

**CALL FOR EXHIBITS AND SPONSORSHIPS**



**39<sup>th</sup>  
Annual Meeting**

**May 31 – June 2, 2017**  
**WESTIN BOSTON WATERFRONT**



*Society for*  
**Scholarly Publishing**  
Innovative People Advancing Scholarly Communication

## Dear Exhibitor and/or Sponsor,

We are excited to invite you to exhibit at the 39th Annual Meeting at the Westin Boston Waterfront, May 31 – June 2, 2017. SSP typically has between 800-900 attendees at the meeting and exhibitors can make valuable contacts through our targeted audience.

## Why You Should Exhibit at SSP's 39th Annual Meeting

- Share your latest products and services in an energized and focused setting.
- Take advantage of traffic builders, including advertising in the onsite program or having your brochure included in the attendee's registration packets. *(Separate fees apply.)*
- Network with your colleagues and other professionals who will be in attendance.
- Enjoy multi-media exposure through printed programs, the SSP website and promotional materials.

Whether your company sells products or a service, SSP's 39th Annual Meeting is the place to be!

**We look forward to seeing you there!**

[www.sspnet.org](http://www.sspnet.org)

## What is the SSP Annual Meeting?

The SSP Annual Meeting is the focal point for those engaged in scholarly communication. By bringing professionals together in an open exchange of the newest technical information, the meeting provides the highest standard in professional communication. The meeting offers the exhibitor the opportunity to display their products and services to a key market.

## Who Attends?

Attendees at the SSP Annual Meeting include professionals in the various sectors concerned with scholarly publishing. All sectors, including publishers, technology providers, scholars, librarians, database producers and other vendors are represented. Each attendee comes to the meeting seeking new ideas in product and service technology.

## Conference Schedule

The SSP 39th Annual Meeting officially opens on Wednesday, May 31, 2017 at 5:30 p.m. with a reception in the SSP Exhibitors Marketplace and adjourns on Friday, June 2, 2017 at 4:00 p.m.

## Online Registration

Register for your exhibit space, advertising and sponsorships through the SSP website at [www.sspnet.org](http://www.sspnet.org) beginning January 3, 2017.

## Booth Fees (see Exhibit Hall Map for locations):

**EARLY BIRD RATES ON OR BEFORE FEBRUARY 3, 2017:**

<u>Organizational Member Rate:</u>	<u>Non-Organizational Member Rate:</u>
Tier A: \$2,185 Tier B: \$1,995	Tier A: \$2,590 Tier B: \$2,370
Tabletop \$1,200	Tabletop \$1,400
<i>(tabletops include one 6' table and 2 chairs)</i>	<i>(tabletops include one 6' table and 2 chairs)</i>

**RATES AFTER FEBRUARY 3, 2017:**

<u>Organizational Member Rate:</u>	<u>Non-Organizational Member Rate:</u>
Tier A: \$2,285 Tier B: \$2,095	Tier A: \$2,690 Tier B: \$2,470
Tabletop \$1,300	Tabletop \$1,500
<i>(tabletops include one 6' table and 2 chairs)</i>	<i>(tabletops include one 6' table and 2 chairs)</i>

In the event of two or more exhibitors requesting same preference for booth location the exhibitor with the most points accumulated from past meetings will receive their preference if submitted before the early-bird deadline. All booth applications, regardless of point status with SSP, received after the early-bird deadline will be assigned on a first come, first served basis. Booths will be assigned after the early-bird deadline. Please see point system as detailed on page 4. To reserve your exhibit space, please include a \$500 non-refundable deposit, with the entire balance due no later than **April 21, 2017**. If payment is not made in full by **April 21, 2017**, SSP has the right to reassign your booth.

## Site

The Exhibitor Marketplace will be located in the Grand Ballroom at the Westin Boston Waterfront. Breaks, breakfast and the receptions will be located in the Exhibitor Marketplace.

## SSP Exhibit Schedule – Non-Competing Hours

**Wednesday, May 31**

Set Up..... Noon to 5:00 p.m.  
Exhibits Open..... 5:30 to 7:00 p.m.  
Reception..... 5:30 to 7:00 p.m.

**Thursday, June 1**

Exhibits Open..... 7:30 to 8:45 a.m.  
10:15 to 10:45 a.m.  
Lunch ..... 12:15 to 2:00 p.m.  
Exhibits Open..... 3:30 to 4:00 p.m.  
5:30 to 7:00 p.m.  
Reception ..... 5:30 to 7:00 p.m.  
Prize Drawing ..... 6:30 p.m.

