Join CAA in Chicago to promote your products and services to the world’s largest community of visual-arts professionals.

From February 10 to 13, 2010, the College Art Association will be in Chicago for its 98th Annual Conference, the foremost international forum for professionals in the visual arts. Chicago’s dramatic architectural skyline, world-renowned museums and galleries, and ultracosmopolitan Michigan Avenue provide the setting for this exciting gathering of more than 4,000 artists, art historians, curators, critics, scholars, and students.

Exhibit in our Book and Trade Fair or advertise in our conference publications to reach this active and distinguished group, who will convene for four days of nonstop art, dynamic special events, and lively discussion!
EXHIBIT AT THE CAA CONFERENCE

The Book and Trade Fair at the College Art Association’s 98th Annual Conference offers a most effective way to promote your products, publications, and services directly to our focused constituency of creative and academic leaders in the visual arts. You will not only build business and establish long-term relationships, but your participation at CAA’s conference will also demonstrate your company’s commitment to excellence in the field.

Gain exposure at CAA’s Annual Conference: reach over 4,000 leading professionals in the visual arts.

ALL EXHIBITORS RECEIVE:
- Company listing in the Conference Program
- Company listing on the CAA conference website
- Directory of conference attendees
- Over 24 hours of Exhibit time
- A market opportunity rated “good to excellent” by over 97 percent of past Exhibitors
- Complimentary passes to over 100 conference sessions, providing exposure to the latest developments and work of your market base

WHO ARE CAA MEMBERS AND CONFERENCE ATTENDEES?
- Artists
- Art Historians
- Museum Professionals
- Professors
- Department Chairs
- Curators
- Library and Visual-Resource Professionals
- Academic Administrators
- Graduate Students
- And More!

WHERE THEIR INTERESTS LIE:
- Publications on art history, studio art, cultural history, architecture, gender studies, museum practices, media studies, and visual culture
- Artist materials such as paints, brushes, graphic materials, paper, frames, easels, lighting, printmaking supplies, ceramics, digital-studio products, and photographic, video, and film supplies
- Programs and services such as digital-image resources, advanced-degree studies, foreign study, national arts advocacy, exhibition promotion, studio and residency programs, gallery exhibitions, academic testing and research, professional associations, and more
Exhibitor Information

EXHIBIT DATES
February 10–13, 2010

EXHIBIT FACILITY LOCATION
Hyatt Regency Chicago
Riverside Center Exhibition Hall
151 East Wacker Drive
Chicago, IL 60601

The Book and Trade Fair is centrally located onsite at the Hyatt Regency Chicago, the headquarters location for conference sessions, meetings, and special events, guaranteeing high visibility and heavy floor traffic for all Exhibitors. With 24 hours of exhibit time over 3 bustling days, attendees have ample opportunity to visit and revisit your booth throughout the conference.

Exhibitor Advertising Packages

MAXIMIZE YOUR VISIBILITY WITH AN AD IN THE CONFERENCE PROGRAM!

$2,000  1 Standard Booth and Full-Page Ad (Save $175!)

$1,800  1 Standard Booth and Half-Page Ad (Save $165!)

$900    Tabletop and Quarter-Page Ad (Save $175!)

Book and Trade Fair Planning Calendar

DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS DECEMBER 7, 2009.

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT/DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCTOBER 30, 2009</td>
<td>Priority deadline for applicants</td>
</tr>
<tr>
<td>NOVEMBER 10, 2009</td>
<td>Booths assigned, first round Confirmation packages mailed</td>
</tr>
<tr>
<td>DECEMBER 7, 2009</td>
<td>Final deadline for application and full payment All remaining confirmation packages mailed</td>
</tr>
<tr>
<td>FEBRUARY 10, 2010</td>
<td>Exhibitor load-in and set-up in Exhibit Hall, 10:00 AM–5:00 PM Exhibitors pick up registration packages and badges onsite</td>
</tr>
<tr>
<td>FEBRUARY 11–13, 2010</td>
<td>Exhibit open to conference attendees Thursday and Friday, 9:00 AM–6:00 PM Saturday, 9:00 AM–2:30 PM</td>
</tr>
<tr>
<td>FEBRUARY 13, 2010</td>
<td>Last day of Exhibits Exhibitor dismantle and load-out, 2:30–6:00 PM</td>
</tr>
</tbody>
</table>
Exhibit Facilities and Space

