

the SOUTHERN
HISTORICAL ASSOCIATION

The 91th Annual Meeting | November 5-8, 2025 | Trade Winds Resort, St. Pete Beach, FL

Dear Friend,

We know you've exhibited and/or advertised with us in the past and hope you'll consider joining us for the 91st Annual Meeting of the Southern Historical Association in St. Pete Beach! This meeting promises to be an especially enjoyable one as St. Pete Beach was named the number one beach in the United States, and the number five best beach in the entire world by TripAdvisor!

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.

History education has never been more important, more relevant, or more imperiled than it is right now. Under unprecedented pressures, humanities academics, presses, museum professionals, and K-12 educators are all struggling to remind Americans (and the world) of the value of lessons hard-learned and victories hard-won for democratic institutions and human rights across the globe.

By convening at the SHA's annual meeting, you join a common cause, conversation, and community all at once. This ethic animates the SHA, and in joining our organization you help shape the nation's most critical conversations about how our history can best inform our present and secure our future.

Attendance at the SHA's Annual Meeting 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. Details about pricing are on page 9 of the Marketing Guide.

The 91st Annual Meeting of the Southern Historical Association will be held at: TradeWinds Resort, 5600 Gulf Boulevard, St. Pete Beach, FL 33706.

You can make room reservations at <https://book.passkey.com/go/SHA2025> and email Greg Sabo (gsabo@twresort.com) for any catered functions. The easiest way to process payments for exhibit, advertising, and sponsorship options is by credit card at **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) 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:
Signature:	Name:

EXHIBIT HALL HOURS	
Thursday, November 6	9:00 AM–4:30 PM
Friday, November 7	9:00 AM–4:30 PM
Saturday, November 8	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) with any questions.

PAYMENT INFORMATION

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

Email to 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 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 _____

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