

An aerial, high-angle photograph of a dense urban skyline, likely New York City, showing numerous skyscrapers and buildings. The buildings are rendered in various colors including white, grey, brown, and blue. A semi-transparent green banner is positioned at the top of the image, containing the 'caa 100' logo. The logo features the letters 'caa' in a bold, white, sans-serif font, with a stylized globe icon integrated behind the 'a's. To the right of the 'caa' is the number '100' in a similar font, with a vertical line separating the '1' and the '00'.

caa 100

Exhibitor and Advertiser Prospectus

**They need you.
They like you.
They want you to be there.**

CAA's international base of scholars, artists, and visual-arts professionals are some of your key consumers. Join them for CAA's Annual Conference and centennial celebration in New York City and highlight, demonstrate, discuss, or simply show off your newest products, services, and programs.

Exhibit in the Book and Trade Fair, advertise in conference publications, or sponsor CAA at any level to get in front of our highly engaged audience of over 5,000 artists, designers, art historians, curators, critics, scholars, and students, who will convene February 9–12, 2011 at the midtown Hilton New York for four days of nonstop art, dynamic events, and lively discussion.

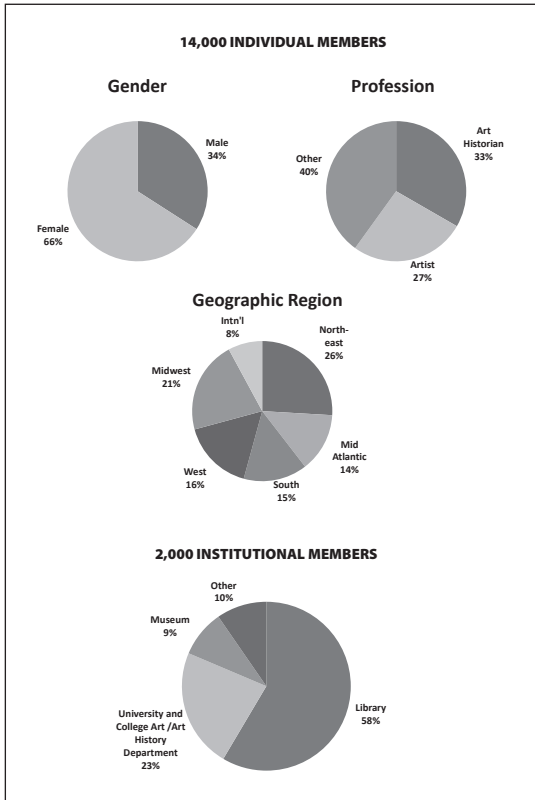
New York, February 9–12, 2011



WHO ARE THEY?

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 and Media Resources 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



BRADLEY MARKS

THEY WILL BE LOOKING FOR YOU AT THE BOOK AND TRADE FAIR.

Gain exposure at CAA's Annual Conference: reach over 5,000 leading professionals in the visual arts.

All Exhibitors receive:

- Complimentary listing in the Conference Program
- Complimentary listing and link on the CAA website
- Over 24 hours of exhibit time
- A market opportunity rated good to excellent by over 97% of past Exhibitors
- Complimentary or reduced registration to over 100 conference sessions, providing exposure to the latest developments and work of your market base
- Directory of conference attendees

Exhibit Options

See page 23 for contract and full details

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 29, 2010.

**FINAL DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS
DECEMBER 3, 2010.**

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. Prime, visible space is available on each level, and attendees will be directed to both floors for full exposure to exhibitor products.

All Standard Exhibit Booths are 8 feet deep by 10 feet wide and are furnished with an 8-foot-high draped back wall and 3-foot-high draped side rails.

BOOTH PRICES AND PAYMENT

Americas Hall I

First Standard Booth	\$1,275
Additional Booths	\$1,175
Half Standard Booth	\$ 650

Exhibitors in Americas Hall I received 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

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

Don't need all that space? Try a Tabletop or a Shared Booth!

Tabletop Exhibits \$575

Only one Tabletop display is allowed per applicant. This cost includes one 6-foot draped table, two chairs, and name sign.

Who qualifies for Tabletop Exhibits?

