

SOCIETY OF  
ARCHITECTURAL  
HISTORIANS

77<sup>TH</sup> ANNUAL  
INTERNATIONAL  
CONFERENCE



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## SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

SAH 2024 ANNUAL INTERNATIONAL CONFERENCE  
ALBUQUERQUE, NEW MEXICO, USA • APRIL 17-21 • SAH.ORG/2024

# BACKGROUND

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## About SAH

Founded in 1940, the Society of Architectural Historians is a nonprofit membership organization that promotes the study, interpretation and conservation of architecture, design, landscapes and urbanism worldwide. SAH serves an international network of more than 3,000 institutions and individuals who, by profession or interest, focus on the built environment and its role in shaping contemporary life. SAH promotes meaningful public engagement with the history of the built environment through advocacy efforts, print and online publications, and local, national and international programs.

## About the Conference

The Society of Architectural Historians is excited to host its 77<sup>th</sup> Annual International Conference at the Albuquerque Convention Center in Albuquerque, New Mexico, April 17–21, 2024. SAH members from around the world will convene to present new research on the history of the built environment and participate in keynote talks, networking receptions, and tours of the area's architecture and landscape. The SAH conference provides a forum for professionals who work with the history of the built environment, including architectural historians, art historians, architects, landscape architects, and preservationists, to exchange ideas and discuss local, regional, and global issues.

The conference showcases the distinctive architecture of Albuquerque to regional, national, and international audiences through a series of expert-led architecture tours in and around the city and a seminar on an issue of local importance. These events are open to the public.

## Conference Stats

**Attendees:** 475

**Countries Represented:** 32

**US States Represented:** 42

**Session Chairs:** 60

**Speakers:** 174

**Papers Presented:** 164

**Paper Sessions:** 35

**Conference Email List:** 10K

**Conference Webpage Visits:** 4K/month

*Conference stats from SAH 2023 Annual International Conference in Montréal, Canada.*

PAGE 2

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## Conference Committee

### *Conference Chair*

Carla Yanni  
SAH 1st Vice President  
Rutgers University

### *Conference Associate Chair*

Mohammad Gharipour  
SAH 2nd Vice President  
University of Maryland

### *Local Co-chairs*

Robert Alexander González,  
Albert José-Antonio López, and  
Francisco Uviña-Contreras  
University of New Mexico School  
of Architecture and Planning

### *Program Director/Exhibits*

Christopher Kirbabas  
Director of Programs  
312.573.1365  
ckirbabas@sah.org

### *Sponsorship*

Ben Thomas  
Executive Director  
bthomas@sah.org

### *Advertising*

Helena Dean  
Director of Communications  
312.543.7243  
hdean@sah.org

### *Volunteer Coordination*

Anne Bird  
Director of Membership  
312.573.1365  
abird@sah.org

### *SAH President*

Patricia A. Morton  
University of California, Riverside

# SPONSORSHIP BENEFITS

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Your sponsorship provides critical underwriting for the SAH 2024 Albuquerque conference and puts your company or business in front of an international architectural audience at the forefront of their fields. Conference attendees are highly educated, cultured lifelong learners, authors, and travelers, eager to learn about the city they are exploring. Your organization will gain visibility among architectural and art historians, architects, curators, librarians, landscape designers, and planners, as well as graduate students from the world's leading architecture and architectural history programs. As a conference sponsor, your reach extends far beyond the SAH members visiting Albuquerque to the thousands globally who visit the SAH website and receive our email communications.

Sponsorships are available at a range of benefit levels (see page 4) and price points and may be designated for specific events. Please contact Ben Thomas at [bthomas@sah.org](mailto:bthomas@sah.org) to discuss your interest in sponsorship opportunities.

## Paper Session: \$500

Support scholarship! Please contact Ben Thomas at [bthomas@sah.org](mailto:bthomas@sah.org) to select from the conference's 38 sessions. **Sponsors receive recognition in the program book and the conference app.**

## Coffee & Tea Breaks: \$1500

Fuel our members! Coffee and tea will be provided in the morning and the afternoon on Thursday and Friday in the exhibit area. **Four sponsorships available. Sponsors receive Donor Level benefits (see p. 4).**

## Graduate Student Reception: \$2000

Welcome the future of the field! Graduate students will gather to meet fellow students and SAH leadership on Wednesday, April 17. **Sponsors receive Donor Level benefits (see p. 4).**

## Head Shots for Graduate Students: \$2500

Set students up for success! SAH will hire a professional photographer to take complimentary head shots for graduate students at the conference. **Sponsors receive Patron Level benefits (see p. 4)**