**Friday, June 2**

Exhibits Open..... 7:30 to 8:45 a.m.  
12:15 to 1:30 p.m.  
Dismantle ..... 1:30 to 3:00 p.m.

***The above schedule is subject to change. An updated exhibitor schedule will be emailed to all exhibitors once the Annual Meeting program is set in early 2017.***

**Please Note:** Exhibitors may not tear down until the above dismantle time. If an organization dismantles early it may jeopardize its eligibility to exhibit at future SSP Annual Meetings. No entertainment, social functions or meetings may be scheduled to conflict with the official SSP Annual Meeting program or specific exhibit hours. Please see page 5 for more details.





## Society for Scholarly Publishing

10200 W 44th Avenue, Suite 304 | Wheat Ridge, CO 80033

(t) 303-422-3914 (e) info@sspnet.org

This Call for Exhibits and Sponsorships brochure includes booth, sponsorship and advertising information and the exhibit hall floor plan. Also included is the exhibit, sponsorship and advertising contract. Please be sure to review the SSP deadlines for important dates and the SSP Exhibitor Rules and Regulations. To reserve your exhibit space, please include a \$500 deposit, which is non-refundable.

**Onsite Four-Color Program** ads are available again this year.

**Register Online!** [www.sspnet.org](http://www.sspnet.org) for exhibits, advertising and sponsorships beginning January 3, 2017.

The **Exhibitors Marketplace** offers many opportunities to interact with attendees. As always, the Exhibitors Marketplace will host breakfast, breaks and receptions.

**Prize Drawings and Giveaways!** Again this year, exhibitors can offer prize drawings for all attendees visiting the Exhibitors Marketplace. As attendees visit the exhibit hall, invite them to put their business cards in a bowl (you supply); the cards are yours to keep. We will draw prizes during the reception Thursday evening. Let us know what prize you will be offering, and we will advertise this in the onsite program.

**Sponsorship Opportunities:** SSP would like to give you the first opportunity to sponsor various events, including joining other organizations to sponsor receptions and meals. Through sponsorship, you will gain further exposure to the SSP community.

**Media Distribution:** Reach each and every attendee by placing your brochure or flyer in the attendee registration packets.

**Deadline:** The exhibitor early-bird deadline is **February 3, 2017**. We anticipate selling out again. Please reserve your booth early, so your company information can be included in all the marketing materials!

**Trade shows are one of the best opportunities for face-to-face marketing. Come be a part of this exciting event!**

— SSP DEVELOPMENT COMMITTEE

# Exhibitor Rules and Regulations

The following rules and regulations are designed to implement the principles in a fair, effective and equitable manner. These rules, along with the terms and conditions of the application for exhibit space, are an integral and binding part of your contract with SSP.

## Fees

The price of the booth includes the space itself for the duration of the show and a full SSP Annual Meeting registration for one person. Additional booth representative badges are \$375 per person and may be purchased in advance or onsite at registration. Meals and access to the meeting are included in this price. Limit three additional reps per booth.

## Assignment of Exhibit Space

Every effort will be made to assign the exhibitor the first choice of locations or as near the first choice as possible. In the event of two or more exhibitors requesting same preference for booth location the exhibitor with the most points accumulated from past meetings will receive their preference if submitted before the early-bird deadline. All booth applications, regardless of point status with SSP, received after the early-bird deadline will be assigned on a first come, first served basis. Booths will be assigned after the early-bird deadline. **SSP reserves the right to assign space as necessary in the best interest of the Annual Meeting.**

### Points are accumulated on the following basis:

- 250 points for being a Sustaining Member of SSP for the current year
- 100 points for being a Supporting Member of SSP for the current year
- 10 points per booth per year exhibiting for the previous 5 years
- 5 points for each \$100 contributed for a 2017 Annual Meeting Sponsorship

## Eligibility for Exhibiting

The Annual Meeting is SSP's premiere conference. Its purpose is to enhance the professional development of its members. Accordingly, SSP reserves the exclusive and total right to control all aspects of the conduct of the meeting and exhibits. SSP specifically reserves the right to determine the acceptability of applications for exhibit space. Applications must meet all of the following criteria:

- a. The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are directly related to scholarly communication.
- b. The applicant is determined by SSP to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by SSP not to be harmful, ineffective or illegal.
- c. The applicant agrees to comply with SSP's rules and regulations governing exhibits.
- d. The application, fees and any required documents are received prior to the established deadline.

