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 101st Annual Conference, taking place in New York, February 13–16, 2013, is the place for you.

CAA offers several options to connect you with more than 6,000 artists, art historians, critics, designers, librarians, conservators, curators, scholars, and students who will convene at the Hilton New York in Midtown Manhattan for four days of nonstop art, dynamic events, and lively discussions. 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 booth with an ad in 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 101ST 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, and materials to students and colleagues and specify which publications and supplies will be used in college-level courses. As department chairs and administrators, they hold sway over significant budgets to purchase equipment, materials, and resources. As trendsetters in the field, CAA members 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 32%
- Female 68%

Profession
- Other 40%
- Artist 24%
- Art Historian 36%

Geographic Region
- Northeast 26%
- Southeast 14%
- Mid Atlantic 14%
- Midwest 17%
- West 21%
- International 8%

2,000 INSTITUTIONAL MEMBERS

- Library 58%
- Other Museum 7%
- University and College Art / Art History Department 30%
EXHIBIT OPTIONS

See page 18 for contract and full details.

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 31, 2012.

FINAL DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS DECEMBER 7, 2012.

Exhibitior 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 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
EXHIBIT BOOTHS AND PRICES

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 19 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.

**Americas Hall I**
- First Standard Booth: $1,300
- Additional Booths: $1,200
- Half Standard Booth: $675
- Tabletop Exhibit: $575

Exhibitors in Americas Hall I receive 3 priority points for the first standard booth and 1 point for each additional booth.

**Americas Hall II**
- First Standard Booths: $1,250
- Additional Booths: $1,150
- Half Standard Booth: $637.50
- Tabletop Exhibit: $575

Exhibitors in Americas Hall II receive 15 priority points for the first standard booth and 5 points for each additional booth.

**DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS FRIDAY DECEMBER 7, 2012.**
**Standard Booth**
A Standard Booth in the Americas Hall I costs $1,300, plus $1,200 for each additional booth, and a Standard Booth in the Americas Hall II comes to $1,250 for the first booth, plus $1,150 for each additional booth. All Standard Exhibit Booths are 10 feet wide by 8 feet deep and are furnished with a draped back wall (8 feet high) and draped side rails (3 feet high). A 7 x 44-inch identification sign with booth number is provided at no additional charge.

The above prices do not include the cost of booth furnishings, drayage, or labor. See page 21 for more information.

**Half Standard Booth**
Half Standard Booths are $675 in Americas Hall I and $637.50 in Americas Hall II. CAA allows no more than two qualifying companies to share a single exhibit booth. You can make your own arrangements with a booth partner or have CAA match you with another company. Contact Paul Skiff, CAA assistant director of Annual Conference, at pskiff@collegeart.org, for more details.

This price includes a name sign, but does not include the cost of booth furnishings, drayage, or labor. See page 21 for more information.
**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 price includes one 6-foot draped table, two chairs, and name sign, but does not include the cost of drayage or labor.

**Exhibit Dates**
February 13–16, 2013

**Exhibit Facility**
Americas Hall I and II of the Hilton New York

Booth space assignment is based on a priority point system until Wednesday, October 31, 2012. Reservations received after this date will be assigned space on a first-come, first-served basis.

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

*APPLICATIONS AND FULL PAYMENT ARE DUE FRIDAY, DECEMBER 7, 2012.*
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
Inventory as of 07/29/2010

0% - 0 SqFt Rented

100% - 14,560 SqFt Available

Dimension

8'x10'

Size

80

Totals:

Qty 182

SqFt 14,560

Rented 0

Available 182

Account Executive: Cheryl Koval

Disclaimer
Every effort has been made to ensure the accuracy of all information contained on this floor plan. However no warranties, either expressed or implied are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

139 Campanelli Drive
Middleborough, MA 02346
Phone: 508.946.8500
Fax: 508.923.1409

Revision Date: 7.29.10
Drawn By: Kelly Coutu
Scale: Fit to Page
Rev. # 03
SPONSORSHIPS

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 ARTexchange, or underwrite amenities like WiFi in the Student and Emerging Professionals Lounge. CAA also offers additional options, such as city banners, which reach millions beyond the Annual Conference.

