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 103rd Annual Conference, taking place in New York, February 11–14, 2015, is the place for you.

CAA offers several options to connect you with the more than 5,000 artists, art historians, critics, curators, designers, librarians, conservators, curators, scholars, educators, and students who will convene at the Hilton New York 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 all attendees and drive traffic to your venue, website, or Exhibit Hall booth with an ad in the Conference Information and Registration booklet, Conference Program, or on the conference website. Maximize your visibility and show your support for the visual arts with a tailor-made sponsorship package.

NEW YORK
FEBRUARY 11–14, 2015

WHY EXHIBIT AT CAA’S 103RD 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 practices, 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

12,000 INDIVIDUAL MEMBERS

Gender
- Male 33%
- Female 67%

Profession
- Other 17%
- Art Historian 39%
- Artist 24%

Geographic Region
- Northeast 35%
- Midwest 21%
- South 14%
- West 16%

2,000 INSTITUTIONAL MEMBERS AND JOURNAL SUBSCRIBERS

- University and College Art/Art History Department 30%
- Library 58%
- Other Museum 7%
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 pages 21–24 for contract and full details.

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 31, 2014.

FINAL DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS DECEMBER 8, 2014.

Exhibitor benefits:
- Index and map listing in the Conference Program
- Listing and link on http://conference.collegeart.org and in the free conference app
- Complimentary or reduced registration to over 200 conference sessions, exposing you to the latest trends in art, scholarship, and education
- 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 New York Hotel, 1335 Avenue of the Americas, in mid-town Manhattan. 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.

EXHIBIT BOOTHS

The Exhibit Hall is on two distinct levels. Americas Hall I has direct entry on the Third Floor West Promenade. Americas Hall II, on the upper level, has easy entry by escalator from the Americas Hall I. Booths in Americas Hall II earn bonus priority points that will improve an exhibitor’s ability to obtain their first choice of booth positions in future CAA Book and Trade Fairs. Please see page 32 for an explanation of the point system. Prime, visible space is available on each level, and attendees will be directed to both floors for full exposure to exhibitor products.

BOOTH PRICES AND PAYMENT

Americas Hall I
- Single Standard Exhibit Booth $1,350
- Single Standard Aisle Corner Exhibit Booth $1,450
- Additional Standard Booths $1,250
- Half Standard Booth $700
- Tabletop Exhibits for qualified applicants* $600
*see page 26 for information and application

Americas Hall II
- 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* $600
*see page 26 for information and application

DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS MONDAY, DECEMBER 8, 2014.

Standard Booth

A Standard Exhibit Booth in Americas Hall I costs $1,350 plus $1,250 for each additional booth. A Standard Exhibit Booth in Americas Hall II costs $1,275 plus $1,175 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-drapped 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 25 for more information on these additional costs.
**Half Standard Booth**

Half Standard Booths in Americas Hall I are $700. Half Standard Booths in Americas Hall II are $650. 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 24 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 $600. 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 26 for more information on these additional costs.

**Exhibit Dates**

February 11–14, 2015

**Exhibit Facility**

Americas Hall I and II of the Hilton New York

Booth space assignment is based on a priority point system until Friday, October 31, 2014. Reservations received after this date will be assigned space on a first-come, first-served basis. Exhibitors receive three points per booth plus one point for each additional booth booked for each year represented in the Book and Trade Fair since 1996. For ads booked in the Conference Registration and Information booklet, Conference Program, Art Journal, and The Art Bulletin, beginning in September 1996, exhibitors earn one point per full-page ad, a halfpoint per half-page ad, and a quarter point per quarter-page ad. Exhibitors who have rented mailing lists in the past earn a quarter point per 2,000 names. Contact Paul Skiff at pskiff@collegeart.org for further explanation of the point system.

