



EXHIBIT APPLICATION/CONTRACT
2010 Annual Meeting, Atlanta, GA • November 20–23



COMPANY NAME (TO BE LISTED IN PROGRAM)		CONTACT PERSON
ADDRESS		
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		
TELEPHONE	FAX	EMAIL

BOOTH CHOICE (PLEASE ENTER BOOTH NUMBERS FROM DIAGRAM)					
1ST	2ND	3RD	4TH	5TH	6TH

Booths are assigned according to date of receipt of application, number of booths requested, and past history with the Annual Meeting. Initial placement will take place onsite at the 2009 SBL Annual Meeting. A 50% deposit for this space must be received by January 15th to hold your space. Any contracts received after the 2009 Annual Meeting will be placed as the contracts are received. A 50% deposit must accompany the contract. The balance of all fees are due by June 30.

BEFORE MAY 1			NUMBER OF BOOTHS		TOTAL
REGULAR 9'x10'	\$1600	X		=	\$
PREMIUM 9'x10'	\$2200	X		=	\$
AFTER MAY 1					
REGULAR 9'x10'	\$1800	X		=	\$
PREMIUM 9'x10'	\$2400	X		=	\$
EXTRA PER CORNER BOOTH	\$200	X		=	\$
TOTAL DUE					\$
50% DEPOSIT					\$
BALANCE DUE					\$
(BALANCE DUE MUST BE PAID BY JUNE 30.)					

PAYMENT OPTIONS				
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO SOCIETY OF BIBLICAL LITERATURE. INDICATE PAYMENT IS FOR EXHIBIT SPACE)				
<input type="checkbox"/> CHARGE				
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD	CARD #		SECURITY CODE	EXPIRATION DATE
<input type="checkbox"/> AMEX	SIGNATURE			

IMPORTANT: The SBL reserves the right to determine which exhibits/exhibiting companies are consonant with the character of the Annual Meeting. This is not a binding contract until proper deposit is received and this application/contract is accepted. The SBL has the right to void this application/contract if full payment is not received prior to June 30. No deposit will be reimbursed after June 30.

I have read, understand, and accept all terms and conditions of this application/contract and will abide by the Terms and Provisions accompanying this application/contract. I will abide by the terms of the Exhibitor Service Kit and memos prior to the Annual Meeting.

Signature _____ Print Name _____ Title _____ Date _____



EXHIBIT INFORMATION



2010 Annual Meeting, Atlanta, GA • November 20–23

BOOTH ASSIGNMENT

Booths are assigned according to receipt of application, booths requested, and past history with the Annual Meeting. Initial placement will take place onsite at the 2009 SBL Annual Meeting.

FEES AND PAYMENT SCHEDULE

A 50% deposit for space assigned during the initial round of placement at the 2009 Annual Meeting must be received by January 15th to hold space. All contracts received after the 2009 Annual Meeting will be placed as they are received. A 50% deposit per booth must be enclosed with this application if made after the 2009 Annual Meeting. The balance of the rental fee is due by June 30.

The price of each 9' x 10' booth depends upon placement in the Exhibit Hall. For corner booths throughout the hall, add \$200 to the prices listed.

See below for cancellation details.

PRIVILEGES

Exhibitors accepted by May 1 are listed in the SBL Annual Meeting Session Guide, mailed to all 9,000 SBL Members prior to the meeting. All exhibitors accepted by October 1 will be listed in the Annual Meeting Program Book, distributed onsite. Each exhibitor receives a confirmation kit which includes booth assignment, hotel information, and preregistration forms. Two complimentary preregistrations are allotted per booth, one Session Guide per booth, and one blocked hotel room per booth. Additional hotel rooms may be reserved for those registered. Copies of the Program Book may be picked up at the meeting.

TERMS AND PROVISIONS OF EXHIBIT SPACE

1. Eligibility to Exhibit

All new exhibitors are required to send information about their company and the material they plan to exhibit. Allocation of exhibit space is reserved for scholarly materials in either print or electronic media, journals, and other materials and tools appropriate for teaching and scholarly research that are judged to be consonant with the statements of purpose of the Society of Biblical Literature. The SBL reserves the right to determine all booth assignments and to refuse exhibit space or to exclude any exhibit judged not to be consonant with the character of the Annual Meeting.

2. Restrictions on Use of Space

No exhibitor may sublet booth space or any portion thereof without prior written consent from the SBL. Exhibitors planning drawings in their booth space must request permission in advance from SBL Exhibit Management, by October 15, 2010, so that provisions can be made to handle any traffic flow problems.

CANCELLATION OF EXHIBIT CONTRACT

1. Cancellations

Exhibitors must inform the SBL in writing of intent to cancel; without written notification they will not be allowed to exhibit in the future. Exhibitors cancelling their participation in writing by June 30 receive a refund of the rental fee paid less a \$200 per booth administrative fee. No refunds issued after June 30.