## Opening Night Social: \$5000

Kick off the conference! All are invited to this social event on Wednesday, April 17, in the exhibit area. **Three sponsorships available. Sponsors receive Benefactor Level benefits (see p. 4).**

## Awards Celebration: \$5000

Cheers to the honorees! All are welcome to celebrate with us as we present our annual awards on Thursday, April 18. **Two sponsorships available. Sponsors receive Benefactor Level benefits (see p. 4).**

## SAH Albuquerque Seminar: \$5000

Connect communities! SAH members and the local community will come together on Saturday, April 20, to discuss a locally relevant built environment issue. **Sponsors receive Benefactor Level benefits (see p. 4).**

## Closing Night Reception: \$5000

End on a high note! Our members will celebrate the close of the conference on Saturday, April 20. **Four sponsorships available. Sponsors receive Benefactor Level benefits (see p. 4).**



# SPONSORSHIP LEVELS

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## Benefactor (\$5000+)

- Two complimentary conference registrations
- Two tickets to the Opening Night Social Hour and two tickets to the Closing Night Reception
- Half-page (b&w) ad in the conference program book
- Banner ad in the daily conference email and in the conference app
- On-screen and verbal recognition at key events
- Logo on conference website, signage, and program
- Listing in conference app



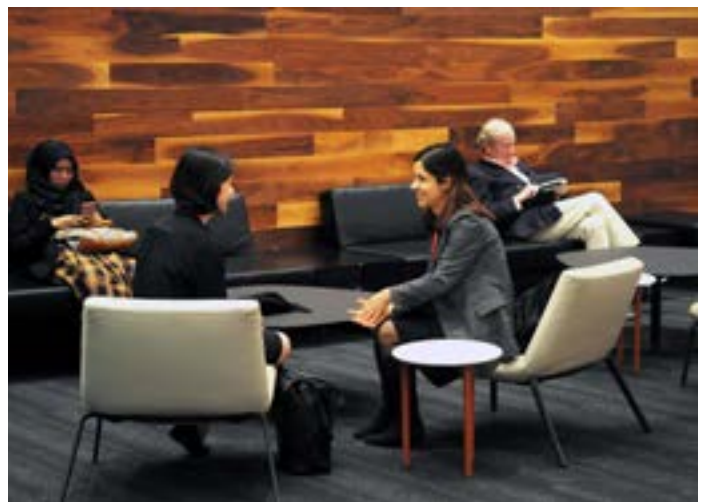
## Patron (\$2500–\$4999)

- Two complimentary conference registrations
- Two tickets to the Opening Night Social Hour
- Banner ad in the conference app
- On-screen and verbal recognition at key events
- Logo on conference website, signage, and program
- Listing in conference app



## Donor (\$1000–\$2499)

- One complimentary conference registration
- Banner ad in the conference app
- On-screen and verbal recognition at key events
- Logo on conference signage and program
- Listing in the the conference app



## Supporter (\$500–\$999)

- Logo on conference signage and program
- Listing in the the conference app

# DIGITAL ADVERTISING

## Sponsored Email – \$850

Get your message in front of the widest audience possible with this premium advertising opportunity. SAH will send a dedicated email to our 10K subscribers on your behalf in April.

**Availability:** 3

**Ad Specs:** Provided upon reservation

**Deadline:** February 15, 2024

**Exhibitor Discount:** \$100 off if exhibit space is reserved by January 31, 2024.

## Banner Ad in Conference Email – \$400

An email is sent to attendees each morning during the conference and provides a summary of the day's conference activities. Price is for one banner ad in one email. Email schedule: April 17–20