The Exhibit Hall is located in the Riverside Center in the East Tower of the Hyatt Regency Chicago, where all main conference sessions and functions will be headquartered. The high-standard Exhibit Hall is up to date with high ceilings. It is prime Exhibit Space, offering excellent visible exposure.

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

Booth Prices and Payment

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Exhibit Booth</td>
<td>$1,250</td>
</tr>
<tr>
<td>Additional Standard Booth</td>
<td>$1,150</td>
</tr>
<tr>
<td>Half Standard Exhibit Booth</td>
<td>$ 650</td>
</tr>
<tr>
<td>Tabletop Exhibits for qualified applicants*</td>
<td>$ 575</td>
</tr>
</tbody>
</table>

*see page 22 for information and application

Please note that the above Standard Booth prices do not include the cost of furnishings. See page 16 for more information on booth furnishings and labor costs.

A deposit of 50% must accompany the enclosed Application/Contract.

**BOOTH FEES MUST BE PAID IN FULL BY DECEMBER 7, 2009.**

Exhibitors should carefully review the floor plan and select 4 priority booth choices in order of preference. If none of your choices are available, you will be assigned space as close as possible to your requested booth locations. CAA will make every effort to provide each Exhibitor with the best location available, and to accommodate requests for corner booths and locations adjacent to or apart from selected Exhibitors. To help CAA better meet your needs, please list any preferences you may have.
Lodging and Travel

CAA makes every attempt to keep Exhibitor travel costs to an absolute minimum. Special hotel room rates are available for Exhibitors at the Hyatt Regency Chicago. Information and rates are included in the Conference Information and Registration booklet included in the confirmation package mailed to all Exhibitors. Space is limited. Very heavy attendance is expected, so make your reservation early.

Conference Registration

Standard Exhibitors are provided with two complimentary conference registrations per paid booth, providing access to conference sessions and nonticketed special events. Exhibitors may purchase additional advance registrations at the discounted CAA member rate.

Exhibitors may request a limited number of Exhibitor Badges for individuals staffing trade-fair booths. A limited number of Exhibit Hall Passes are also available for Exhibitors’ clients and guests. These badges and passes are good for admission to the Exhibit Hall only and are not valid for any other conference event. Forms for submitting the names of booth personnel and additional guests are included in the confirmation package.

All Exhibitor conference registrations, Exhibit Badges, and Exhibit Hall Passes may be picked up from the Exhibitor Desk, located in the registration area of the Hyatt Regency Chicago beginning at 10:00 AM on Wednesday, February 10. The Exhibitor Desk will remain open during show hours for the duration of the conference. Exhibitors are required to wear their badges at all times while in the Exhibit Hall.

Program Listing and Web Link

All Exhibitors and booth locations will be listed in the Conference Program, which is distributed to all registered conference participants. CAA will also list each 2010 Exhibitor, with a direct link to your website or email address, on the CAA conference website. Exhibitors are listed by corporate name unless otherwise mentioned in your application.

Decorating, Drayage, Labor, and Security

Furniture, lighting, and special equipment may be rented through the official Exhibit decorator, Champion Exposition Services. Champion will operate a Service Center during all Exhibit Hall hours, including set-up and dismantling. Labor and drayage services are also available from the official decorating company. A service kit with full details will be sent to registered Exhibitors 60 days prior to the conference.

Security is provided around the clock, from installation through dismantling. Admission to the Exhibit Hall will be restricted to those with a conference badge, a single-day admission ticket, or a pass issued by CAA. Only Exhibitors are permitted in the hall during move-in and move-out times.

