoral Studies in the Visual Arts
New York University Asian/Pacific American Institute
New York Studio School
Otis College of Art and Design
Pacific Northwest College of Art
Ryerson University
The Savannah College of Art and Design
Smithsonian Institution
Smithsonian Mason School of Conservation
Sotheby's Institute of Art
Southern Methodist University, Department of Art History
University of Delaware
Vermont College of Fine Arts
Virginia Commonwealth University

TRADE PRESSES
Abbeville
Abrams Books
Antique Collectors' Club
ARTBOOK/D.A.P.
Art Consulting: Scandinavia, Books on Art and Architecture
Ashgate
Berg
Brepolis
Dumbarton Oaks Research Library and Collection
Getty Publications
Hudson Hills Intellect
Instituto de Investigaciones Estéticas
Knopf Doubleday

McGraw-Hill Higher Education
Midmarch Arts Press
Monacelli Press
Pearson Higher Education
Prestel Publishing
Random House
Rizzoli International Publications
Rockport Publishers
Routledge
Schiffer Publishing
Siglio Press
Tarcher-Penguin Books
Thames and Hudson
Wadsworth Cengage Learning
Wiley
Women's Caucus for Art

VISUAL-ARTS PROGRAMS AND SERVICES
Assessment in the Arts
Conference 2012
Cuba Tours and Travel
Frederik Meijer Gardens and Sculpture Park
Getting Your Sh*t Together/GYST Ink
Institute for Women and Art
Rutgers University
Manifest Creative Research Gallery and Drawing Center
New York Foundation for the Arts
New York Professional Outreach Program (NYPOP)/University of Massachusetts Amherst, Art and Art History

PanOpticon Design
Terra Foundation for the Arts
Turkey
Western States Arts Federation (WESTAF)

“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, Exhibits Coordinator, 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 Wiedenhoft, 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 ‘fingers 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
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 and to currently available art- and art-history-related products, publications, and services and to give Exhibit 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. Exhibit 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 $1,300.00 for the first standard exhibit and $1,200.00 for each additional standard exhibit booth. Prices do not include booth furnishings.

TABLETOP EXHIBIT SPACE
The Application and Contract for use of the Tabletop Exhibits space provides for space to accommodate one 8-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 $575.00 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, 2013. 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, 2013, 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 cancelled by CAA, or for reasons beyond CAA’s control, CAA shall refund Exhibitor’s fees. Exhibitor waives and shall not be entitled to any 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 Thursday, October 31, 2013, 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 sponsorship applications received before Thursday, October 31, 2013, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications received after October 31, 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). Applications received after Thursday, October 31, 2013, 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 drayage should be directed to Freeman Exhibit Services at 773-473-7000.

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, silk, 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 Hilton Chicago Hotel. 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 of 2:30 pm on Saturday, February 15, 2014. Dismantling exhibits or packing before the official closing hour will result in loss of the exhibitor’s priority points. Only authorized Exhibit personnel, the Hilton Chicago Hotel 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 Hilton Chicago Hotel. Drayage will be handled by Freeman Exhibit Services. Exhibitor will receive a
In addition, the Exhibitor agrees to strictly comply with all applicable terms and conditions contained in the agreement between the Hilton Chicago Hotel and the College Art Association regarding the exhibition premises, as well as comply with all laws and regulations of the City of Chicago, State of Illinois and all lawful orders of the police and fire departments or any other municipal authority.

Exhibitor expressly acknowledges that CAA and the Hilton Chicago Hotel 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 Hilton Chicago Hotel, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless, Hilton Chicago Hotel 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 any act or omission of Exhibitor. Exhibitor agrees to reimburse, and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel 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

**Advance Shipments crated:** $115.00/ per cwt

**Direct Shipments crated:** $121.00/ per cwt

**Basic Wired High Speed internet connection:** $600.00 per day plus taxes and labor.

**Single basic power electrical connection:** $140.00 plus taxes and 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 directed to Freeman Exhibit Services at 773-473-7080.