## Exhibit Area/Booth Information

All booths are 8' x 10' as specified on the layout.

Each booth includes: 8' high back wall and 3' high side drape, one 6' x 30' draped table, two side chairs, one wastebasket and a 7" x 44" booth identification sign. The exhibit hall is carpeted. The show colors will be indicated in the decorator kit that will be sent to you at a later date. **Please note:** To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must NOT be higher than 8' in the back and 4' high along dividers and aisles. No walls, partitions, decorations or any other obstructions may be erected which in any way interfere with the view of any other exhibit. **Exhibitors desiring to use materials other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations must submit a detailed sketch or a proposed layout by email at least 30 days prior to the opening of the exhibit, and must receive written approval from the meeting manager.**

Tabletops include one 6-foot table and two chairs.

## Exhibit Shipping Information

Exhibitors are responsible for any handling charges associated with their packages and it is recommended to use the decorator or a trackable service. The shipping address, dates and information will be located in your exhibitor kit sent directly to you from the SSP decorator. SSP, the decorator, its employees and agents are not responsible for the shipping of stored materials. The hotel will not accept any exhibit material shipments.

## Exhibit Installation

Installation of exhibits in the SSP Exhibitors Marketplace commences at noon on **Wednesday, May 31, 2017**. All exhibits must be fully operational by **5:00 p.m., Wednesday, May 31, 2017**.

## Dismantling/Removal of Exhibits

Each exhibitor will complete arrangements for removal of material from the Westin Boston Waterfront in accordance with these rules. No packing or dismantling of exhibits will be allowed until the official closing of the SSP Exhibitors Marketplace on **Friday, June 2, 2017**.

All exhibit materials must be packed and ready for shipment **Friday, June 2, 2017**. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

## Care of Exhibit Space

The exhibitor must, at its own expense, maintain and keep the booth and exhibit in clean and good order in accordance with these rules and regulations and all other applicable rules and ordinances.



## **Cancellation Policy**

Cancellations received in writing prior to **April 3, 2017** will forfeit the \$500 down payment. Cancellations received between **April 3, 2016** and **April 17, 2017** will be subject to a 50% cancellation fee. There will be no refund for cancellations received after **April 17, 2017**.

In the unlikely event of cancellation of the meeting, SSP is not responsible for any cost, damages or other expenses of any kind including, without limitation, transportation and/or hotel costs incurred by registrant or exhibitor.

## **Sub-Leasing**

Subleasing of the exhibit space is NOT permitted, and two or more companies may not share a single leased space.

## **Utilities**

Utilities (e.g. electrical, telephone, etc.) must be ordered directly from the designated vendors and are not included in the booth fee. Order forms will be in the exhibitor kit from the decorator.

## **Security**

Each exhibiting company is responsible for safeguarding its goods, materials, equipment and exhibit booth at all times. General security service will be provided by SSP for the exhibition period, but neither the security service nor SSP will be responsible for loss of or damage to any property.

## **Exhibit Hall Attendance**

Exhibit hall attendance is restricted to registrants at the SSP Annual Meeting.

## **Fire Regulations**

All doors and openings must be kept clear. Exhibit signs, fire alarms and extinguishers must be visible at all times. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. All decorations must be able to stand a flameproof test.

## **Liability and Insurance**

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save SSP, Westin Boston Waterfront, its owners, its operator, and each of their respective parent, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of SSP, Westin Boston Waterfront, and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 combined single limit for personal injury and property damage.

SSP, Westin Boston Waterfront, its owners, its operator, shall be included in such policies as additional named insured's. In addition, exhibitor acknowledges that neither SSP, Westin Boston Waterfront, its owners, its operator, maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

## **Terms**

No applications will be accepted or processed without receipt of the full fee. To reserve your exhibit space and/or sponsorship, you will need to include a \$500 non-refundable deposit, with the entire balance due no later than **April 21, 2017**. Payments by check should be made payable to SSP and forwarded to SSP, Attn: Kelly Smykal, 10200 West 44th Avenue, Suite #304, Wheat Ridge, CO 80033.