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

**APPLICATIONS AND FULL PAYMENT ARE DUE MONDAY, DECEMBER 8, 2014.**

For information on exhibitor advertising packages, see page 18.
BOOK AND TRADE FAIR FLOOR PLAN
Hilton New York, 1335 Avenue of the Americas, New York, NY 10019
Americas Hall I and II

AMERICAS HALL I

AMERICAS HALL II
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 popular conference mobile 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 conference tote bags distributed to 5,000+ registrants
- Full-page advertisement 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.collegart.org)
- Your logo on the conference website 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 emails)
- Four (4) complimentary tickets to the Opening Night Reception at the Museum of Modern Art
- Acknowledgment in CAA’s 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 conference tote bags distributed to 5,000+ registrants
- Half-page advertisement in the Conference Program
- Three (3)-month medium banner ad on the conference website (http://conference.collegart.org)
- Your logo on the conference website (http://conference.collegart.org) 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 emails)
- Two (2) complimentary tickets to the Opening Night Reception at the Museum of Modern Art

**Sponsor $4,750**
- One (1) prime Exhibit Booth
- Four (4) complimentary all-access conference registrations
- Inclusion of a promotional item in conference tote bags distributed to 5,000+ registrants
- Half-page advertisement in the Conference Program
- Medium banner ad on conference website for two weeks prior to and during the event, February 11-14, 2015
- 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 placard at your Exhibit Booth

**Supporter $2,750**
- Inclusion of a promotional item in conference tote bags distributed to 5,000+ registrants
- Small banner ad on conference website for two weeks prior to and during the event, February 11-14, 2015
- 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 placard at your Exhibit Booth

APPLICATIONS AND FULL PAYMENT FOR VISIBILITY PACKAGES ARE DUE DECEMBER 8, 2014.
EVENTS AND SERVICES SPONSORSHIPS

Student and Emerging Professionals Lounge including 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 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 ad 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! $6,000
New to last year’s conference, the conference app was a massive success with nearly 1,200 downloads. CAA will again be offering the free app for iPhone, Android, and Blackberry devices for attendees to browse and personalize the conference schedule, use maps, and locate exhibitor booths. Your banner ad and branding will run throughout the app, with a link leading attendees directly to your website or app, right on their mobile devices.

ARTexchange $6,000
Sponsor a reception at ARTexchange—an annual group exhibition and dialog featuring 40+ artists held at the conference, to be held on Friday, February 13, 2014—and your logo will feature prominently on all event signage, CAA’s conference website, and all promotional materials.

MORE SPONSORSHIP OPPORTUNITIES

Room Keys at the Hilton New York $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 and 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 $3,000
Have your logo emblazoned alongside CAA’s on 5,000 pens distributed to attendees advertising next year’s conference in Washington, D.C.

For full benefits and details of sponsorship opportunities, including customized packages, contact Hillary Bliss, CAA development and marketing manager, at 212-392-4436 or hbliss@collegeart.org.

2014 Annual Conference sponsor Wix.com leads a workshop on web design for artists and art historians
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 – now a digital publication!

Of all CAA’s publications, the Conference Information and Registration booklet has the highest circulation. This year, the publication will be a digital flipbook, making it even easier for people to share with colleagues, students, and entire departments, across all devices. Published in late September, CAA will send and promote the document to all of its many constituencies via email, social media, CAA News, and prominent placement on collegeart.org. The Conference Information and Registration contains details on registration, travel, and accommodation and lists all regular program sessions and special events. Readers use this resource to plan their conference attendance. Ads will be highly visible and placed throughout the document. Pricing is determined by placement and size. As a digital publication, we are now able to offer color (RGB) advertising and direct links to your website.

Full Page Directly Following Cover Page $2,000
Full Page Facing Session Listings $1,000
Half Page in Membership, Registration, and Travel Sections $900
Quarter Page Ad Throughout Text $500
Full Page After Text $600
Half Page After Text $400
Quarter Page After Text $200

RESERVATIONS MUST BE RECEIVED BY AUGUST 18 AND ARTWORK AND PAYMENT BY AUGUST 29, 2014.