CAA suggests that you contact Champion directly at 800-387-7469 for questions regarding Exhibit Hall work rules, as well as for recommendations on minimizing costs.

Shared Booths

For those Exhibitors with limited space needs, CAA encourages the sharing of a single Standard Booth by no more than two unrelated companies. If you are interested in sharing and have not made your own arrangements, CAA will assist you in facilitating a shared booth with another Exhibitor. For additional information, contact Paul Skiff, CAA assistant director of Annual Conference, at pskiff@collegeart.org.

**HOLD AN EVENT: ATTRACT ATTENTION.**

CAA encourages all Exhibitors to hold a reception or present author signings and product demonstrations at their Exhibit Booth; these events will be listed in the Conference Program. To schedule your event, please send an email with the subject line “Exhibitor Event” and your event information to pskiff@collegeart.org by November 2, 2009.

1. Name of your company
2. Day and time of event
3. Title of event to appear in Conference Program
   (name of author, subject of demonstration, etc.)
SPONSORSHIP OPPORTUNITIES

Gain a substantial advantage in reaching our well-educated, diverse, and discerning members by becoming a CAA Annual Conference Sponsor.

CAA offers two categories of sponsorship for the 98th Annual Conference in Chicago: underwrite individual amenities or purchase one of three specially designed packages that combine prime Exhibit Booth locations with printed acknowledgements in CAA publications.

Individual Sponsorships

BOOK AND TRADE FAIR BANNER $1,000
- A banner advertisement for your company placed inside the main entrance of the Book and Trade Fair Exhibit Hall

CONFERENCE PENS $3,000
- Your company’s name and logo printed on 5,000 pens distributed throughout the conference

CONFERENCE BADGE LANYARDS $8,000
- Your company’s name and logo on 5,000 conference registration badge lanyards

CONFERENCE TOTE BAGS $10,000
- Your company’s logo on the tote bag of materials distributed to 5,000 conference registrants (12 x 8 x 13 inch poly nonwoven tote with variable logo imprint)

For a complete list of benefits associated with the above options, please contact Mary Quigg, convention service manager, at Conference Direct, at 703-830-6920 or mary.quigg@conferencedirect.com to discuss your sponsorship interests.

Key Sponsorship Packages

BRONZE $3,500
- One prime Exhibit Booth with 6 complimentary registrations
- Promotional item in conference tote bag distributed to all registered attendees
- Acknowledgment on conference website
- Acknowledgment sign at entrance to conference site
- Acknowledgment sign at entrance to Exhibit Hall
- Acknowledgment sign at sponsor’s booth
- Acknowledgment in Conference Program
- Acknowledgement during the CAA executive director’s opening address at Convocation
- Acknowledgment in CAA News, the association’s bimonthly newsletter

SILVER $5,500
All benefits of Bronze Sponsorship PLUS:
- Logo placement on the conference website and in the Conference Program
- Acknowledgment in one issue of The Art Bulletin or Art Journal
- Two VIP invitations to Gala Reception

GOLD $8,500
All benefits of Silver Sponsorship PLUS:
- One additional prime Exhibit Booth (2 total)
- Prominent logo placement on the conference website and in the Conference Program
- One editorial advertisement in an e-blast to CAA’s entire membership
- Year-round acknowledgement on the main CAA website
- Full-page acknowledgment in one issue of The Art Bulletin or Art Journal
- Two invitations to a VIP Reception

TERMS ARE NEGOTIABLE
ALL PACKAGES CAN BE TAILORED TO FIT YOUR COMPANY’S NEEDS
Contact Mary Quigg, convention service manager at Conference Direct, at 703-830-6920 or mary.quigg@conferencedirect.com to discuss your sponsorship interests.
ADVERTISE IN CONFERENCE PUBLICATIONS

Take advantage of this opportunity to advertise your publications, services, and products in the Conference Program, the official guide to sessions and activities at the 2010 Annual Conference. Distributed to all meeting registrants, referred to continually during the conference, and retained for years, the Conference Program is a great way to underscore your presence or to reach this vibrant market if you decide that an Exhibit Booth is not for you.