- a registered nonprofit organization with recognized, current 501(c)(3) status
- a publisher, publication distributor, wholesaler, retailer, or author with one to three publication 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

All Tabletop Exhibits are located in the Americas Halls I and II along with the Standard Exhibit Booths. Please refer to the booth layout floor plan on pages 8–9 for Tabletop Exhibit locations designated alphabetically.

Shared Booths

Shared Standard Booths are \$637.50 in Americas Hall II and \$650 in Americas Hall I.

For those Exhibitors with limited space needs but who don't qualify for the Tabletops, 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.

Please note that the above Standard Booth and Half-Standard Booth prices do not include the cost of furnishings. See page 21 for more information on booth furnishings and labor costs.

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 29, 2010.

FINAL DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS DECEMBER 3, 2010.

Exhibit Dates

February 10–12, 2011

Exhibit Facility

Americas Hall I and II
Hilton New York
1335 Avenue of the Americas
New York, NY 10019

The Book and Trade Fair is centrally located onsite at the Hilton New York, the headquarters location for conference sessions, meetings, and special events, guaranteeing high visibility and heavy floor traffic for all Exhibitors.

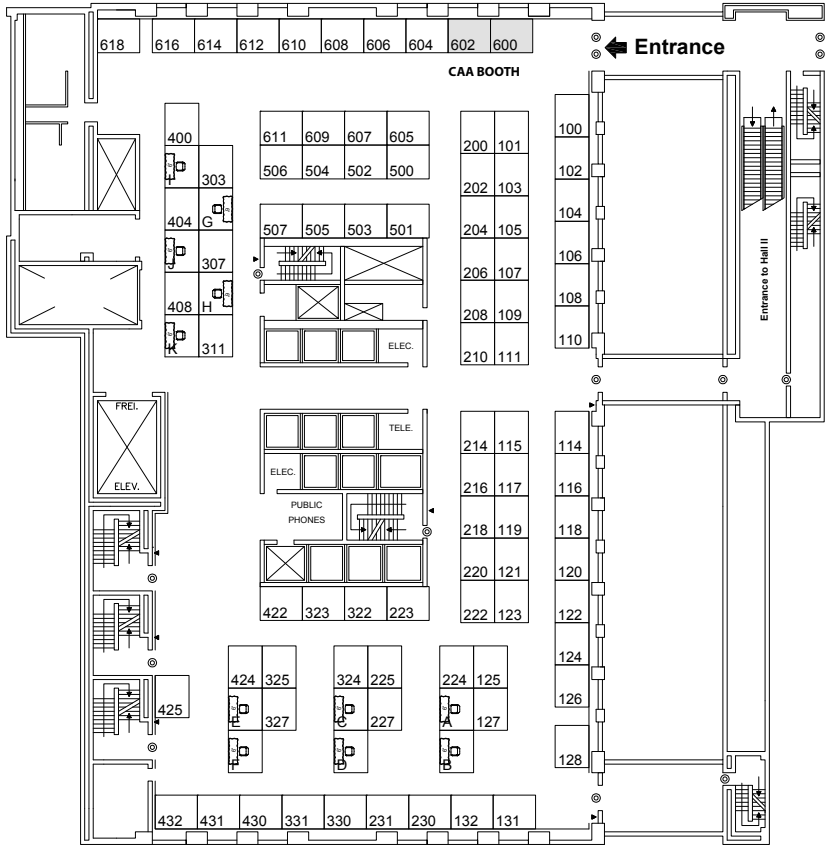
Booth space assignment is based on a priority point system until October 29, 2010. Reservations received after this date will be assigned space on a first-come, first-served basis. Please see the contract on pages 18–20 for an explanation of the point system.