Advertisement Dimensions (Conference Information and Registration)

Full Page 7.25 (w) x 9.5 (h) inches
Half Page 7.25 (w) x 4.5 (h) inches
Quarter Page 3.5 (w) x 4.5 (h) inches

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 SOLD!
Inside Back Cover $2,800 4-color only
Back Cover $4,190 4-color only SOLD!

ARTWORK AND PAYMENT MUST BE RECEIVED BY DECEMBER 5, 2014.

Advertisement Dimensions (Conference Program)

Full Page 7.25 (w) x 9.5 (h) inches
Half Page 7.25 (w) x 4.625 (h) inches (horizontal)
Half Page 3.5 (w) x 9.5 (h) inches (vertical)
Quarter Page 3.5 (w) x 4.625 (h) inches

WEB ADVERTISING

With monthly average traffic at 40,000 visitors and page views around the conference at 155,000, a banner ad is a great way to reach conference registrants and beyond.

Ad Sizes (in pixels) Prices (per month)
Small 217(w) x 103(h) $400
Medium 217(w) x 217(h) $600
Large 217(w) x 331(h) $800

Contact Anna Cline at 212-392-4426 or acline@collegeart.org for reservations and details.
Book and Trade Fair Exhibitor Advertising Packages

Americas Hall I
1 Standard Booth and Full-Page Ad $2,450
1 Standard Booth and Half-Page Ad $2,150
Tabletop and Quarter-Page Ad $1,175

Americas Hall II
1 Standard Booth and Full-Page Ad $2,375
1 Standard Booth and Half-Page Ad $2,075
Tabletop and Quarter-Page Ad $1,175

Space reservations must be made in writing. Please use the appropriate form on pages 25 and 26. Please call Anna Cline 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 acline@collegeart.org. Acceptable formats include:
- 300 dpi PDF file (.pdf), with all fonts and images embedded (preferred)
- InDesign file (.indd)
- Photoshop file (.psd)

CALENDAR

August 18, 2014  Advertising reservation deadline for the Conference Information and Registration booklet
August 29, 2014  Advertising artwork deadline for the Conference Information and Registration booklet
October 31, 2014  Priority deadline for exhibitor applicants
November 8, 2014  First round of booth and tabletop assignments; Confirmation packages mailed
December 5, 2014  Advertising reservation and artwork deadline for Conference Program
December 8, 2014  Final deadline for visibility packages and full payment
January 5, 2015  Deadline to submit names for complimentary registration
February 11, 2015  Load-in and set-up in Exhibit Hall
February 12–14, 2015  Exhibit open to conference attendees
February 14, 2015  Last day of exhibits

DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS MONDAY, DECEMBER 8, 2014.
PAST 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 Press of Florida
University Press of New England
Yale University Press

ARTISTS MATERIALS
3-P QuickCure Clay
Akua Water Based Inks
Barneveld Easels
Blick Art Materials
ColArt Americas
Davison
Faber-Castell
Folding Art Horse
General Pencil Company
Getting Your Sh*t Together/GYST Ink
Jack Richeson & Co.
Jacquard Products
Martin F. Weber Company
Metropolitan Picture Framing
Prismaticolor Education
Stabilo
True Fresco

BOOKSELLERS
Alan Wofsy Fine Art
Biblio.com
Blurb
Brooklyn Bookstore
Brown’s Bookstore
Buchanan
Chadwick Books
Chadwicks
Copper Reproduction
Don’s Books
Dremel
Eugene F. Dobkin
Folding Art Horse
House of St. Francis
Impact
InkTek
Jim’s Art Supplies
Krause Publications
Kunstverlag
Lac Cassel
Lee’s Art Supplies
Littlefield’s
Malibu Art Supplies
Mango Press
Marin Art & Book Supply
Martin F. Weber Company
Mason’s Art Supplies
Morrison’s
New Castle Art Supplies
Paintbox
Pelikan
Physical Art Supplies
R & F Handmade Paints
Raven Art Supplies
Rizzoli
Rod Press
Royal & Langnickel
Brush Manufacturing
Routledge
Sanford
Schiffer Publishing
Sigillo Press
Tarcher-Penguin Books
Teresa and Hudson
True Frescoes
Wadsworth Cengage Learning
Wiley