Limited space is available in three additional Annual Conference publications: Abstracts, Convocation Program, and Directory of Attendees. Please call Sara Hines, CAA development and marketing assistant, at 212-691-1051, ext. 216, for details and availability.

Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$925</td>
</tr>
<tr>
<td>Half Page</td>
<td>$715</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$500</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,810</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,535</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,190</td>
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</tbody>
</table>

Please call Sara Hines, CAA development and marketing assistant, at 212-691-1051, ext. 216, for cover availability. No multiple-page discounts. No agency discounts.

Mechanical Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>7 1/4 x 9 1/2 inches</td>
</tr>
<tr>
<td>Half Page</td>
<td>7 1/4 x 4 3/8 inches (horizontal only)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3 5/8 x 4 3/8 inches</td>
</tr>
</tbody>
</table>

No full bleed.

Please send PDF files to shines@collegeart.org.

SPACE RESERVATIONS MUST BE IN WRITING.
PLEASE USE THE INSERTION ORDER FORM ON PAGE 21.

RESERVATIONS AND MECHANICALS MUST BE RECEIVED BY DECEMBER 7, 2009.

EXHIBITORS RECEIVE 10% DISCOUNT ON ADVERTISING.
For the best deal, check out our Exhibitor Advertising Packages on page 4!

**Recent Advertisers and Participants:**

PUBLISHERS

- Abbeville Press
- Actar
- Antique Collectors’ Club
- Art Lies
- Ashgate Publishing
- Aspect
- Blackwell Publishers
- Bookforum
- Brepols Publishing
- Cabinet
- Cambridge University Press
- Consortium Book Sales and Distribution
- Continuum International
- D.A.P. Distributed Art Publishers
- Duke University Press
- Getty Publications
- Harry N. Abrams
- MasterpieceCards
- McGraw-Hill Higher Education
- Merrell Publishers
- Midmarch Arts Press
- MIT Press
- Ninth Letter
- Nka Journal of Contemporary African Art
- n.paradoxa
- Oxford University Press
- Palgrave Macmillan
- Penguin USA
- Pennsylvania State University Press
- Perseus Westview Press
- Phaidon Press
- Prentice Hall
- Prestel Publishing
- Princeton University Press
- Rizzoli International
- Routledge
- Rutgers University Press
- Thames and Hudson
- UNAM, Instituto de Investigaciones Estéticas, Mexico
- University of California Press
- University of Chicago Press
- University of Hawai’i Press
- University of Minnesota Press
- University of Pennsylvania Press
- University of Texas Press
- University of Washington Press
- University Press of New England
- Wadsworth Cengage
- Watson-Guptill Publications
- Wiley
- Woman’s Art Journal
- Yale University Press

ARTISTS’ MATERIALS

- Ampersand Art Supply
- Aes Art Supply
- Barnesville Easels
- Blick Art Materials
- Canson
- Chroma
- Enkaustikos!
- Faber-Castell
- Gamblin Artist Colors
- General Pencil Company
- Golden Artist Colors
- GYST Ink
- HK Holbein
- Kunst and Papier
- Liquitex
- Metropolitan Picture Framing
- Pfaltz Enterprises
- R&F Handmade Paints
- Sanford
- Savoir Faire
- Utrecht Art Supplies
- Winsor and Newton
- Windmill Easel