### CONTACTS

**DIRECT YOUR QUESTIONS REGARDING EXHIBITS TO:**

Paul Skiff, Assistant Director for Annual Conference  
212-392-4413  
FAX: 212-627-2381  
pskiff@collegeart.org  
www.collegeart.org

**DIRECT YOUR QUESTIONS REGARDING ADVERTISING AND SPONSORSHIPS TO:**

Virginia Reinhart, Marketing and Communications Associate  
212-392-4426  
FAX: 212-627-2381  
vreinhart@collegeart.org  
www.collegeart.org
CONFERENCE INFORMATION AND REGISTRATION
ADVERTISING RESERVATION AND CONTRACT
102nd Annual Conference of the College Art Association
Chicago, February 12-15, 2014

RESERVATION AND ADS MUST BE RECEIVED BY AUGUST 30, 2013.
Return this form to Virginia Reinhart, marketing and communications associate, by fax at 212-627-2381 or by email at vreinhart@collegeart.org. For information on cover ads, please call 212-392-4426.
Submit ads as 300 dpi PDFs fonts and images embedded.

<table>
<thead>
<tr>
<th>RESERVE:</th>
<th>Full Page(s) $__________</th>
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<tr>
<td>RESERVE:</td>
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<td>TOTAL PAYMENT ENCLOSED $__________</td>
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<td>BILL UPON PUBLICATION $__________</td>
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<tr>
<th>RATES:</th>
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<tbody>
<tr>
<td>Full Page $1,000 7.25 (w) x 9.5 (h) inches B/W</td>
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<tr>
<td>Half Page $750 7.25 (w) x 4.625 (h) inches B/W</td>
</tr>
<tr>
<td>Quarter Page $525 3.625 (w) x 4.625 (h) inches B/W</td>
</tr>
<tr>
<td>Inside Front Cover $2,800 4-color only SOLD</td>
</tr>
<tr>
<td>Inside Back Cover $2,800 4-color only</td>
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ADVERTISER INFORMATION (REQUIRED):

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By above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Advertiser. Applicant agrees to this contract for advertising, and is bound by the Terms and Conditions laid out here, and to any amendment thereto by CAA. This document constitutes a binding legal agreement.

PAYMENT:
Payment due within 30 days of publication. Make checks payable to the College Art Association. Checks must be drawn from a US bank in US dollars. For payment by credit card, please fill out the information below. Visa, MasterCard, American Express, and Discover accepted. In the event of an error, CAA’s liability shall not exceed the cost of the space occupied by the ad.

<table>
<thead>
<tr>
<th>CREDIT CARD NO.</th>
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<tbody>
<tr>
<td>CARDHOLDER NAME</td>
<td>AUTHORIZED SIGNATURE</td>
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CONFERENCE PROGRAM ADVERTISING RESERVATION AND CONTRACT
102nd Annual Conference of the College Art Association
Chicago, February 12-15, 2014

RESERVATIONS AND ADS MUST BE RECEIVED BY DECEMBER 6, 2013.
Return this form to Virginia Reinhart, marketing and communications associate, by fax at 212-627-2381 or by email at vreinhart@collegeart.org. For information on cover ads, please call 212-392-4426.
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<td>Full Page $1,200 7.25 (w) x 9.5 (h) inches B/W</td>
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<td>Half Page $900 7.25 (w) x 4.625 (h) inches B/W</td>
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## TABLETOP EXHIBIT APPLICATION AND CONTRACT

102nd Annual Conference of the College Art Association  
Chicago, February 12–15, 2014

### BETWEEN THE EXHIBITOR

| STANDARD BOOTH | $ __________________ |
| ADDITIONAL BOOTH(S) | $ __________________ |
| HALF STANDARD BOOTH | $ __________________ |

**TOTAL** $ __________________

| 50% DEPOSIT ENCLOSED | $ __________________ |

**BALANCE** DUE BY DECEMBER 9 $ __________________

**PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 31, 2013.**  
**DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 9, 2013.**

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

| CREDIT CARD NO. | _________ | EXP. DATE | _________ |
| AUTHORIZED SIGNATURE | _________ | CVV | _________ |
| 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. 20–22) 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.