## **Accommodations**

The meeting will be held at the Westin Boston Waterfront. A special rate of \$279 single/double (plus applicable taxes) has been arranged. Please call the hotel directly at **1-888-627-7115** and identify yourself as an Society for Scholarly Publishing attendee to receive the special rate. The reservation cut-off date is **April 29, 2017, 5:00 p.m. ET**; thereafter the hotel will accept reservations on a space available basis. Exhibitors are encouraged to stay at the conference hotel.

## **Hotel Use**

SSP reserves the right to control suite reservations at the hotel. No potential exhibitor will be allowed access to a hotel suite for the express purpose of circumventing the SSP Exhibitors Marketplace and its attendant costs.

## **Press Conferences**

Press conferences by exhibitors on the exhibit floor during the exhibit hours are prohibited. All news conferences must be coordinated with the SSP meeting manager.

## **Meetings, Entertainment and Social Functions**

No entertainment, social functions or meetings may be scheduled to conflict with the official SSP Annual Meeting program or specific exhibit hours.

Requests for use of function space at the facility must be made in writing to SSP. Upon receipt of request for function space, SSP will notify you if space is available. It is the responsibility of the exhibitor to finalize arrangements with the hotel.

## **Smoking**

Smoking is prohibited in all meeting rooms and exhibit areas during the SSP Annual Meeting.

## Interpretation and Enforcement

These rules and regulations become a part of the contract between the exhibitor and SSP. SSP has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decisions of SSP and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors or their representatives who fail to observe these conditions, or contract or who, in the opinion of SSP, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.

## Advertising Opportunities

To place an ad in the SSP Annual Meeting onsite program, a web banner ad on the meeting website, a mobile app ad or push notification, please complete the ad order section on the sponsorship/advertising form. See form for ad sizes and prices. We can accept your ad as an electronic file, TIFF or PDF. Print ads must be at least 350 dpi high resolution files. Please call if your ad is in a different format than listed above. **Deadline:** We must receive your ad materials, and payment no later than **April 3, 2017**.

## Media Distribution

As an additional opportunity, SSP will place your brochure, pamphlet, etc. in each registrant's packet. The fee of \$500 for SSP members and \$650 for non-members is charged for participation of this distribution. All collateral must be pre-approved by the SSP office. Upon approval, we will notify you with the shipping address, number of pieces to ship and the deadline.

Exhibitors are responsible for any shipping and handling charges associated with these pieces. Unused materials cannot be returned.

## Prize Drawings

Exhibitors can offer prize drawings for all attendees visiting the SSP Exhibitors Marketplace. Invite attendees to put their business cards in a bowl (you supply) at your booth. We will draw for the prize drawing during the Thursday night reception. An SSP liaison

will draw the winning business card from your bowl and announce the winner. Any exhibitor can participate, simply indicate on the registration form that you will be hosting a give-away. Then let us know what prize you will be offering. We will advertise this in the onsite program. Attendees must be present to win. This is an opportunity for you to support the SSP Exhibitors Marketplace and to encourage attendees to visit and leave their information at your booth.

## Mailing Lists

All exhibitors will receive, free of charge, a one-time use of the attendee mailing list. The attendee list will be sent out in an Excel spreadsheet format. Each exhibitor will receive one list and only one list unless an additional list is purchased. The list will be distributed approximately three weeks before the meeting. An additional attendee list is available for a one-time use to exhibitors at a 50% discount off the regular price of \$395 for member/non-profit or \$595 non-member for pre- or post-marketing.

All rental requests must be in writing on the SSP order form and must be accompanied by a sample of the mailing piece that will be sent (or actual copy if no mailing piece is available). The Society for Scholarly Publishing reserves the right to refuse rental without cause. Please contact Kelly Smykal at [ksmykal@kellencompany.com](mailto:ksmykal@kellencompany.com) for more information.

## Contact Information

All exhibit inquiries for the SSP Annual Meeting should be addressed to:

Society for Scholarly Publishing  
Attn: Kelly Smykal  
10200 West 44th Avenue, Suite #304 | Wheat Ridge, CO 80033  
Tel: 847-686-2323 | E-mail: [ksmykal@kellencompany.com](mailto:ksmykal@kellencompany.com)

For meeting and program updates, please see the SSP website at [www.sspnet.org](http://www.sspnet.org).