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

BOOK AND TRADE FAIR FLOOR PLAN

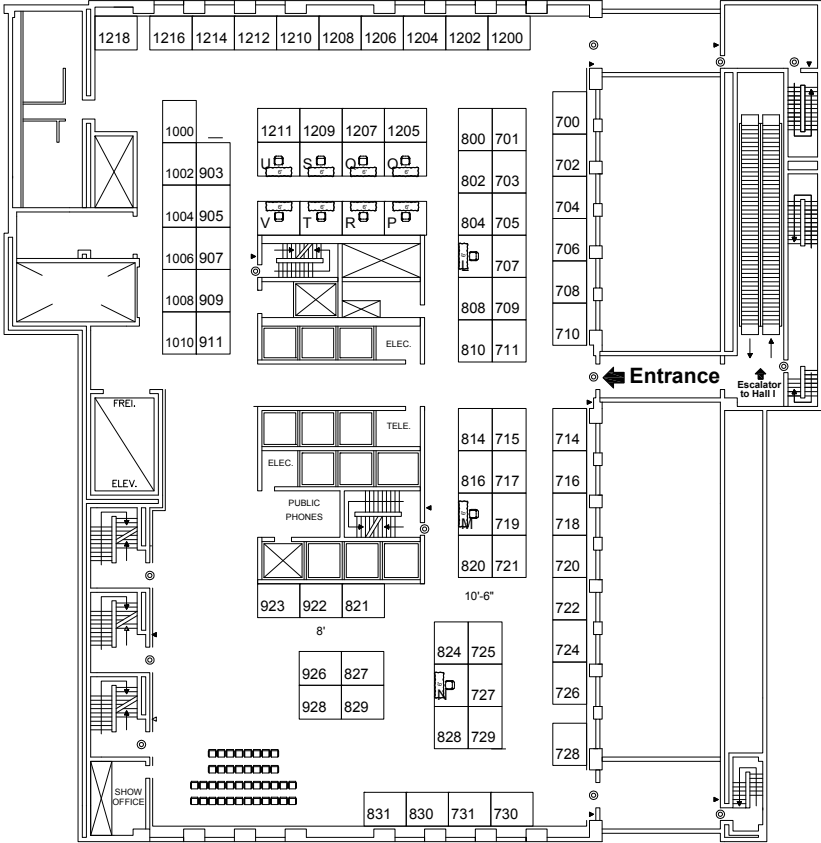
New York Hilton
Americas Hall I and II

AMERICAS HALL I



CEILING HEIGHT IS 15'

AMERICAS HALL II



CEILING HEIGHT IS 15'

Book and Trade Fair Exhibits Planning Calendar

***DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS
DECEMBER 3, 2010.***

October 29, 2010	Priority deadline for applicants
November 10, 2010	Booths assigned, first round Confirmation packages mailed
December 3, 2010	Final deadline for application and full payment All remaining confirmation packages mailed
January 7, 2011	Deadline for Exhibitor complimentary registration (I.D. Badge) Forms.
February 9, 2011	Exhibitor load-in and set-up in Exhibit Hall 10:00 AM–5:00 PM Exhibitors pick up registration packages and badges onsite
February 10–12, 2011	Exhibit open to conference attendees 9:00 AM–6:00 PM, Thursday and Friday 9:00 AM–2:30 PM, Saturday
February 12, 2011	Last day of exhibits Exhibitor dismantle and load-out 2:30–6:00 PM

INCREASE YOUR VISIBILITY WITH SPONSORSHIP OPTIONS.

Combine your Book and Trade Fair Exhibit with a Visibility Package or sponsor individual amenities and events throughout the conference.

VISIBILITY PACKAGES

Partner \$10,000

- **Two (2)** PRIME Exhibit Booths
- **Six (6)** complimentary registrations
- **Logo on conference tote bag distributed to 5,000+ registrants**
- **Logo on all print and digital marketing materials and signage**
- Promotional item in conference tote bag
- **3-month medium banner on conference website (conference.collegart.org)**
- **One “Advertorial” e-blast to CAA’s entire membership**
- **Year-round acknowledgement at www.collegeart.org**
- Acknowledgement sign at Sponsor’s Exhibit Booth
- Single-use access to pre registrant mailing list (no emails) in advance of event
- Single-use access to final registrant mailing list (no emails) post-event
- Single-use access to CAA membership list (no emails)
- **Two (2)** “Mini Session” programs in the Exhibitor Presentation Lounge located in Americas Hall II
- **One (1) sponsored coffee and cookie service (or similar) in the Centennial Lounge located in Americas Hall II**
- **Four (4)** VIP invitations to CAA Awards Ceremony and Reception at the Metropolitan Museum of Art
- Full-page acknowledgement in *Conference Program*
- Acknowledgement in Executive Director’s Convocation speech