VISIBILITY PACKAGES

Partner  $12,000
• Two (2) Prime Exhibit Booths
• Six (6) complimentary conference registrations
• Your logo on conference tote bag distributed to 6,000+ registrants
• One “Advertorial” e-blast to CAA’s entire membership
• Promotional item in conference tote bag
• Full-page acknowledgement in Conference Program
• Your logo on the back page of the Conference Program
• Three-month large banner ad on conference website (http://conference.collegart.org)
• Your logo on conference website (http://conference.collegart.org)
• Your logo on sign at entrance to Exhibit Hall
• Post-conference acknowledgment at www.collegeart.org
• Acknowledgment sign at your Exhibit Booth
• Single-use access to member mailing list (no emails)
• Four (4) tickets for the Opening Night Reception at the Guggenheim Museum
• Acknowledgment in Executive Director’s Convocation speech
Presenter  $8,000
• One (1) Prime Exhibit Booth
• Six (6) complimentary conference registrations
• Promotional item in conference tote bag
• Half-page acknowledgment in Conference Program
• Three-month medium banner ad on conference website (http://conference.collegart.org)
• Your logo on conference website (http://conference.collegart.org)
• Your logo on sign at entrance to Exhibit Hall
• Acknowledgment sign at your Exhibit Booth
• Single-use access to member mailing list (no emails)
• Two (2) tickets for the Opening Night Reception at the Guggenheim Museum

Sponsor  $4,500
• One (1) Prime Exhibit Booth
• Four (4) complimentary conference registrations
• Promotional item in conference tote bag
• Half-page acknowledgment in Conference Program
• Your logo on conference website (http://conference.collegart.org)
• Your logo on sign at entrance to Exhibit Hall
• Acknowledgment sign at your Exhibit Booth

Supporter  $2,500
• Promotional item in conference tote bag
• Small banner ad on conference website for two weeks prior to and during the event, February 3–16, 2013 (http://conference.collegart.org)
• Your logo on conference website (http://conference.collegart.org)
• Your logo on sign at entrance to Exhibit Hall
• Acknowledgment sign at your Exhibit Booth

APPLICATIONS AND FULL PAYMENT FOR VISIBILITY PACKAGES ARE DUE FRIDAY, DECEMBER 7, 2012
EVENTS AND SERVICES SPONSORSHIPS

**Lead Corporate Sponsor**  $75,000
This sponsorship offers the greatest visibility, promoting your business both to professionals in the visual arts and millions beyond the conference. Your logo will appear on ads on 400 buses and 100 subway cars all over New York, on the pages of leading art publications, and across all promotional conference materials!

**Student and Emerging Professionals Lounge**  $10,000
Underwrite WiFi in the Student and Emerging Professionals Lounge and your logo will appear on all signage in this area. You’ll receive a full-page ad in the *Conference Program* along with a promotional insert in the conference tote bag.

**ARTexchange**  $6,000
Sponsor a reception at ARTexchange, an open forum for sharing artwork at the Annual Conference, to be held on Friday, February 15, 2013, and your logo will feature prominently on all event signage.
MORE SPONSORSHIP OPPORTUNITIES

City Banners   $10,000–$12,000  
Picture your logo prominently featured on city banners surrounding the Hilton New York and lining museum mile! (Pricing varies per location.)

Conference Badge Lanyards   $7,000  
Your logo on 5,000+ lanyards, which hold conference badges

Room Keys at the Hilton New York   $6,500  
Your company’s logo will appear on one of the most important items attendees will be carrying—their hotel room key cards.

Travel Coffee Mugs   NEW!  $4,000  
Brand 1,000+ travel mugs with your logo

Floor Decals   NEW!  $3,500  
Drive traffic to your booth with a 4 foot by 4 foot decal at the entrance to the Exhibit Hall.

For full benefits and details of sponsorship opportunities, contact Helen Bayer, CAA marketing and communications associate, at 212-392-4426 or hbayer@collegeart.org.
ADVERTISING

Advertise your publications, services, and products in the Conference Program, the official guide to sessions and activities at the 2013 Annual Conference. Distributed to all registrants, referred to continually during the conference, and retained for years, the Conference Program is a great way to underscore your presence and to reach this vibrant market.

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
BACK COVER $4,190 4-color only SOLD!

Book and Trade Fair Exhibitor Advertising Packages

1 Standard Booth and Full-Page Ad $2,200
1 Standard Booth and Half-Page Ad $1,975
Tabletop and Quarter-Page Ad $1,075

Please call Helen Bayer at 212-392-4426, for cover availability.
No multiple-page discounts. No agency discounts. No full bleed.
Ad Dimensions

Full Page: 7 1/4 (w) x 9 1/2 (h) inches
Half Page: 7 1/4 (w) x 4 5/8 (h) inches (horizontal only)
Quarter Page: 3 5/8 (w) x 4 5/8 (h) inches

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

- 300 dpi PDF file (.pdf), with all fonts and images embedded (preferred)
- InDesign file (.indd)
- Photoshop file (.psd)

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

ARTWORK AND PAYMENT MUST BE RECEIVED BY FRIDAY, DECEMBER 7, 2012.

WEB ADVERTISING

With monthly average traffic at 20,000 unique visitors, a banner ad is a great way to reach beyond conference registrants.