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**Advertising Opportunities:** We are again offering four-color advertising in the onsite program, given to every attendee at the Annual Meeting. The Society for Scholarly Publishing reserves the right to accept, reject, delete or reword advertising. (Please see advertising format above.) **The deadline to submit ad materials for the onsite program is April 3, 2017.**

### SSP Advertising

#### FOUR-COLOR PRINT ADS

**Back Cover..... \$1,000**

5" wide x 8" tall (*no bleed*)

OR 6" wide x 9" tall plus 1/4" bleed added on all sides (*full bleed*)

**Inside Front Cover..... \$900**

5" wide x 8" tall (*no bleed*)

OR 6" wide x 9" tall plus 1/4" bleed added on all sides (*full bleed*)

**Inside Back Cover..... \$900**

5" wide x 8" tall (*no bleed*)

OR 6" wide x 9" tall plus 1/4" bleed added on all sides (*full bleed*)

**Full Page..... \$725**

5" wide x 8" tall (*no bleed*)

OR 6" wide x 9" tall plus 1/4" bleed added on all sides (*full bleed*)

**Half Page..... \$575**

5" wide x 3.75" tall (*no bleed*)

#### MOBILE/WEB BANNER ADS

**Exclusive Mobile App Banner**

**and Splash Screen..... \$6500**

(*see Platinum Mobile App Sponsorship*)

**Mobile App Banner..... \$750**

(*5 available*)\*

**Web Banner..... \$500**

**Push notifications..... \$100**

*\*If the Mobile App sponsorship is purchased, banner ads will not be available to any other organizations.*

### Media Distribution

As an additional opportunity, SSP will place your brochure, pamphlet, etc. in each registrant's packet. The fee of \$500 for SSP members and \$650 for non-members is charged for participation of this distribution.

**Sponsorship Opportunities:** All sponsorships include recognition in online and printed marketing/PR promotions, company logo and 50-word or less company description in printed program, listing on SSP's Annual Meeting website, company logo on onsite conference signage, and sponsor ribbons for badges. **All branded items will be produced and delivered by the "sponsor" to the conference.** SSP reserves the right for final approval prior to production.

**Diamond Package..... \$8,000**

*Sponsorship of an evening reception or wireless Internet (choose one)*

- Wifi Option: Attendees receive a wifi card with the sponsor's logo and the sponsor's choice of password.
- Reception Option: Includes company logo projected at the sponsored reception and choice of an ice sculpture or napkins with logo

**Package includes:**

- Two complimentary registrations to the 2017 Annual Meeting
- Choice of ice sculpture or napkins with logo at the sponsored reception
- Pre-approved marketing material to distribute at Reception/or place in attendees registration packets
- Company logo and Diamond Sponsor attribution prominently displayed on signage at the meeting
- Inside half-page color ad in the onsite program
- Banner ad on SSP's Annual Meeting website home page
- Logo with hyperlink on SSP's Annual Meeting website sponsorship page
- Email announcement/press release of your participation
- Sponsorship recognition in SSP newsletter
- One pre-conference and one post-conference attendee list (*for one-time mailing use each*)
- Use of "SSP Diamond Sponsor" on all corporate signage, signatures, and logos immediately before, during, and after the Annual Meeting
- Additional benefits listed above

**Platinum Package ..... \$6,500**

*Sponsorship of Keynote Speaker, Mobile app, Lunch or Professional Headshot Studio*

- Keynote Option: Includes opportunity introduce the keynote and sponsor's organization
- Luncheon Option: Includes pre-approved marketing material placed on attendee chairs or tables
- Mobile App Option: Includes exclusive branding on mobile app
- Headshot Studio Option: Includes signage near photo studio and mentions in related push-notifications

**Package includes:**

- One complimentary registration to the 2017 Annual Meeting
- Inside half-page ad in onsite program
- Email announcement/press release of your participation
- Logo with hyperlink on SSP's Annual Meeting website sponsorship page
- Post-conference attendee list (*for one time mailing use*)
- Use of "SSP Platinum Sponsor" on all corporate signage, signatures, and logos immediately before, during, and after the Annual Meeting

- Mobile app. sponsors also receive: Branding on the mobile app
- Company logo and Platinum Sponsor attribution prominently displayed on signage at the meeting
- Additional benefits listed above