VISUAL-ARTS PROGRAMS AND SERVICES

- Americans for the Arts
- Archivision
- arthistoryforu.com
- Art in Embassies Program
- Art Research Tours and International Studios
- ARTstor
- art2art
- Atlantic Center for the Arts
- Banff Centre for the Arts
- Capital Offset Company
- College Board
- Corcoran College of Art and Design
- Council of Overseas Research Centers
- Davis Art Images
- Henry Moore Institute
- Institute of Doctoral Studies in the Visual Arts
- International Fiber Collaborative
- International Society of Appraisers
- Lincoln Center List Art Collection
- Santa Reparata International School
- Saskia Ltd. Cultural Documentation
- Savannah College of Art and Design
- School of Visual Arts Slidesroom
- Social Science Research Council
- Swann Galleries
- Taylor Photographic
- Universal Color Slide
- Vermont College Union Institute
- Washington University Graduate Program
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 the Exhibitor the opportunity to stimulate a demand for these. Within this philosophy, it is expected that the 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 Chicago/State of Illinois 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 the 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 Hyatt Regency Chicago, 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.

Exhibit Space

The Exhibitor’s exhibit 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 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 $1,250 for the first Standard Exhibit Booth, and $1,150 for each additional booth will be charged for rental of the Exhibit Space.

TABLETOP EXHIBIT SPACE

The Application and Contract for use of the Tabletop Exhibits provides for space to accommodate one 6-foot table and 2 chairs only. An identification sign carrying the Tabletop Exhibitor’s name and location is provided at no extra cost. A fee of $575 is required for Tabletop Exhibits, which includes the furnishings of one draped 6-foot table and 2 chairs.

Payment

A 50 percent deposit of the Exhibit Booth fee, payable with the Application and Contract, is required to reserve space in the Exhibit Hall. The balance is due on December 7, 2009. Should the 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 charges. Under such circumstances, CAA shall have the absolute right to sell, use, or otherwise dispose of the 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 the Exhibitor may forfeit its deposit in cancellation and refunds. All cancellations must be in writing and will become effective upon receipt by CAA. If the Exhibitor cancels prior to December 7, 2009, CAA will refund the Exhibitor’s deposit less a $200 cancellation fee. After that date, no refunds will be made. Any money forfeited, and any cancellation fees, are acknowledged by the Exhibitor to constitute liquidated damages and are not applicable to future CAA Exhibits.

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

Exhibit Space Assignment

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

For Exhibit Space applications received by Friday, October 30, 2009, CAA will assign booth space according to a point system, with the exception of certain booths reserved for Exhibitors participating at a sponsorship level. Sponsorship booths will be assigned for sponsor applications received before October 30, 2009, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications received after October 30, 2009, 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 3 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 Conference Program and CAA’s publications—including The Art Bulletin, Art Journal, and CAA News—as well as for rentals of CAA membership mailing list (beginning September 1996). Exhibitors may contact the CAA office for an accounting of points and preferential rating.

Applications received after October 30, 2009, will be assigned booth locations on a first-come, first-served basis.

Exhibit Hall Furnishing and Management

CAA has designated Champion Exposition Services as the official show decorator. Questions about installation, furniture, equipment, and drayage should be directed to Champion Exposition Services at 800-387-7469.

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

No combustible decoration such as crêpe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper (which must be flameproof) are to be removed from the floor and may not be stored under tables or behind displays. All muslin, velvet, silken, or any other cloth decoration must stand a flameproof test. All flammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the Chicago Hyatt Regency. Decorations, signs, banners, etc., may not be affixed in any way to any surface in the Exhibit Hall. 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 Hall. Exhibitor agrees not to dismantle Exhibits or begin packing before the official closing hour. Only authorized Exhibit personnel, the Hyatt Regency Chicago and Champion Exposition Services personnel, and CAA staff are allowed in the Exhibit area during set-up and dismantling.

No freight or truck shipments will be accepted by the Hyatt Regency Chicago. Drayage will be handled by Champion Exposition Services. Exhibitors will receive a service kit from Champion Exposition Services outlining drayage services and fees. Exhibitors are advised to consult with Champion Exposition Services to keep Exhibit costs to a minimum and avoid shipping complications.

Information regarding Exhibit Hall work rules that are applicable in the Hyatt Regency Chicago may be obtained from Champion Exposition Services. Arrangements for skilled and unskilled labor can also be made through Champion.