2. Failure to Pay

Full payment of rental fees for exhibit space must be received by June 30. Failure to remit payment by June 30 constitutes cancellation of the contract and space will be subject to resale without refund.



ADVERTISING INFORMATION

2010 Annual Meeting

Atlanta, GA • November 20–23



COMPANY NAME (TO BE LISTED IN PROGRAM)		AGENCY (IF APPLICABLE)	
ADDRESS		ADDRESS	
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY	
TELEPHONE		TELEPHONE	
FAX		FAX	
EMAIL		EMAIL	
CONTACT		CONTACT	
SIGNATURE		SIGNATURE	
DATE		DATE	
<input type="checkbox"/> SEND ALL CORRESPONDENCE TO THIS ADDRESS		<input type="checkbox"/> SEND ALL CORRESPONDENCE TO THIS ADDRESS	

OPPORTUNITY*	ADVERTISEMENT	RATE		NUMBER OF PAGES		TOTAL
SESSION GUIDE (MAILED PRIOR TO MEETING)	FULL PAGE	\$1000	x		=	\$
	HALF PAGE	\$750	x		=	\$
	INSIDE FRONT COVER	\$1750	x		=	\$
	INSIDE BACK COVER	\$1750	x		=	\$
	OUTSIDE BACK COVER	\$2000	x		=	\$
PROGRAM BOOK (DISTRIBUTED ONSITE)	FULL PAGE	\$750	x		=	\$
	HALF PAGE	\$500	x		=	\$
	INSIDE FRONT COVER	\$1250	x		=	\$
	INSIDE BACK COVER	\$1250	x		=	\$
	OUTSIDE BACK COVER	\$1500	x		=	\$
TOTE BAG INSERTS	FULL PAGE	\$1000	x		=	\$
TOTAL						\$

*SEE INFORMATION DETAIL SHEET FOR SPECS, DATES, AND DEADLINES FOR SUBMISSION.
 RATES INCLUDE SPACE ONLY. TOTAL AMOUNT DUE WITH CONTRACT. NO AGENCY DISCOUNTS.

Payment Options				
<input type="checkbox"/> Check (Make check payable to Society of Biblical Literature. Indicate payment is for Advertising.)				
<input type="checkbox"/> Charge				
<input type="checkbox"/> VISA	<input type="checkbox"/> Mastercard	Card #	Security Code	Expiration Date
<input type="checkbox"/> Amex		Signature		

Send contract and payment to: SBL Annual Meeting Exhibits & Advertising, Society of Biblical Literature, The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA, 30329, USA. P: 877-336-6798 Outside US: 404-727-2315 F: 404-727-3101 E: AdEx@sbl-site.org

SESSION GUIDE (Mailed to all SBL members)

The SBL Annual Meeting Session Guide is sent to all members of the SBL prior to the meeting — over 9,000. It contains the full program session listings for all SBL sessions. As in the past, many attendees will use the Annual Meeting Session Guide as a “wish book” or shopping catalog for books in planning which exhibitors to visit at the meeting. A random drawing will be held for the Session Guide covers out of the cover contract requests received by the deadline.

Deadlines:		Specifications: 8½ x 11 inches trim size; SBL Guide Book covers are four color. Inside pages are black and white only.
Contract:	March 15, 2010	
Artwork / advertisement:	April 15, 2010	

Advertising copy may be submitted by email (adex@sbl-site.org) (high-resolution PDF or EPS.) Ads that do not fit the exact size specifications may be altered, and any charges incurred in so doing will be billed to the advertiser. You must send explicit instructions regarding the order of multiple pages. Please note that artwork for facing pages must not bleed across the gutter.

PROGRAM BOOK (Distributed onsite)

The Annual Meeting Program Book contains a full listing of all program sessions, including all additional meetings. Every attendee will use this book as it provides the location and most up-to-date information on the program. A random drawing will be held for the Program Book covers out of the cover contract requests received by the deadline.

Deadlines:		Specifications: 8½ x 11 inches trim size; SBL Program Book covers are four color. Inside pages are black and white only.
Contract:	August 13, 2010	
Artwork / advertisement:	September 15, 2010	

Advertising copy may be submitted by email (adex@sbl-site.org) (high-resolution PDF or EPS.) Ads that do not fit the exact size specifications may be altered, and any charges incurred in so doing will be billed to the advertiser. You must send explicit instructions regarding the order of multiple pages. Please note that artwork for facing pages must not bleed across the gutter.

TOTE BAG INSERTS

The Annual Meeting Tote Bag is distributed onsite to more than 5,000 attendees. An insert places a direct marketing piece in the hands of attendees — it can be used to attract attendees to your booth through ads, special coupons, etc. Production of tote bag inserts is the responsibility of the purchaser.