**Gold Package ..... \$4,500**

*Sponsorship of a coffee break or a specialty food/drink station*

- Coffee break on Thursday morning, June 1
- Coffee break on Thursday afternoon, June 1
- Coffee break on Friday morning, June 2
- Specialty food/drink station at a break

**Package includes:**

- Company logo on napkins at Coffee break or Specialty Food/Drink Station
- Company logo and Gold Sponsor attribution prominently displayed on signage at the meeting and at the break or food/drink station
- Half-price discounted ad in onsite program
- Logo with the hyperlink on SSP's Annual Meeting website sponsorship page
- Email announcement/press release of your participation
- Use of "SSP Gold Sponsor" on all corporate signage, signatures, and logos immediately before, during, and after the Annual Meeting
- Additional benefits listed above

**Virtual Conference**

**Package..... \$4,000**

*For the first time, SSP will broadcast a selection of Annual Meeting sessions for registered virtual attendees to participate in real-time (7 available)*

**Package includes:**

- One complimentary Virtual Conference Group Registration (*unlimited viewers via single log in*)
- Recognition in printed and online materials as "SSP Virtual Conference Sponsor"
- Exclusive recognition (logo/ad) on title screen for one live-streamed concurrent or plenary session
- Signage at onsite registration and logo/ad on virtual attendee welcome page
- Recognition (logo/ad) on archived sessions
- Additional benefits listed above

**Silver Package..... \$2,500 each**

*SSP Fellowship Program* Each year, the SSP awards Fellowships to early career professionals and students of publishing, librarianship and information science. The program provides annual membership to Fellows, educational seminars, mentoring, and travel and attendance at the SSP Annual Meeting. Please consider a sponsorship to support this important program.

**Package includes:**

- Company logo with SSP Awards Fellowship Sponsor attribute on signage at meeting
- Listing on SSP Annual Meeting website with hyperlink to website
- Additional benefits listed above

**Industry Partner.... Up to \$2,000**

**Package includes:**

- SSP Annual Meeting underwriter
- Recognition in printed materials
- Listing on SSP Annual meeting website
- Signage at registration
- Additional benefits listed above

**Branded Items**

**\*All branded items will be produced and delivered by the sponsor to the meeting location. SSP reserves the right for final approval prior to production.**

- Lanyard.....\$4,500
- Tote bag.....\$4,000
- Key cards.....\$3,500
- Water bottle.....\$2,500
- USB Drives.....\$2,000
- Portable Chargers.....\$2,000
- Note pad.....\$1,500
- Pen.....\$1,000
- Mints.....\$750

**Please contact Kelly Smykal at [ksmykal@kellencompany.com](mailto:ksmykal@kellencompany.com) or 847-686-2323 for more information for more details.**

**Name Your Sponsorship**

Work directly with our development committee and meetings staff to create a unique sponsorship opportunity that meets the needs of your company. We're excited to work with you on this special sponsorship category! Contact **Kelly Smykal at [ksmykal@kellencompany.com](mailto:ksmykal@kellencompany.com)** for more information.

**To reserve your sponsorship, you will need to include a \$500 non-refundable deposit, with the entire balance due no later than April 21, 2017.**

# Exhibitor, Sponsor & Advertising Application

**Society for Scholarly Publishing | 39th Annual Conference**  
**Westin Boston Waterfront | May 31 – June 2, 2017**  
**Early Bird Deadline: February 3, 2017**

Company: \_\_\_\_\_  
Authorized Representative: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Website/URL: \_\_\_\_\_

This exhibit contract includes one exhibitor only pass for each paid booth. Please list your representative here:

1: \_\_\_\_\_

Badges for additional representatives may be purchased in advance or onsite at registration for \$375 per person. Meals and access to the conference are included in this price. Limit three additional reps per booth. Please list your additional exhibitor reps here.

2: \_\_\_\_\_ 4: \_\_\_\_\_

3: \_\_\_\_\_

**AGREEMENT**—In signing this application, I agree to conform to the Society for Scholarly Publishing’s exhibit regulations for the 2017 Annual Meeting, which are hereby made a part of this application. I also agree that I understand the SSP point system and booth placement policy and that SSP reserves the right to assign booths in the best interest of the 2017 Annual Meeting.

Signature \_\_\_\_\_

**APPLICATION DEADLINE:** To reserve your exhibit space and or sponsorship, you will need to include a \$500 non-refundable deposit, with the entire balance due no later than **April 21, 2017**. In the event of two or more exhibitors requesting same preference for booth location the exhibitor with the most points accumulated will receive their preference. Please see point system as detailed on page 4.