Presenter \$7,000

- One (1) PRIME Exhibit Booth
- **Six (6)** complimentary registrations
- Promotional item in conference tote bag
- **Logo** on conference website (conference.collegart.org)
- **Logo** on sign at entrance to Exhibit Hall
- Acknowledgement sign at Sponsor's Exhibit Booth
- Single-use access to pre registrant mailing list (no emails) in advance of event
- **Single-use access to final registrant mailing list (no emails) post-event**
- **One (1) "Mini Session" program in the Exhibitor Presentation Lounge located in Americas Hall II**
- **Two (2) VIP invitations to CAA Awards Ceremony and Reception at the Metropolitan Museum of Art**
- **Full-page** acknowledgement in *Conference Program*

Sponsor \$4,000

- One (1) PRIME Exhibit Booth
- Four (4) complimentary registrations
- Promotional item in conference tote bag
- Acknowledgement on conference website (conference.collegart.org)
- Acknowledgement on sign at entrance to Exhibit Hall
- Acknowledgement sign at Sponsor's Exhibit Booth
- Single-use access to pre registrant mailing list (no emails) in advance of event
- Half-page acknowledgement in *Conference Program*

Other Sponsorship Opportunities

CONFERENCE AREAS

Centennial Lounge \$15,000

Sponsored meeting in Americas Hall II with periodic beverage service

Student Lounge \$10,000

An oasis for the younger set to meet and greet and discuss their conference experience

ARTspace \$10,000

A “conference within the conference” specifically geared toward the needs and interests of artists

Career Services \$10,000

For those seeking jobs and interviewing onsite at the conference

CONFERENCE EVENTS

Convocation \$20,000

With a keynote address by the renowned eco-art duo The Harrisons

Distinguished Scholar Award \$25,000

An eminent scholar of art history is honored for his or her contribution to the field

Awards Ceremony and Reception \$30,000

Held on Thursday, February 10, 2011 at The Metropolitan Museum of Art

Other

Conference Badge Lanyards \$8,000

Your corporate logo on 5,000+ lanyards

Lead Corporate Sponsor \$75,000

Be visible in the visual arts! Sponsor CAA’s Centennial!

For full benefits and details of sponsorship opportunities, contact Sara Hines, Development Manager, at 212-691-1051, ext. 216, or shines@collegeart.org.

TELL THEM! ADVERTISE WHO YOU ARE, WHAT YOU'RE ABOUT, AND WHAT YOU HAVE ON THE HORIZON.

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 2011 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.

Full Page	\$1,000	black and white only
Half Page	\$ 750	black and white only
Quarter Page	\$ 525	black and white only
INSIDE FRONT COVER	\$2,810	4-color only SOLD!
INSIDE BACK COVER	\$2,535	4-color only
BACK COVER	\$4,190	4-color only SOLD!

Book and Trade Fair Exhibitor Advertising Packages

\$2,100	1 Standard Booth and Full-Page Ad
\$1,850	1 Standard Booth and Half-Page Ad
\$1,000	Tabletop and Quarter-Page Ad

Please call Sara Hines at 212-691-1051, ext. 216, for cover availability. No multiple-page discounts. No agency discounts. No full bleed.

Dimensions

W x H

Full Page

7¼ x 9½ inches

Half Page

7¼ x 4⁵/₈ inches (horizontal only)

Quarter Page

3⁵/₈ x 4⁵/₈ inches

All ads must be submitted via email to shines@collegeart.org.

Acceptable formats include:

- 300 dpi PDF, with all fonts and images embedded
- InDesign (.indd) or Photoshop (.psd) files

Space reservations must be in writing. Please use the advertising reservation and contract on page 22.

***RESERVATIONS AND AD FILES MUST BE RECEIVED
BY DECEMBER 3, 2010.***

NEW! WEB ADVERTISING ON CONFERENCE.COLLEGEART.ORG

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

Ad Sizes (in pixels)	Prices (per month)	Duration Discounts
Small 170w x 85h	\$300	2-3 months 10%
Medium 170w x 170h	\$425	4-6 months 15%
Large 170w x 340h	\$800	

Contact Sara Hines at 212-691-1051, ext. 216, or shines@collegeart.org for reservations and details.

