

*the* SOUTHERN  
HISTORICAL ASSOCIATION

The 90<sup>th</sup> Annual Meeting  
October 24-27, 2024 | Westin Kansas City at Crown Center, Kansas City, MO

**Dear Friend of the Southern:**

We know you've exhibited and/or advertised with us in the past and hope you'll consider joining us for the 90th Annual Meeting of the Southern Historical Association!

This meeting promises to be especially memorable as it will be the first-ever concurrent meeting of the SHA with the Western History Association. While each association will be running their full slate of independent panels, the meetings will be joined intellectually and socially by shared panels and, more critically, shared exhibit space. This ensures your organization will experience double the conference traffic with no need to attend both meetings or choose between them. While it has taken sixty-two years to bring these organizations together, the moment could not be more propitious as the historiographies of American South and West have [never been more significant](#) to each other.

Your participation is an invaluable way to put your projects and products in front of an international audience of history educators, and the work we do together is central to our collective mission of promoting history education at all levels and in all fields throughout the South.

The 90th Annual Meeting of the Southern Historical Association will be held at the Westin Kansas City at Crown Center (1 E Pershing Road, Kansas City, MO 64108), October 24-27, 2024. Attendance typically runs between 1000 and 1500 and includes academic historians, editors, museum and public history professionals, K-12 educators, National Park Service personnel, education administrators, lawmakers, and non-professionals who just love rigorous history. The SHA represents all historians *of* the South and all historians *within* the South, and the SHA's annual meeting has earned its reputation as one of the most convivial and rewarding of all the major history conferences.

The attached information includes all the details you need to take advantage of our range of options for exhibiting, advertising, and putting your message in front of our members.

The easiest way to process payments for exhibit, advertising, and sponsorship options is by credit card at [thesha.org/reservations](https://thesha.org/reservations). If you'd prefer to process by check, all you need to do is complete the following forms, and we'll send you a receipt.

Never hesitate to write ([admin@thesha.org](mailto:admin@thesha.org)) or call (706.542.8848) to reach me or my administrative assistant, Maggie Riley. We're here to help and happy to answer any questions.

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## Exhibit with the SHA!

**Exhibitor Name:** \_\_\_\_\_

**Address (city/state/zip code):** \_\_\_\_\_

| BOOTH OPTION             |              |                 |
|--------------------------|--------------|-----------------|
| <input type="checkbox"/> | Single booth | \$500.00        |
| <input type="checkbox"/> | Two booths   | \$800.00        |
| <input type="checkbox"/> | Three booths | \$1200.00       |
| <input type="checkbox"/> | Island       | \$1500.00       |
| <input type="checkbox"/> | Shared Space | \$100.00 / item |

| CONTACTS / PERSONNEL |                       |
|----------------------|-----------------------|
| Main Contact         | Booth Representatives |
| Name:                | Name:                 |
| Phone:               | Name:                 |
| Title:               | Name:                 |
| Email:               | Name:                 |
| <b>Signature:</b>    | Name:                 |

| EXHIBIT HALL HOURS   |                  |
|----------------------|------------------|
| Friday, October 25   | 9:00 AM–4:30 PM  |
| Saturday, October 26 | 9:00 AM–4:30 PM  |
| Sunday, October 27   | 8:30 AM–10:30 AM |

**Details:** All booth prices include an attractively draped booth with an 8’ high back wall, a 3’ high side rail drapery, and a one-line identification sign with exhibitor’s name. Listing of exhibitor name, representatives’ names, and booth number(s) will be included in the Program, **provided booth registration is made by July 15**. All booth representatives receive complimentary registration, and their badges will be available at the registration desk. Exhibits may be set up between 1:00 and 5:00 pm on Thursday, October 24. Dismantlement begins at 10:30am on Sunday, October 27 and should be completed before 4:00pm.

**Important Note:** Booths do not come with furnishings. An Exhibitor Service Manual with additional rental furnishings (table, chairs, etc), drayage, and shipping information will be sent to all exhibitors by September 1. The official contractor for the meeting is SS&G Management, and please contact April Moody ([april.moody@ssgmanagement.net](mailto:april.moody@ssgmanagement.net)) with any questions.

**PAYMENT INFORMATION**

TOTAL \$ \_\_\_\_\_ Pay by:  Check (enclosed)       Credit Card  
Card Number \_\_\_\_\_ EXP \_\_\_\_\_ CVV \_\_\_\_\_

**Email to [admin@thesha.org](mailto:admin@thesha.org)**

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## Advertise with the SHA!

Advertiser Name: \_\_\_\_\_

Address (city/state/zip code): \_\_\_\_\_

| ADVERTISING OPTION       |                |           |
|--------------------------|----------------|-----------|
| <input type="checkbox"/> | Single-page ad | \$400.00  |
| <input type="checkbox"/> | Two-page ad    | \$600.00  |
| <input type="checkbox"/> | Four-page ad   | \$800.00  |
| <input type="checkbox"/> | Six-page ad    | \$1200.00 |

| CONTACT    |       |
|------------|-------|
| Name:      | _____ |
| Phone:     | _____ |
| Title:     | _____ |
| Email:     | _____ |
| Signature: | _____ |

**Advertisements for the Program:** All advertisements in the program are 8.5 x 11, full color, at 300+ dpi. Send PDF files to [admin@thesha.org](mailto:admin@thesha.org) by June 1 for inclusion in the printed program or by September 1 for inclusion in the digital program.

### PAYMENT INFORMATION

TOTAL \$ \_\_\_\_\_ Pay by:  Check (enclosed)       Credit Card  
Card Number \_\_\_\_\_ EXP \_\_\_\_\_ CVV \_\_\_\_\_

**Email to [admin@thesha.org](mailto:admin@thesha.org)**