



## Information for Publishers, Exhibitors and Advertisers

*The 2019 ASLE Conference Publishers' Exhibit will be located in Conference Room A/B of the Conference Center at the University of California, Davis. This location will be near conference registration and many sessions and events.*

*Tables will be rectangular and 8ft. in length. Half tables shared with other vendors are available. The room will be securely locked during times when the exhibit is closed. WiFi is complimentary. Access to power outlets will also be available upon request.*

### **Tentative Exhibit Schedule:**

*Wednesday, June 26: 12 – 6pm*

*Thursday, June 27: 8:30am – 5pm*

*Friday, June 28: 8:30am – 5pm*

*Saturday, June 29: 8:30am – 4pm*

### **Table and Registration Fees for Book Exhibitors and Publishers**

#### **Full Table Rates:**

*Full tables are available at the cost of \$350 each. This fee includes one representative registration. Additional tables can be purchased for \$125 each. Additional representative registrations are \$100 each.*

#### **Half Table Rates:**

*Half tables can be purchased at the rate of \$225. This fee includes one representative registration. Additional representative registrations are \$100 each.*

**IMPORTANT:** *ASLE cannot staff tables for authors or publishers, and prefers that you send a representative. However, in response to previous requests, we will allow unstaffed tables and set up your books at the beginning of the conference and take them down at the end. We cannot ship books back to you, so they will be donated or given away at the end of the conference.*

*If you cannot attend and would like to display and sell a limited number of titles at a table with a representative present, please contact Mary Lynn Howe ([mlh@scholarschoice.com](mailto:mlh@scholarschoice.com)) at The Scholar's Choice (<http://www.scholarschoice.com>).*

*Prices for unstaffed tables are the same as for those with representatives due to our increased logistical/administrative costs.*

**Pre-Conference Shipments**

Boxes of books and promotional materials will be accepted beginning May 10, 2019. Boxes should be clearly labeled "ASLE Conference – Publisher’s Exhibit" and include the name of the publisher or author on the outside of the box. The boxes can be mailed to the address below.

**ADDRESS/CONTACT PERSON FOR DELIVERIES:**

Michael Ziser  
English Department (Note: do NOT abbreviate as ENG - that denotes Engineering Dept.)  
UC Davis  
One Shields Avenue  
Davis, CA 95616

**Post-conference**

Please be aware that the university and the conference co-hosts cannot be responsible for return shipping of unsold books. Return shipping options will be shared with participating publishers prior to the conference. Any books that remain on display or in pre-conference storage after 6:00 p.m. on Saturday, June 29 will become the property of ASLE.

**Program Advertising**

ASLE offers advertising space in the 2019 conference program. The printed program is approximately 48 pages in length, with B/W printing on recycled paper.

<b>Size:</b>	<b>Rate:</b>
Full page (7.5 x 10 inches)	\$400
½ page (7.5 x 5 or 3.75 x 10 inches)	\$250
¼ page (3.75 x 5 inches)	\$150

Please provide fully laid-out ads in .jpg, .eps, or .pdf format.  
The deadline to submit advertising copy is **May 1, 2019**. Files may be emailed to [info@asle.org](mailto:info@asle.org)

**Reservation Deadline:** Please send your reservation form with payment by **April 1, 2019** to confirm your space in our publishers' exhibit and/or conference program.

For more information regarding Publishers’ Exhibit and program advertising details please contact Amy McIntyre at [info@asle.org](mailto:info@asle.org).