Recent Exhibitors and Advertisers

PUBLISHERS

Abbeville Press
Actar D
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 Estetica,
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
Asel 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
Plaid 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
Arthistoryforyou.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
Saskia Ltd. Cultural
Documentation
Savannah College of Art
and Design
School of Visual Arts
Slideroom
Social Science Research
Council
Swann Galleries
Taylor Photographic
Universal Color Slide
Vermont College Union
Institute
Washington University
Graduate Program

“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

“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 Wiedenhoef, 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

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 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 Americas Hall II; \$1,275 for the first standard exhibit booth in Americas Hall I and \$1,175 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 3, 2010. 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 3, 2010, 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 Friday, October 29, 2010, 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 29, 2010, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications received after October 29, 2010, 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 2011 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 29, 2010, 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 Exhibitor 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 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 flame-proof) 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 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 Champion Exposition 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 Champion Exposition Services. Exhibitor 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 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 Champion Exposition Services. Arrangements for skilled and unskilled labor can also be made through Champion Exposition 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 9, through the conclusion of the dismantling at 6:00 PM, Saturday, February 12. 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 Halls

DRAYAGE

Advanced Shipments \$155/per cwt

Direct Shipments \$145/per cwt

Wired High Speed internet connection \$875 plus labor.

20 Amps standard electrical connection \$260 plus 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, Champion Exposition 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 Champion Exposition Services.

Questions about installation, furniture, equipment, and drayage should be directed to Champion Exhibitor Services at 800-387-7469.

CONFERENCE PROGRAM ADVERTISING RESERVATION AND CONTRACT

**99th Annual Conference of the College Art Association
New York, February 9–12, 2011**

AND THE COLLEGE ART ASSOCIATION

BETWEEN THE EXHIBITOR

PLEASE RESERVE _____ Full Page(s) \$ _____

PLEASE RESERVE _____ Half Page(s) \$ _____

PLEASE RESERVE _____ Quarter Page(s) \$ _____

Standard Booth and Full-Page* \$2,100

Standard Booth and Half-Page* \$1,850

Tabletop and Quarter-Page* \$1,000

*must be submitted with Exhibit Space or Tabletop Exhibit Application

RATES

Full Page \$1,000

Half Page \$ 750

Quarter Page \$ 525

Inside Front Cover ~~\$2,810~~ 4-color only-SOLD!

Inside Back Cover \$2,535 4-color only

Back Cover ~~\$4,190~~ 4-color only-SOLD!

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

PAYMENT ENCLOSED \$ _____

BILL UPON PUBLICATION \$ _____

RESERVATIONS AND ADS MUST BE RECEIVED BY DECEMBER 3, 2010.

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 _____

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

**99th Annual Conference of the College Art Association
New York, February 9–12, 2010**

AND THE COLLEGE ART ASSOCIATION

BETWEEN THE EXHIBITOR

STANDARD BOOTH \$ _____
 ADDITIONAL BOOTH(S) \$ _____
 HALF STANDARD BOOTH \$ _____
TOTAL \$ _____
 50% DEPOSIT ENCLOSED \$ _____
BALANCE DUE BY DECEMBER 3 \$ _____

BOOTH PRICES AND PAYMENT

Americas Hall I
 First standard booth \$1,275
 Additional booths \$1,175
 Half standard booth \$ 650

Americas Hall II
 First standard booths \$1,250
 Additional booths \$1,150
 Half standard booth \$ 637.50

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.

(1) _____ (2) _____ (3) _____ (4) _____

PRIORITY DEADLINE FOR APPLICATIONS IS OCTOBER 29, 2010.

FINAL DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 3, 2010.

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 _____

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 _____

TABLETOP EXHIBIT APPLICATION AND CONTRACT

**99th Annual Conference of the College Art Association
New York, February 9–12, 2011**

AND THE COLLEGE ART ASSOCIATION

BETWEEN THE EXHIBITOR

TABLETOP EXHIBIT \$ _____
50% DEPOSIT ENCLOSED \$ _____
BALANCE DUE BY DECEMBER 3 \$ _____

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 29, 2010.
DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS DECEMBER 3, 2010.**

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 _____

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 _____



college **art association**

275 Seventh Avenue
New York, New York 10001
www.collegeart.org

99th Annual Conference

New York, February 9–12, 2011