PAINTS
Akranes
Bodin
Golden Artist Colors
Holbein Artist Materials
Kremer Pigments
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
Glassell School of Art
Illinois State University
School of Art
Instituto de Investigaciones Esteticas
Institute for Doctoral Studies in the Visual Arts
New York Studio School
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
Southern Methodist University
Department of Art History
University of Delaware
Virginia Commonwealth University

TRADE PRESSES
Abbeville
Abrams Books
Antique Collectors’ Club
ARTBOOK/D.A.P.
Art Consulting: Scandinavia, Books on Art and Architecture
Asghate
Berg
Brepols
Dumbarton Oaks Research Library and Collection
Publications
Gettys Publishing
Intelllect
Instituto de Investigaciones Esteticas
Knopf Doubleday
McGraw-Hill Higher Education
Midmarch Arts Press
Monacelli Press
Pearson Higher Education
Prestel Publishing
Random House
Rizzoli International Publications
Rockport Publishers
Routledge
Sanford
Schiffer Publishing
Sigillo Press
Tarcher-Penguin Books
Thames and Hudson
Wadsworth Cengage Learning
Wiley

VISUAL ARTS PROGRAMS AND SERVICES
Assessment in the Arts Conference 2012
Cuba Tours and Travel
Frederik Meijer Gardens and Sculpture Park
Institute for Women and Art,
Rutgers University
University of Massachusetts Amherst, Art and Art History
Panopticon Design
Standing Indian Programs
Terra Foundation for the Arts
Tutu Tours Turkey-Arts in Turkey
Western States Arts Federation (WESTAF)
Women’s Caucus for Art

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 Exhibitor 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 New York, State of New York 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 the Hilton New York Hotel, 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 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 of 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 $1,350 for the first standard exhibit in Americas Hall I and $1,250 for each additional standard exhibit booth. A fee of $1,275 for the first standard exhibit in Americas Hall II and $1,175 for each additional standard exhibit booth. Prices do not include booth furnishings, electrical service, internet service or drapery.

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 $600 is required for Tabletop Exhibits. This fee includes the furnishings of one draped 6-foot table and two chairs.
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 Friday, October 31, 2014, 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 201-299-7755.

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 fuse 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 New York 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 remove furniture before the official closing hour of 2:30 pm on Saturday, February 14, 2015. 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 New York 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 New York Hotel. 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 Hilton New York Hotel 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 9:00 AM on Wednesday, February 11, through the conclusion of the dismantling at 6:00 PM, Saturday, February 14. 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 Hilton New York Hotel and all of their agents, employees, subsidiaries and affiliates, from and against any and all 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 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 Exhibit’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hilton New York Hotel, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hilton New York 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 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 Exhibit’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: $175.00/ per cwt

Direct Shipments crated: $180.00/ per cwt

Basic Wired High Speed internet connection: $810.00 plus taxes and labor.

Single basic power electrical connection: $300.00 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 be directed to Freeman Exhibit Services at 201-201-7575.