**Availability:** 8; limit 2 ads per email

**Ad Specs:** 300 px wide x 250 px tall, .jpg or .png with click-through URL

**Deadline:** February 15, 2024

**Exhibitor Discount:** \$100 off if exhibit space is reserved by January 31, 2024.

**Special Offer:** Buy 3, get 4th free

## Sponsored Post in conference App – \$250

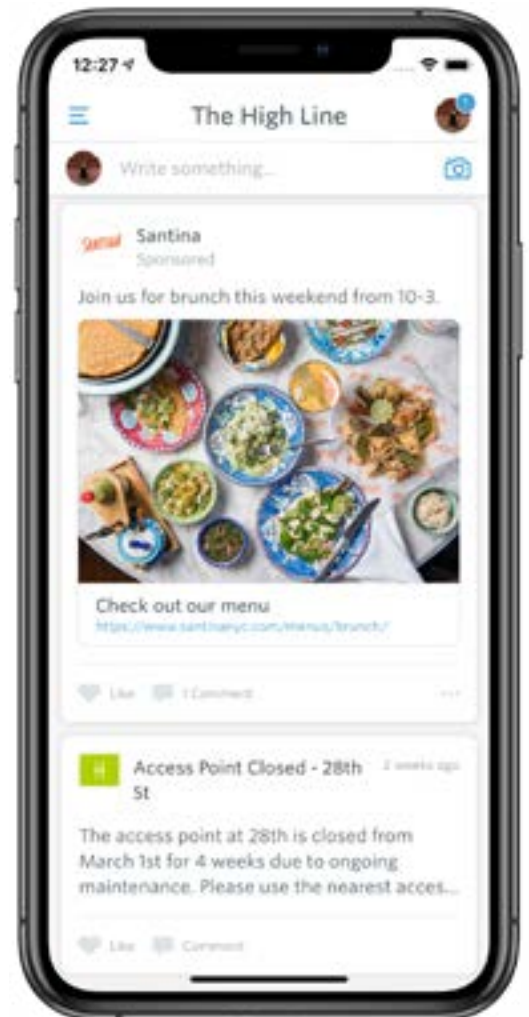
Sponsored posts appear on the live feed of the conference app at a set date and time of your choice. Great opportunity for exhibitors to showcase their events happening in the exhibit area. Restaurants can reach attendees during the lunch hour.

**Ad Specs:** Each sponsor card will require the sponsor name and avatar (small logo), as well as description text. The sponsor name can be no longer than 255 characters (including spaces), and the description text can be no longer than 255 characters (including spaces).

- Sponsor Avatar: 180 px wide, 180 px tall, .jpg or .png
- Card Image: 650 px wide, 450 px tall, .jpg or .png

**Deadline:** February 15, 2024

**Exhibitor Discount:** \$100 off if exhibit space is reserved by January 31, 2024.



PAGE 5

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# PRINT ADVERTISING

## Program Book Ads

The conference program book lists all paper sessions, events, and tours taking place at the conference. SAH members will refer to the program extensively during the week of the conference and will use it as a reference after the conference has concluded.

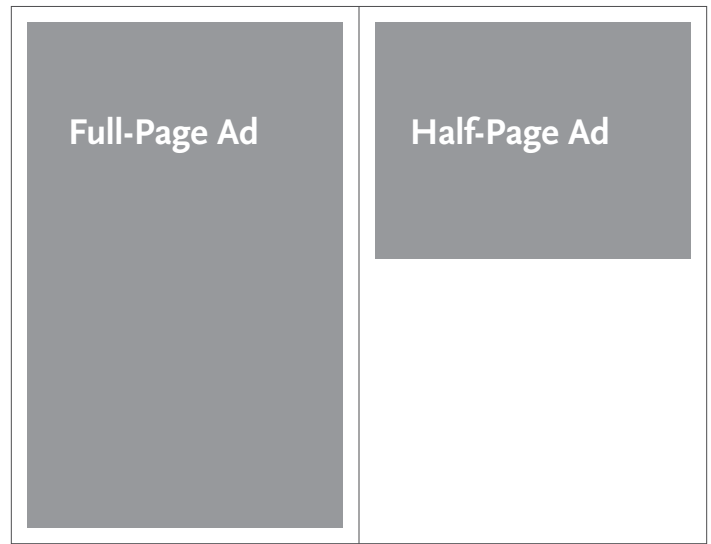
Inside front cover (color)	\$1050
Inside back cover (color)	\$950
Full page (b&w)	\$700
Half page (b&w)	\$450

**Exhibitor Discount:** \$100 off if exhibit space is reserved by January 31, 2024.

### Ad Specs:

- Inside Front Cover/Back Cover: 4.5" wide x 7" tall
- Full Page: 4.5" wide x 7" tall
- Half Page: 4.5" wide x 3.25" tall
- CMYK process (no PMS or RGB)
- PDF sized to specs, 300 dpi, NO crop marks
- Embed all fonts

**Deadline:** February 15, 2024



PAGE 6

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“Of all of the scholarly conferences at which Yale University Press exhibits, the Society of Architectural Historians is by far one of our very favorites. The members are committed to scholarly publishing and pay close attention to the titles we bring every year. They also buy books—SAH’s conference generates the highest revenue, per attendee, of any event to which we travel, with regular average sales of several hundred dollars per registrant, a fact I still find remarkable. We value the opportunity to be part of the SAH community and appreciate the continued regard SAH shows to all of its exhibitors. This is an enormously valuable conference for Yale. We wouldn’t miss it.”