## Booth Location Request Form and Company Listing

**IMPORTANT:** Provide a description of 50 words or less for your company’s product(s)/service(s) to be published in SSP promotional materials and website. Please email your description to [kscopykal@kellencompany.com](mailto:kscopykal@kellencompany.com) before **April 3, 2017**.

### *Please locate us near...*

We prefer to be located NEAR one of the following organizations (specific names, not type of businesses):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### *Do not locate us near...*

“Located away” means not directly next to or across the aisle.

We prefer to be located away from the following competing organizations (specific names, not type of businesses):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

\_\_\_\_\_ # of exhibit spaces ordered    1st choice \_\_\_\_\_    2nd choice \_\_\_\_\_    3rd choice \_\_\_\_\_    4th choice \_\_\_\_\_

**YES**, we will participate in the prize drawing. Please provide a brief description of the item (30 words) to be included in the promotional emails and the onsite program: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Exhibitor, Sponsor & Advertising Application

## SSP Sponsorship Contract

### General

This contract, properly executed by sponsor, shall upon written acceptance and notification of sponsorship assigned by meeting management, constitute a valid and binding contract. The Society for Scholarly Publishing (SSP), reserves the exclusive and total right to control all aspects of the conduct of this event; and specifically, it reserves the right to determine the eligibility of any sponsor for inclusion in the meeting sponsorship. Requests for sponsorship may be refused or restricted for any reason determined by SSP. SSP also reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well being of the sponsorships and meetings. Meeting management's decisions and interpretations shall be accepted as final in all cases. The acceptance of this contract does not carry nor imply endorsement of the product or service by SSP.

SSP reserves the right to restrict any sponsorship because of method of operation, or any behavior that is judged objectionable; and also to prohibit or to that which is considered to detract from the general character of the sponsorships as a whole. This general restriction includes persons, things, conduct, printed matter, or anything deemed objectionable by SSP. In the event of such restriction, SSP is not liable for any refund or other sponsor expenses. All sponsorship packages may not be altered or changed in anyway. All sponsorships are as initially agreed upon.

### Branded Items

All branded items will be paid for, produced and delivered by the sponsor to the meeting location. All branded items must be approved by SSP prior to production.

### Payment for Sponsorship

\$500 down payment must be received to secure a sponsorship. Full payment must be received by **April 21, 2017**; otherwise the sponsorship will be forfeited to a company on the waiting list. Checks must be made payable to the Society for Scholarly Publishing. Visa, MasterCard, Discover and American Express will also be accepted. No sponsorship will be made prior to full payment of sponsorship fees. Sponsors with a balance due will not be allowed to sponsor until the balance is paid in full.

### Cancellation/Refund

Sponsorship cancellations must be submitted in writing. Cancellations received in writing prior to **April 3, 2017** will forfeit the down payment. Cancellations received between **April 3, 2017** and **April 17, 2017** will be subject to a 50% cancellation fee. Sponsors canceling after **April 17, 2017** will be responsible for payment in full, and may jeopardize its eligibility to sponsor at future meetings.

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## SSP Sponsorship Payment Form

Please complete the information below and mail, fax or email with payment. Please email your company logo (high resolution 350 dpi, 6" wide in TIFF, EPS or PDF format) and brief company profile (50 words or less) to: Kelly Smykal at [ksymkal@kellencompany.com](mailto:ksymkal@kellencompany.com) for inclusion in the program no later than **April 3, 2017**.

Sponsor agrees to conform to all rules and regulations stated above. Breaches or infractions of these rules may jeopardize the eligibility to sponsor at future meetings hosted by SSP.