**CONTACTS**

DIRECT YOUR QUESTIONS REGARDING EXHIBITS TO:
Paul Skiff, Assistant Director for Annual Conference
212-392-4413
FAX: 212-627-2381
pskiff@collegeart.org

DIRECT YOUR QUESTIONS REGARDING SPONSORSHIPS TO:
Hillary Bliss, Development and Marketing Manager
212-392-4436
FAX: 212-627-2381
hbliss@collegeart.org

DIRECT YOUR QUESTIONS REGARDING ADVERTISING TO:
Anna Cline, Development and Marketing Assistant
212-392-4426
Fax: 212-627-2381
acline@collegeart.org

www.collegeart.org

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**STANDARD EXHIBIT SPACE**
**APPLICATION AND CONTRACT**

103rd Annual Conference of the College Art Association
New York City, February 11–14, 2015

---

**Standard Booth Prices and Payment**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas Hall I</td>
<td></td>
</tr>
<tr>
<td>First standard booth</td>
<td>$1,350</td>
</tr>
<tr>
<td>Additional booths</td>
<td>$1,250</td>
</tr>
<tr>
<td>Standard aisle corner</td>
<td>$1,450</td>
</tr>
<tr>
<td>Half standard booth</td>
<td>$700</td>
</tr>
<tr>
<td>Americas Hall II</td>
<td></td>
</tr>
<tr>
<td>First standard booth</td>
<td>$1,275</td>
</tr>
<tr>
<td>Additional booths</td>
<td>$1,175</td>
</tr>
<tr>
<td>Standard aisle corner</td>
<td>$1,350</td>
</tr>
<tr>
<td>Half standard booth</td>
<td>$650</td>
</tr>
</tbody>
</table>

**Additional Booth(s)**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas Hall I</td>
<td></td>
</tr>
<tr>
<td>First standard booth</td>
<td>$1,250</td>
</tr>
<tr>
<td>Additional booths</td>
<td>$1,150</td>
</tr>
<tr>
<td>Standard aisle corner</td>
<td>$1,350</td>
</tr>
<tr>
<td>Half standard booth</td>
<td>$650</td>
</tr>
</tbody>
</table>

**Half Standard Booth**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas Hall I</td>
<td></td>
</tr>
<tr>
<td>First standard booth</td>
<td>$1,200</td>
</tr>
<tr>
<td>Additional booths</td>
<td>$1,100</td>
</tr>
<tr>
<td>Standard aisle corner</td>
<td>$1,300</td>
</tr>
<tr>
<td>Half standard booth</td>
<td>$600</td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
</tr>
</tbody>
</table>

**50% Deposit Enclosed**

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
</tr>
</tbody>
</table>

**Balance Due by December 9**

<table>
<thead>
<tr>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) $(2) (3) (4)</td>
</tr>
</tbody>
</table>

---

**Priorities Deadline for Applications is October 31, 2014.**
**Deadline for Application Contract and Full Payment is December 8, 2014.**

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 Information**

<table>
<thead>
<tr>
<th>Credit Card No.</th>
<th>Exp Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Authorized Signature**

<table>
<thead>
<tr>
<th>Print Name</th>
<th>CVV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Contact Information**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Telephone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Booth ID Sign / Program Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

**Booth Location**

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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Date**

<table>
<thead>
<tr>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

**Booth Prices and Payment**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Americas Hall I</th>
<th>Americas Hall II</th>
</tr>
</thead>
<tbody>
<tr>
<td>First standard booth</td>
<td>$1,350</td>
<td>$1,275</td>
</tr>
<tr>
<td>Additional booths</td>
<td>$1,250</td>
<td>$1,175</td>
</tr>
<tr>
<td>Standard aisle corner</td>
<td>$1,450</td>
<td>$1,350</td>
</tr>
<tr>
<td>Half standard booth</td>
<td>$700</td>
<td>$650</td>
</tr>
</tbody>
</table>

---

**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

**103rd Annual Conference of the College Art Association**  
**New York City, February 11–14, 2015**

**Tabletop Exhibit Price**  
$600 space rental fee. This price includes one 6-foot table, two chairs, and name sign.

<table>
<thead>
<tr>
<th>Size and Placement</th>
<th>Rates</th>
<th>Size</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Directly Following Cover Page</td>
<td>$2,000</td>
<td>7.25(w) x 9.5(h) inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page Facing Session Listings</td>
<td>$1,000</td>
<td>7.25(w) x 9.5(h) inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page in Registration, Membership, and Travel Sections</td>
<td>$900</td>
<td>7.25(w) x 4.5(h) inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page Within Text</td>
<td>$500</td>
<td>3.5(w) x 4.5(h) inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page After Text</td>
<td>$600</td>
<td>7.25(w) x 9.5(h) inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page After Text</td>
<td>$400</td>
<td>7.25(w) x 4.5(h) inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page After Text</td>
<td>$200</td>
<td>3.5(w) x 4.5(h) inches</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total (Billed Upon Publication):** $________