– Michelle Komie, Former Senior Editor, Art & Architecture, Yale University Press (Princeton University Press)

“I thought the exhibit hall was great, and we had much higher sales than expected. We’ve never attended before so it has definitely made us aware that this is a good book-buying crowd, and we will keep SAH on our radar to attend in the future. It was a very successful conference for us!”

– Jamie Jones, Advertising and Exhibits Manager, Wayne State University Press

## EXHIBIT PACKAGES

### Single Exhibit space – \$710

- Two covered and skirted tables
- One chair
- One conference registration
- A limit of one additional exhibit table may be purchased for \$95
- Logo on conference website
- Listing in conference program and conference app
- \$100 discount on one banner ad, sponsored post, sponsored email, or program book ad

### Double Exhibit Space – \$1360

- Four covered and skirted tables
- Two chairs
- Two conference registrations
- A limit of one additional exhibit table may be purchased for \$95
- Logo on conference website
- Listing in conference program and conference app
- \$100 discount on one banner ad, sponsored post, sponsored email, or program book ad

### Deadlines

**January 31, 2024:** Deadline to purchase exhibit space and receive a \$100 ad discount



# EXHIBITOR INFORMATION

## Exhibit Area

Exhibit booths will be located in Hall 3. (See floor plan on page 9.) The conference's Opening Night Social Hour on Wednesday will take place in the exhibit area to give exhibitors the opportunity to interact with conference attendees, and exhibits will remain open throughout the day on Thursday and Friday. Exhibitor table space assignments will be made by SAH on a first-come, first-served basis. If hard-wired internet, electrical or AV is needed, please contact Christopher Kirbabas at [ckirbabas@sah.org](mailto:ckirbabas@sah.org).

## Exhibitor Representatives

Please include the on-site representative information on the contract on page 10, if known at the time. Additional representatives may be added at \$275 per representative.

## Shipping

Shipping information to the Albuquerque Convention Center will be provided at a later date. You may use a shipper of your choice. Please note that packing, additional charges or storage fees are the responsibility of the exhibiting company. Return packing and shipping are the responsibility of the exhibitor and the on-site representative.

## Attendee Roster

The attendee roster will be emailed prior to the start of the conference.

## Check-in/Set-up

Exhibitors must pick up their badge at the SAH Registration Desk, which will open at 11 a.m. on Wednesday, April 17. Set-up must be complete by 5:00 p.m. on Wednesday to ensure the exhibit area is set for the Opening Night Social Hour. A floor plan of the exhibit area with booth assignments will be distributed to all exhibitors onsite upon check-in. Signage with the exhibitor's name will be placed on the assigned table in the exhibit area.

## Conference Hotel

Book in the SAH room block at the DoubleTree by Hilton Hotel Albuquerque (\$169 single/\$189 double) at [sah.org/2024/hotel-transportation](http://sah.org/2024/hotel-transportation).

PAGE 8

## Conference Venue

All sessions will take place at the Albuquerque Convention Center, 401 Second St NW, Albuquerque, NM 87102

## Exhibit Area Hours

### CHECK-IN/SET-UP

Wednesday, April 17  
11:00 a.m.–5:00 p.m.

### OPENING NIGHT SOCIAL HOUR

Wednesday, April 17  
7:15 p.m.–8:15 p.m.

**Opening Night Social Hour will be held in the Exhibit Area**

### EXHIBIT HOURS

Wednesday, April 17  
7:15 p.m.–8:15 p.m.

Thursday, April 18  
8:00 a.m.–5:10 p.m.

Friday, April 19  
8:00 a.m.–5:10 p.m.

### MOVE OUT

Friday, April 19  
5:10 p.m.–7:00 p.m.

## Session Hours

Thursday, April 18  
8:30 a.m.–5:10 p.m.

Friday, April 19  
8:30 a.m.–5:10 p.m.

Saturday, April 20  
8:30 a.m.–10:40 a.m.

## SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

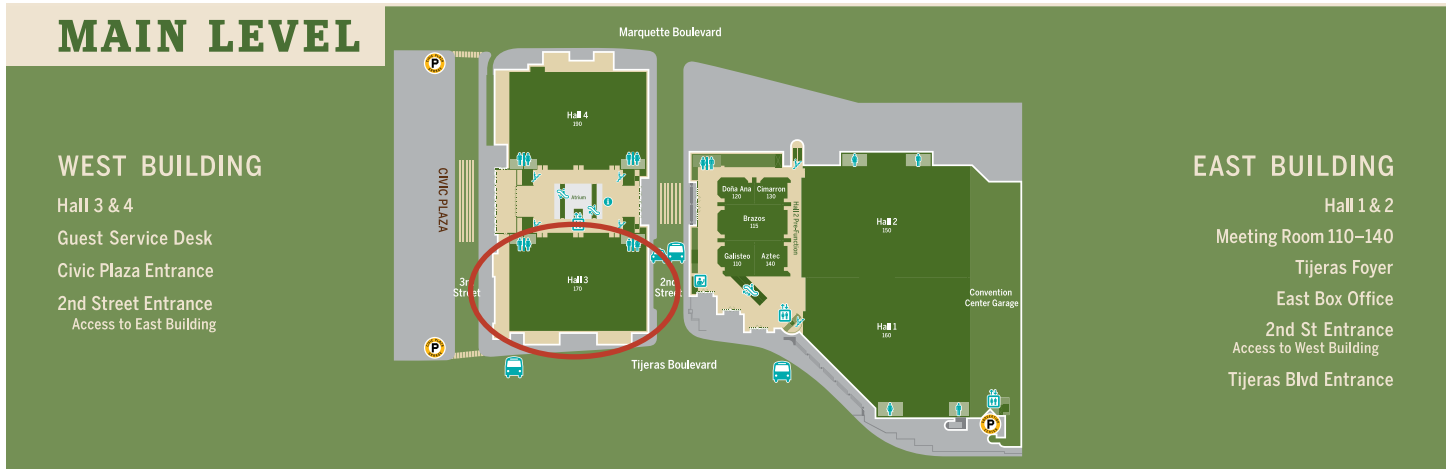
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# EXHIBIT AREA FLOOR PLAN

The exhibit area will be located in Hall 3, on the Main Level of the Albuquerque Convention Center.



## SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

# CONTRACT

Please complete and return as directed below.

Organization Name	Organization Website	
Address	City	State/Prov
Country (if not USA)	Postal Code	Phone
Contact Name	Contact Title	
Contact Email	Phone	
Onsite Rep Name (if known)	Rep Title	
Onsite Rep Email	Rep Phone	

## SPONSORSHIPS

<input type="checkbox"/> Benefactor	\$5000
<input type="checkbox"/> Patron	\$2500
<input type="checkbox"/> Donor	\$1000
<input type="checkbox"/> Supporter	\$500
<input type="checkbox"/> Opening Night Social Hour	\$5000
<input type="checkbox"/> Closing Night Reception	\$5000
<input type="checkbox"/> SAH Albuquerque Seminar	\$5000
Graduate Student Head Shots	\$2500
<input type="checkbox"/> Graduate Student Reception	\$2000
<input type="checkbox"/> Awards Celebration	\$5000
Coffee Breaks	<input type="checkbox"/> x \$1500
Sessions	<input type="checkbox"/> x \$500

## EXHIBITOR PACKAGE

	PRICING
<input type="checkbox"/> Single Exhibit Space	\$710
<input type="checkbox"/> Double Exhibit Space	\$1360
<input type="checkbox"/> Additional Table	\$95

## ADVERTISING

	EXHIBITOR DISCOUNT*	PRICING
<input type="checkbox"/> Sponsored post in app	\$150	\$250
<input type="checkbox"/> Banner ad in conference email	\$300	\$400
<input type="checkbox"/> Banner ad bundle (buy 3, 4th free)	\$900	\$1200
<input type="checkbox"/> Sponsored email	\$750	\$850
<input type="checkbox"/> Program inside front cvr color	\$950	\$1050
<input type="checkbox"/> Program inside back cvr color	\$850	\$950
<input type="checkbox"/> Program full pg b/w	\$600	\$700
<input type="checkbox"/> Program half pg b/w	\$350	\$450

\* Exhibit space payment must be received by Jan. 31, 2024

**GRAND TOTAL** \$ \_\_\_\_\_

## PAYMENT OPTIONS

- Check (payable to Society of Architectural Historians)  
 Visa  Mastercard  Discover  AmEx

Card number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV code \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

An emailed confirmation will be sent to the above email address when a credit card is processed.

- Please send an invoice to accompany my receipt

Make a copy for your records and send completed form with payment to:

Society of Architectural Historians  
1365 N Astor St, Chicago, IL 60610

Exhibit Contact: Christopher Kirbabas  
ckirbabas@sah.org

Sponsorship Contact: Ben Thomas  
bthomas@sah.org

Advertising Contact: Helena Dean  
hdean@sah.org

**ALL RESERVATIONS CONFIRMED UPON PAYMENT**