Company Name: *(as wish to appear on official programs)* \_\_\_\_\_

Representative Name: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ URL: \_\_\_\_\_

Sponsorship amount: \$ \_\_\_\_\_ For sponsorship(s) of: \_\_\_\_\_

### Payment Method:

Check  Visa  Master Card  American Express  Discover

Name of Cardholder: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

CVV Code (number on back of card) \_\_\_\_\_ Signature: \_\_\_\_\_

**Check Enclosed \$** \_\_\_\_\_

Please make check payable to: **Society for Scholarly Publishing**

Mail, fax or email completed form and payment to:

Society for Scholarly Publishing, Attn: Kelly Smykal, 10200 West 44th Avenue, Suite 304, Wheat Ridge, CO 80033-2840

Email: [ksmykal@kellencompany.com](mailto:ksmykal@kellencompany.com) | Online: [www.sspnet.org](http://www.sspnet.org)

# Exhibitor, Sponsor & Advertising Application

Mail or email completed form and payment to: SSP, Attn: Kelly Smykal, 10200 West 44th Avenue, Suite 304, Wheat Ridge, CO 80033-2840 | Email: ksmyskal@kellencompany.com | Online: www.sspnet.org

## DIAMOND SPONSOR

- Wednesday Night Reception—\$8,000
- Thursday Night Reception—\$8,000
- Wireless Internet—\$8,000

## PLATINUM SPONSOR

- Keynote Sponsor—\$6,500
- Mobile App—\$6,500
- Professional Headshot Studio—\$6,500
- Thursday Awards Luncheon—\$6,500
- Friday Networking Lunch—\$6,500

## GOLD SPONSOR

- Morning Coffee Break on Thursday—\$4,500
- Morning Coffee Break on Friday—\$4,500
- Afternoon Coffee Break on Thursday—\$4,500
- Specialty Food/Drink Station—\$4,500
- Virtual Meeting—\$4,000

## SILVER SPONSOR

- SSP Fellowship—\$2,500

## INDUSTRY PARTNER—\$2,000

### BRANDED ITEMS

- Lanyard—\$4,500
- Tote Bag—\$4,000
- Key Cards—\$3,500
- Water Bottle—\$2,500
- USB Drive—\$2,000
- Portable Charger—\$2,000
- Note Pad—\$1,500
- Pen—\$1,000
- Mints—\$750

## Advertising Opportunities

Ad materials deadline is April 3, 2017. SSP reserves the right to accept, reject, delete or reword advertising.

### FOUR-COLOR PRINT ADS

- Back Cover \$1,000  
5" wide x 8" tall (no bleed) OR 6" wide x 9" tall plus 1/4" bleed added on all sides (full bleed)
- Inside Front Cover \$900  
5" wide x 8" tall (no bleed) OR 6" wide x 9" tall plus 1/4" bleed added on all sides (full bleed)
- Inside Back Cover \$900  
5" wide x 8" tall (no bleed) OR 6" wide x 9" tall plus 1/4" bleed added on all sides (full bleed)
- Full Page \$725  
5" wide x 8" tall (no bleed) OR 6" wide x 9" tall plus 1/4" bleed added on all sides (full bleed)
- Inside One-Half Page \$575  
5" wide x 3.75" tall (no bleed)

### MOBILE AND WEB BANNER ADS

- Exclusive Mobile App Banner and Splash Screen \$6500  
(see Platinum Mobile App Sponsorship)
- Mobile App Banner (5 available)\* \$750
- Web Banner \$500
- Push Notifications \$100

\*If the Mobile App sponsorship is purchased, banner ads will not be available to any other organizations.

## Media Distribution Opportunity

SSP will place your brochure, pamphlet, etc. in each registrant's packet.

- Please distribute my promotional materials in the registrant's packet at \$500 (member) and \$650 (non-member). SSP reserves the right to accept or reject materials and issue a refund of the sample if rejected. Please see page 6 for more details.

## Fee Summary

Exhibit Booth(s):	\$ _____
Additional Exhibitor Only Pass(es)	\$ _____
<i>(One exhibitor pass is included in the booth fee. Additional exhibitor only passes are available for \$375 each, limit to three additional rep passes.)</i>	
Sponsorship:	\$ _____
Media Distribution:	\$ _____
Advertising:	\$ _____
<b>Total Enclosed:</b>	<b>\$ _____</b>

## Payment Summary

- Check  Visa  Master Card  AMEX  Discover
- Credit Card # \_\_\_\_\_
- CVV Code (number on back of card) \_\_\_\_\_
- Exp. Date: \_\_\_ / \_\_\_
- Name of Cardholder \_\_\_\_\_
- Signature \_\_\_\_\_

## Important Deadlines:

- Early-Bird Deadline ..... **February 3**
- Website and Onsite Program Listings ..... **April 3**
- Final Payments ..... **April 21**
- (Company logo/profile for sponsors, company listing/profile for exhibitors)*

# Conference Floor Plan

