



## 50th Annual WHA Conference Advertising & Exhibit

Hyatt Regency Lake Tahoe  
Incline Village, Nevada ● October 13-16, 2010

*"Many Wests"*

The Western History Association's 50 Annual Conference will be held at the Hyatt Regency Lake Tahoe in Incline Village, Nevada. We hope you will join us this year in exhibiting at the conference and advertising in our conference program.

Whether you are a returning exhibitor or new to the WHA conference, we look forward to working with you this year! We registered 802 attendees at the 2009 conference in Denver, Colorado. At the 2008 conference in Salt Lake City, Utah, we registered 850 attendees. At the 2007 conference in Oklahoma City, Oklahoma, we registered 797 attendees. At the 2006 conference in St. Louis, Missouri, we registered 747 attendees. At the 2005 conference in Scottsdale, Arizona, we had 893 registered attendees. And back in 2004, we hosted 952 attendees in Las Vegas, Nevada. We anticipate a large attendance at this year's conference as well and we hope you will join us in Lake Tahoe.

### 2010 EXHIBITS

<u>BOOTH SIZE</u>	<u>PRICE</u>
Single Conference Booth	550.00
Double Conference Booth	950.00
Triple Conference Booth	1,350.00

Once again we will be using the BEC Group as our sole provider of all exhibits material and handling. BEC will build all booths to include back wall and side drapery as needed and a 7" X 44" identification sign with your name and booth number. BEC will send separately, an exhibitor's price packet for you to customize your booth with whatever additional equipment you may need. For a map of the exhibit area, a link to a PDF map is below or you can contact our office to have a map faxed or mailed to you.

A note on exhibitor conference registration: Exhibitor registration forms

will a be available on our website (usually in March). The Western History Association is happy to provide two complementary name badges and conference packets per 10' booth. Exhibitors must register for the conference so that there will be a badge prepared for you. Making a reservation for space does not automatically register exhibitors for the conference. All activities beyond basic registration must be pre-registered and pre-paid by the conference attendee(s). There will be a \$50 cancellation fee.

### **2010 EXHIBITS SCHEDULE:**

Exhibit set up will be on Wednesday, October 13, 2010, from 1:00 p.m. to 5:00 p.m.

Exhibits are open:

Thursday and Friday from 8:00 a.m. - 5:00 p.m.

Saturday from 8:00 a.m. - 12:00 p.m.

### **2010 ADVERTISING**

<b><u>AD</u></b>	<b><u>PRICE</u></b>
Full Page Black & White Ad	500.00
Double Page Black & White Ad	700.00
Full Color Ad	700.00
Inside Front Cover	1,150.00
Inside Back Cover	1,150.00
Outside Back Cover	1,350.00

Please note that an unlimited number of interior color ads are available. Because of the high demand of our color cover ads, these spaces will be assigned based upon the total package of exhibit space and advertising space taken. Our conference program will reach about 2,000 people and institutions, including conference participants, attendees, and all WHA members.

**AD SPECS:**

**Ad size: 5" x 8" (no bleeds)**

**Trim size: 6" x 9" (perfect bind)**

**Recommended screen: 133 line**

**Acceptable formats: high resolution pdf or tif, or native files on disk  
(include all fonts & images)**

---

**We will list our exhibitors & advertisers on the WHA conference web pages. If you would like us to create a link to your home page, please include your web and email address on the reservation form.**

**2010 DEADLINES**

**May 8 , 2010 –  
Reservations due\***

**May 8 , 2010 – Ad Copy  
due \***

**June 12, 2010 – Payment  
due\*\***

**\*\* *Please send all payments directly to the WHA office* \*\***

**Kevin Fernlund  
Western History Association  
University of Missouri-St. Louis  
152-C University Center  
One University Blvd  
St. Louis, MO 63121-4400**

**WHA Ad/Exhibit Contact: Laura Diel**

**<mailto:wha@umsl.edu> or 314-516-7270 or 314-516-7242**

---

This page contains information on advertising in our **annual conference program** only.

Contact information regarding advertising in the *[Western Historical Quarterly](#)* can be obtained directly from their website.