<table>
<thead>
<tr>
<th>Ad Sizes (in pixels)</th>
<th>Prices (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small 170 (w) x 85 (h)</td>
<td>$300</td>
</tr>
<tr>
<td>Medium 170 (w) x 170 (h)</td>
<td>$425</td>
</tr>
<tr>
<td>Large 170 (w) x 255 (h)</td>
<td>$800</td>
</tr>
</tbody>
</table>

Contact Helen Bayer at 212-392-4426 or hbayer@collegeart.org for reservations and details.
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
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
Akua Water Based Inks
Barnesville Easels
Blick Artist Materials
Chroma
ColArt Americas
Faber-Castell
Gamblin Artists Colors
General Pencil Company
Golden Artist Colors
Holbein Artist Materials
IRSA-Artibus et Historiae
Jack Richeson & Co.
Jacquard Products
Lefranc & Bourgeois Artist Colors
Natural Pigments
Prismacolor Education
Workshops
R & F Handmade Paints
Royal & Langnickel Brush
 Manufacturing
STABILO
True Fresco
Williamsburg Handmade Oil Colors

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

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

MAGAZINES AND JOURNALS
Art in America
Art ltd.
Art Papers
Artforum/Bookforum
Cabinet
Leap
The New York Times
Paper Monument
Woman’s Art Journal
X-TRA

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
The Savannah College of Art and Design
Smithsonian Institution
Sotheby’s Institute of Art
Southern Methodist University, Department of Art History
Vermont College of Fine Arts

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
Getty Publications
Hudson Hills
Intelekt
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
Sanford
Schiffer Publishing
Siglio 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
Getting Your Sh*t Together/GYST Ink
Institute for Women & Art at Rutgers
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
Terra Foundation for the Arts
Tutku Tours Turkey-Arts in 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, Yale University Press

“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

**CALENDAR**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 31, 2012</td>
<td>Priority deadline for exhibitor applicants</td>
</tr>
<tr>
<td>November 9, 2012</td>
<td>First round of booth and tabletop assignments</td>
</tr>
<tr>
<td></td>
<td>Confirmation packages mailed</td>
</tr>
<tr>
<td>December 7, 2012</td>
<td>Final deadline for visibility packages and full payment</td>
</tr>
<tr>
<td></td>
<td>Final deadline for application and full payment</td>
</tr>
<tr>
<td></td>
<td>All remaining confirmation packages mailed</td>
</tr>
<tr>
<td></td>
<td>Artwork deadline for Conference Program</td>
</tr>
<tr>
<td>January 4, 2013</td>
<td>Deadline to submit names for complimentary registration</td>
</tr>
<tr>
<td>February 13, 2013</td>
<td>Load-in and set-up in Exhibit Hall</td>
</tr>
<tr>
<td></td>
<td>10:00 AM–5:00 PM, Wednesday</td>
</tr>
<tr>
<td></td>
<td>Exhibitors pick up registration packages and badges</td>
</tr>
<tr>
<td>February 14–16, 2013</td>
<td>Exhibit open to conference attendees</td>
</tr>
<tr>
<td></td>
<td>9:00 AM–6:00 PM, Thursday and Friday</td>
</tr>
<tr>
<td></td>
<td>9:00 AM–2:30 PM, Saturday</td>
</tr>
<tr>
<td>February 16, 2013</td>
<td>Last day of exhibits</td>
</tr>
<tr>
<td></td>
<td>Exhibitor dismantle and load-out</td>
</tr>
<tr>
<td></td>
<td>2:30–6:00 PM, Saturday</td>
</tr>
</tbody>
</table>

**DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS FRIDAY, DECEMBER 7, 2012.**
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 trade-fair booths. A limited number of Exhibit Hall Passes are also available for Exhibitors’ clients and guests. These badges and passes are good for admission to the Exhibit Hall only and are not valid for any other conference event. Forms for submitting the names of booth personnel and additional guests are included in the confirmation package.

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

Exhibit Space

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

Space and Rental Fees

STANDARD EXHIBIT SPACE

The Application and Contract for the use of Exhibit Space provides for an 8-foot x 10-foot standard draped exhibit booth only. An identification sign carrying the Exhibitor’s name and booth number is provided at no extra cost. A fee of $1,250 for the first standard exhibit booth in Americas Hall II and $1,150 for each additional standard exhibit booth in America’s Hall II; $1,300 for the first standard exhibit booth in Americas Hall I and $1,200 for each additional standard exhibit booth in Americas Hall I, will be charged for rental of the Exhibit Space. 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 6-foot long table and two chairs only. An identification sign carrying the Tabletop Exhibitor’s name and location is provided at no extra cost. A fee of $575 is required for Tabletop Exhibits. This fee includes the furnishings of one draped 6-foot table and two chairs.

Payment

A 50% deposit of the exhibit booth fee, payable with the Application and Contract, is required to reserve space at the Exhibit. The balance is due December 7, 2012. 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 7, 2012, CAA will refund Exhibitor’s deposit less a $175 cancellation fee. After that date, no refunds will be made. Any money forfeited, and any cancellation fees, are acknowledged by Exhibitor to constitute liquidated damages and are not applicable to future CAA Exhibits.