CAA will provide Exhibit Hall security personnel around the clock from the beginning of installation, at 10:00 AM on Wednesday, February 10, through the conclusion of the dismantling at 6:00 PM on Saturday, February 13. 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 ensure 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 Exhibitors’ property, which at all times remains the sole possession and custody of Exhibitors, nor does furnishing such services imply any protection or guarantee against losses of any nature. CAA recommends that Exhibitors obtain appropriate insurance coverage to cover losses due to theft or damage. Exhibitors agree to indemnify, hold harmless, and defend CAA and the Hyatt Regency Chicago, and each of the directors, officers, employees, and agents, and their representatives and contractors, against any claims, losses, suits, judgments, expenses or costs, damages, injury or charges to persons or property, governmental charges or fines, and attorneys fees arising from, out of, or by reason of any accident or other occurrence to anyone, including the Exhibitor, its agents, employees, and business invitees, that arises from, out of, or by reason of Exhibitor’s occupancy and use of the Exhibit Hall or part thereof, excluding such liability caused by the sole negligence of the Hyatt Regency Chicago or its employees and agents.

In addition, the Exhibitor agrees to strictly comply with all applicable terms and conditions contained in the agreement between the Hyatt Regency Chicago and CAA regarding the Exhibit 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.

The Exhibitor expressly acknowledges that CAA and the Hyatt Regency Chicago do not maintain insurance covering Exhibitor’s property, and that the Exhibitor has the sole responsibility to obtain, at its expense, business interruption, property damage, and other appropriate insurance covering any losses by the Exhibitor.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt (Hyatt Regency Chicago), its owners, or managers that result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless the Hyatt Regency Chicago, its owners managers, officers or directors, agents, employees, subsidiaries, and affiliates, from any damages or charges resulting from the Exhibitor’s use of the property. The Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees, which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the 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 the Exhibitor agrees to abide by such decision or interpretations.

“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 Wiedenhoeft, Saskia Ltd. Cultural Documentation

“Our partnership with CAA has given us an opportunity to be more than simply exhibitors. Our years of experience at the conference have developed valuable connections with our customers and future customers.”
—Mindy McClusky, Blick Art Materials

“The CAA Book and Trade Fair is critical to our ability to keep our ‘finger on the pulse’ of the visual studies field as it evolves. Of course, our attendance at CAA is invaluable to our marketing and sales efforts as well, maintaining our visibility and relevance in the art and art history world.”
—Erika Gaffney, Ashgate Publishing
DEADLINE for APPLICATION CONTRACT AND FULL PAYMENT is DECEMBER 7, 2009.

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

Credit Card No. Exp Date

Authorized Signature

Contract/Title

Address

City

State

Zip

Telephone

Fax

Email Address

Website

Booth or 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

Accepted by the College Art Association:

Signature/Title

Date

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.

Please Reserve

$ __________

PAYMENT ENCLOSED

$ __________

BILL UPON PUBLICATION $ __________

For cover ads please call Sara Hines at 212-691-1051, ext. 216 for availability.

RESERVATIONS AND ADS MUST BE RECEIVED by DECEMBER 7, 2009.

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

Credit Card No. Exp Date

Authorized Signature

Billing Contact/Title

Address

City

State

Zip

Email Address

Website

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

Signature

Date

Accepted by the College Art Association:

Signature/Title

Date

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.
TABLETOP EXHIBITS

TABLETOP EXHIBITS ARE INTENDED FOR MARKETING AND PROMOTION BY:

- Small presses
- Individual authors
- Professional associations
- Arts organizations offering artist residencies, programs of advanced study, or educational services
- Academic programs offering advanced degrees
- A limited line of artists’ materials
- Programs of support for scholars and artists

WHO QUALIFIES FOR TABLETOP DISPLAYS?