**Prior Deadline for Applications is October 31, 2014.**  
**Deadline for Application Contract and Full Payment is December 8, 2014.**

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.

**Advertising Reservation and Contract**  
**New York, February 11-14, 2015**

**Conference Information and Registration**  
**Conference Information and Registration**

**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.

**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.

**Advertising Information (Required):**

**Billing Information (Required):**

**Website Address for Click-through:**

**Reservations and Ads Must Be Received by August 29, 2014.**

Return this form to Anna Cline, development and marketing assistant, by fax at 212-627-2381 or by email at acline@collegeart.org. For information on cover ads, please call 212-392-4426. Submit ads as 300 dpi PDFs fonts and images embedded. Color should be RGB.

**Advertising Reservations and Contract**

**Conference Information and Registration**

**Conference Information and Registration**

**Conference Information and Registration**

**Conference Information and Registration**

**Conference Information and Registration**

**Conference Information and Registration**

**Conference Information and Registration**
<table>
<thead>
<tr>
<th>RESERVE: Full Page(s) $</th>
<th>RESERVE: Half Page(s) $</th>
<th>RESERVE: Quarter Page(s) $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL PAYMENT ENCLOSED $</td>
<td>BILL UPON PUBLICATION $</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| RATINGS: |
|------------------------|------------------------|
| Full Page $1,200 7.25 (w) x 9.5 (h) inches B/W |
| Half Page (horizontal) $900 7.25 (w) x 4.625 (h) inches B/W |
| Half Page (vertical) $900 3.5 (w) x 9.5 (h) inches B/W |
| Quarter Page $625 3.5 (w) x 4.625 (h) inches B/W |
| Inside Front Cover $3,999 4-color only SOLD |
| Inside Back Cover $2,800 4-color only |
| Back Cover $4,190 4-color only SOLD |

RESERVATIONS AND ADS MUST BE RECEIVED BY DECEMBER 5, 2014.

Return this form to Anna Cline, development and marketing assistant, by fax at 212-627-2381 or by email acline@collegeart.org. For information on cover ads, please call 212-392-4426.
Submit ads as 300 dpi pdfs, fonts and images embedded.

ADVERTISER INFORMATION (REQUIRED):

<table>
<thead>
<tr>
<th>ADVERTISER</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGENCY</td>
</tr>
<tr>
<td>CONTACT NAME</td>
</tr>
<tr>
<td>CONTACT EMAIL</td>
</tr>
<tr>
<td>CONTACT PHONE</td>
</tr>
<tr>
<td>SIGNATURE</td>
</tr>
</tbody>
</table>

BILLING INFORMATION (REQUIRED):

<table>
<thead>
<tr>
<th>TODAY’S DATE</th>
<th>ORDER NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY</td>
<td></td>
</tr>
<tr>
<td>ADDRESS</td>
<td></td>
</tr>
<tr>
<td>CITY</td>
<td>STATE</td>
</tr>
<tr>
<td>BILLING CONTACT NAME</td>
<td></td>
</tr>
<tr>
<td>BILLING CONTACT PHONE</td>
<td></td>
</tr>
<tr>
<td>BILLING CONTACT FAX</td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>CREDIT CARD NO.</th>
<th>EXP. DATE</th>
<th>CVV</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARDHOLDER NAME</td>
<td>AUTHORIZED SIGNATURE</td>
<td></td>
</tr>
</tbody>
</table>