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

**Exhibit Space Assignment**

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

For Exhibit space applications received by Wednesday, October 31, 2012, 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 31, 2012, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications received after October 31, 2012, 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). For the 2013 conference exhibitors in Americas Hall II earn bonus priority points. Exhibitors may contact the CAA office for an accounting of points and preferential rating.

Applications received after October 31, 2012, 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 201-229-7575 or by email: freemannewyorkes@freemanco.com.

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, 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 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 begin packing before the official closing hour. 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 10:00 AM on Wednesday, February 13, through the conclusion of the dismantling at 6:00 PM, Saturday, February 16. 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 each of the directors, officers, employees, and agents, and their representatives and contractors, against any claims, losses, suits, judgments, expenses or costs, damages, injury or charges to persons or property, governmental charges or fines, and attorneys fees arising from, out of, or by reason of any accident or other occurrence to anyone, including Exhibitor, its agents, employees, and business invitees, which arises from, out of, or by reason of Exhibitor’s occupancy and use of the Exhibit Hall or part thereof, excluding such liability caused by the sole negligence of the Hilton New York hotel, 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 Hilton New York hotel and the College Art Association regarding the exhibition premises, as well as comply with all laws and regulations of the City of New York/State of New York and all lawful orders of the police and fire departments or any other municipal authority.

Exhibitor expressly acknowledges that CAA and the Hilton New York 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 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 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
Advanced Shipments crated: $167.00 per 100 pds
Direct Shipments crated: $156.00 per 100 pds

Basic Wired High Speed internet connection $875 plus taxes and labor.
Wireless internet service $100 per device per day.

20 Amps standard electrical connection $315 plus $200 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 201-229-7575; freemannewyorkes@freemanco.com.

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:
Helen Bayer, Marketing and Communications Associate
212-392-4426
FAX: 212-627-2381
hbayer@collegeart.org
www.collegeart.org
CONFEREE PROGRAM ADVERTISING RESERVATION AND CONTRACT

101st Annual Conference of the College Art Association
New York, February 13–16, 2013

BETWEEN THE EXHIBITOR

PLEASE RESERVE ____ Full Page(s) $ _________
PLEASE RESERVE ____ Half Page(s) $ _________
PLEASE RESERVE ____ Quarter Page(s) $ _________

☑ Standard Booth and Full-Page* $2,200
☑ Standard Booth and Half-Page* $1,975
☑ Tabletop and Quarter-Page* $1,075

*must be submitted with Exhibit Space or Tabletop Exhibit Application

PAYMENT ENCLOSED $ __________
BILL UPON PUBLICATION $ __________

RESERVATIONS AND ADS MUST BE RECEIVED BY DECEMBER 7, 2012.

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.

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

CREDIT CARD NO. EXP. DATE
AUTHORIZED SIGNATURE CVV
BILLING CONTACT TITLE
ADDRESS
CITY
STATE ZIP
WEBSITE EMAIL ADDRESS

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

SIGNATURE DATE
NAME TITLE
TELEPHONE

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

Accepted by the College Art Association:

SIGNATURE DATE
STANDARD EXHIBIT SPACE
APPLICATION AND CONTRACT

101st Annual Conference of the College Art Association
New York, February 13–16, 2013

BETWEEN THE EXHIBITOR

STANDARD BOOTH $ __________
ADDITIONAL BOOTH(S) $ __________
HALF STANDARD BOOTH $ __________
TOTAL $ __________

50% DEPOSIT ENCLOSED $ __________

BALANCE DUE BY DECEMBER 9 $ __________

BOOTH PRICES AND PAYMENT

<table>
<thead>
<tr>
<th>Hall</th>
<th>First standard booth</th>
<th>Additional booths</th>
<th>Half standard booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas Hall I</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$675</td>
</tr>
<tr>
<td>Americas Hall II</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$637.50</td>
</tr>
</tbody>
</table>

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

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 31, 2012.
DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 7, 2012.

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. 18–20) are understood and accepted.

Accepted by the College Art Association:

SIGNATURE __________
DATE __________

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

101st Annual Conference of the College Art Association
New York, February 13–16, 2013

BETWEEN THE EXHIBITOR

TABLETOP EXHIBIT $ 

50% DEPOSIT ENCLOSED $ 

BALANCE DUE BY DECEMBER 9 $ 

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

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 31, 2012.
DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 7, 2012.

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 location assigned by CAA unless Exhibitor rejects such location within fourteen (14) days of notification by CAA.

SIGNATURE DATE

NAME/TITLE

TELEPHONE EMAIL ADDRESS

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

Accepted by the College Art Association:

SIGNATURE DATE

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