- A registered nonprofit organization with recognized, current 501(c)(3) status
- A publisher, publication distributor, wholesaler, retailer, or author with 1–3 publication titles to display
- A publisher of a periodical with circulation under 10,000 per issue
- An individual, educational, or business organization with 1–3 products, programs, or services to promote

Tabletop Location and Listing

All Tabletop Exhibits are located in the Exhibit Hall along with the regular Exhibitors. Please refer to the booth layout floor plan on page 7 for Tabletop Exhibit locations designated alphabetically. Tabletop Exhibits will be listed along with Exhibitors in the Conference Program.

Costs

Tabletop Exhibit positions are $575. Only one Tabletop display is allowed per applicant. This cost includes one 6-foot draped table, 2 chairs, and name sign. The official show contractor, Champion Exposition Services, will send each applicant an Exhibitor service manual subsequent to application and confirmation. The manual will contain all information necessary to arrange shipment of any materials for display, to order additional furnishings, lighting, electrical, internet lines, etc., and to effect payment directly to Champion Exposition Services. Champion will operate a Service Center during all Book and Trade Fair hours, including set-up and dismantling.

Exhibit Hall Access

Tabletop Exhibitors receive 2 Exhibitor 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. All Tabletop Exhibit staff are required to wear their Exhibit Hall passes while in the Exhibit Hall. Tabletop Exhibits do not receive complimentary conference registration.

TABLETOP EXHIBIT APPLICATION AND CONTRACT

98th Annual Conference of the College Art Association
Chicago, Illinois, February 10–13, 2010

BETWEEN THE EXHIBITOR AND THE COLLEGE ART ASSOCIATION

TABLETOP EXHIBIT              $__________
50% DEPOSIT ENCLOSED     $__________
BALANCE DUE BY DECEMBER 7 $__________

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

DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 7, 2009.

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

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.

Accepted by the College Art Association:

SIGNATURE/ TITLE
DATE

SIGNATURE
DATE
QUICK REFERENCE

EXHIBIT DATES
February 10–13, 2010

EXHIBIT FACILITY LOCATION
Hyatt Regency Chicago
151 East Wacker Drive
Chicago, IL 60601

DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS DECEMBER 7, 2009.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCTOBER 30, 2009</td>
<td>Priority deadline for applicants</td>
</tr>
<tr>
<td>DECEMBER 7, 2009</td>
<td>Final deadline for application and full payment;</td>
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<tr>
<td></td>
<td>Final deadline for advertising reservations</td>
</tr>
<tr>
<td>FEBRUARY 10, 2010</td>
<td>Exhibitor arrival, load-in, and set-up</td>
</tr>
<tr>
<td>FEBRUARY 11–13, 2010</td>
<td>Exhibits open to conference attendees</td>
</tr>
<tr>
<td></td>
<td>Thursday and Friday, 9:00 AM–6:00 PM</td>
</tr>
<tr>
<td></td>
<td>Saturday, 9:00 AM–2:30 PM</td>
</tr>
<tr>
<td>FEBRUARY 13, 2010</td>
<td>Exhibitor dismantle load-out, 2:30–6:00 PM</td>
</tr>
</tbody>
</table>

Contacts

DIRECT YOUR QUESTIONS REGARDING EXHIBITS TO:
Paul Skiff
Assistant Director of Annual Conference
College Art Association
275 Seventh Avenue, 18th Floor
New York, NY 10001
212-691-1051, ext. 213
212-627-2381 Fax
pskiff@collegeart.org
www.collegeart.org

DIRECT YOUR QUESTIONS REGARDING EXHIBIT INSTALLATION,
FURNITURE, EQUIPMENT, AND DRAYAGE TO:
Exhibitor Services Department
Champion Exposition Services
139 Campanelli Drive
Middleborough, MA 02346
800-387-SHOW
508-946-8500
508-946-8581 Fax
www.championexpo.com

DIRECT YOUR QUESTIONS REGARDING SPONSORSHIP TO:
Mary Quigg
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Conference Direct
703-830-6920
mary.quigg@conferencedirect.com