Deadlines:		Inserts must be shipped to the pre-meeting warehouse by November 1 and clearly marked as “tote bag inserts.”
Contract:	October 15, 2010	
Advertisement:	November 1, 2010	

CANCELLATION

Failure to submit advertising copy by the published deadlines for each publication will result in cancellation of space. Advertisers who cancel in writing by the published deadlines for a particular printed piece will receive a refund of the advertising fee paid, less a \$100 cancellation fee. No refunds will be issued after printed deadlines.

RETURN POLICY & CONDITIONS

Advertising materials become the sole property of the Society of Biblical Literature. Artwork will not be returned. Advertisements or inserts deemed inappropriate will be declined.

SEND TO

Send contract and full payment to
SBL Annual Meeting Exhibits and Advertising, Society of Biblical Literature, The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA, 30329, USA. Make checks payable to “SBL” or send credit card information with your contract. There will be a \$30 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.



SPONSORSHIP INFORMATION

2010 Annual Meeting

Atlanta, GA • November 20–23



Enhance your company's image at the 2010 SBL Annual Meeting through a variety of sponsorship opportunities. These high-impact items will give your company a competitive edge to get noticed at the Annual Meeting! All sponsorship opportunities include the following benefits:

- Company logo on sponsor recognition signage
- Sponsor recognition in advance and onsite printed promotions
- Bold listings in directories
- Sponsor ribbons for booth personnel
- Priority points for 2011 Annual Meeting
- Recognition of sponsorship in Annual Meeting Session Guide & Program Book

SPONSORSHIP OPPORTUNITIES

<u>Level</u>	<u>Main Benefit</u>	<u>Rate</u>
Platinum Level A	Tote Bag	\$10,000
Platinum Level B	Cyber and Food Cafe	\$10,000
Gold Level A	Aisle Signs	\$5,000
Gold Level B	Lanyards	\$5,000
Silver Level A	Coffee Break	\$2,500
Silver Level B	Directional Signs	\$2,500
Bronze Level A	Welcome Banner	\$1,500
Bronze Level B	Information Desk	\$1,500

Platinum Level A: Tote Bag (\$10,000)

Have your company logo printed (one-color) on each of the 5000 Annual Meeting bags. This bag will be used by attendees throughout the Annual Meeting and long after. Extra benefits include:

- 10 Priority Points
- one tote-bag insert (\$1,000 value)
- one-page ad in the Session Guide (\$1,000 value)
- one-page ad in the Program Book (\$750 value)
- one-time use of preregistrant mailing list (\$500 value)
- one-time use of membership mailing list (\$750 value)
- recognition in all printed materials and on the website

Platinum Level B: Cyber and Food Café (\$10,000)

Have your company logo printed (one-color) on table tents in the food café and screen savers in the cyber café. You are also able to place company-logo mouse pads in the cyber café. Extra benefits include:

- 10 Priority Points
- one tote-bag insert (1,000 value)
- one-page ad in the Session Guide (1,000 value)
- one-page ad in the Program Book (\$750 value)
- one-time use of preregistrant mailing list (\$500 value)
- one-time use of membership mailing list (\$750 value)
- recognition in all printed materials and on the website

Gold Level A: Aisle Signs (\$5,000)

Your company's logo and booth number will be imprinted on aisle signs.

Extra benefits include:

- 5 Priority Points
- one tote-bag insert (\$1,000 value)
- one-page ad in the Session Guide (\$1,000 value)
- one-page ad in the Program Book (\$750 value)
- one-time use of preregistrant mailing list (\$500 value)
- recognition in all printed materials and on the website

Gold Level B: Lanyards (\$5,000)

Your company's logo will be printed on the name-badge neck cord for each Annual Meeting attendee.

Extra benefits include:

- 5 Priority Points
- one tote-bag insert (\$1,000 value)
- one-page ad in the Session Guide (\$1,000 value)
- one-page ad in the Program Book (\$750 value)
- one-time use of preregistrant mailing list (\$500 value)
- recognition in all printed materials and on the website

Silver Level A: Coffee Break (\$2,500)

As the sponsor of a one-hour morning or afternoon coffee break, your company logo and booth number will be seen by attendees as they relax between sessions. Extra benefits include:

- 3 Priority Points
- one-page ad in the Session Guide (\$1,000 value)
- one-page ad in the Program Book (\$750 value)
- one-time use of preregistrant mailing list (\$500 value)
- recognition in all printed materials and on the website

Silver Level B: Directional Signs (\$2,500)

Your company logo and booth number will be printed on all directional signage throughout the meeting space. Extra benefits include:

- 3 Priority Points
- one-page ad in the Session Guide (\$1,000 value)
- one-page ad in the Program Book (\$750 value)
- one-time use of preregistrant mailing list (\$500 value)
- recognition in all printed materials and on the website

Bronze Level A: Welcome Banner (\$1,500)

Have your company logo and booth number appear on the Exhibit Hall welcome banner. Extra benefits include:

- 2 Priority Points
- one-page ad in the Session Guide or Program Book (\$750–\$1,000 value)
- one-time use of preregistrant mailing list (\$500 value)
- recognition in all printed materials and on the website

Bronze Level B: Information Desk (\$1,500)

Have your company logo and booth number appear on the Information Desk signage. Extra benefits include:

- 2 Priority Points
- one-page ad in the Session Guide or Program Book (\$750–\$1,000 value)
- one-time use of preregistrant mailing list (\$500 value)
- recognition in all printed materials and on the website



SPONSORSHIP CONTRACT

2010 Annual Meeting

Atlanta, GA • November 21–24



CONTACT PERSON (FOR EVENT AND BILLING)		
COMPANY NAME		
ADDRESS		
CITY, STATE/PROVINCE, POSTAL CODE, COUNTRY		
TELEPHONE	FAX	EMAIL

PLEASE RESERVE THE FOLLOWING SPONSORSHIP OPPORTUNITIES FOR THE 2010 SBL ANNUAL MEETING:

<input type="checkbox"/> PLATINUM A: TOTE BAG (\$10,000) SOLD	<input type="checkbox"/> PLATINUM B: CYBER AND FOOD CAFÉ (\$10,000)
<input type="checkbox"/> GOLD A: AISLE SIGNS (\$5,000)	<input type="checkbox"/> GOLD B: LANYARDS (\$5,000) SOLD
<input type="checkbox"/> SILVER A: COFFEE BREAK (\$2,500)	<input type="checkbox"/> SILVER B: DIRECTIONAL SIGNS (\$2,500)
<input type="checkbox"/> BRONZE A: WELCOME BANNER (\$1,500) SOLD	<input type="checkbox"/> BRONZE B: INFORMATION DESK (\$1,500) SOLD

PAYMENT OPTIONS				
<input type="checkbox"/> CHECK (MAKE CHECK PAYABLE TO SOCIETY OF BIBLICAL LITERATURE. INDICATE PAYMENT IS FOR SPONSORSHIP)				
<input type="checkbox"/> CHARGE				
<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD	CARD #	EXP DATE	SEC CODE
<input type="checkbox"/> AMEX	SIGNATURE			

IMPORTANT: This is not a binding contract until proper payment is received and this contract is accepted. The SBL has the right to void this contract if payment is not received.

I have read, understand, and accept all terms and conditions of this contract and will abide by the Terms and Provisions accompanying this contract.

Signature _____ Title _____

Print Name _____ Date _____

SEND CONTRACT AND PAYMENT TO:

SBL Annual Meeting Exhibits and Advertising, Society of Biblical Literature,
 The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA 30329, USA
 P: 1-877-366-6798 Outside US: +404-727-2315, Fax: 404-727-3101 Email: AdEx@sbl-site.org



SPONSORSHIP CONTRACT
2010 Annual Meeting
Atlanta, GA • November 21–24



TERMS AND PROVISIONS

Number Available		Contract Due	Artwork Due
Cyber & Food Café	1	09/01/2010	10/01/2010
Aisle Signs	1	09/01/2010	10/01/2010
Coffee Break	7	09/01/2010	10/01/2010
Directional Signs	1	09/01/2010	10/01/2010
Information Desk	1	09/01/2010	10/01/2010
Reception	6	09/01/2010	10/01/2010
Tote Bag	1	06/01/2010	06/15/2010
Lanyards	1	09/01/2010	09/25/2010

Artwork specifications will be provided upon receiving contract. Items deemed inappropriate will be declined.

Please note that all additional advertisements for the session guide and program book included in the sponsorship packages follow due dates and guidelines as listed in advertisement contract. Failure to submit artwork for advertisements will result in loss of ad space. Please contact AdEx@sbl-site.org for these forms if needed.

CANCELLATION

Failure to submit artwork by the published deadline for the sponsorship will result in cancellation of reservation. Sponsors who cancel in writing by the published deadlines will receive a refund of the sponsorship fee paid, less a \$100 cancellation fee. No refunds will be issued after printed deadlines.

SEND TO

Send contract and full payment to SBL Annual Meeting Exhibits and Advertising, Society of Biblical Literature, The Luce Center, 825 Houston Mill Road, Suite 350, Atlanta, GA, 30329, USA. Make checks payable to "SBL" or send credit card information with your contract. There will be a \$30 fee assessed for returned checks. All payments must be in U.S. funds drawn on a U.S. bank.