

# AN INVITATION TO EXHIBIT

## EASTERN SOCIOLOGICAL SOCIETY 90<sup>th</sup> ANNUAL MEETING & EXHIBITION

February 18-21, 2021 (Expo: 2/18-20) ~ New York Hilton Midtown, NYC

### YOUR MARKET

Expect a quality audience of 1,200+ educators / scholars representing hundreds of colleges and universities on the Eastern Seaboard.  
A sample listing of attendees / university affiliations is available upon request.

### THEME

*Diversity and Its Discontents*

### TRAFFIC BUILDERS

The exhibition is traditionally a highlight of the conference and is located in a high visibility area.

**THE EXHIBIT RENTAL FEE  
INCLUDES A COMPLETE ESS  
REGISTRATION LIST!**

### NEW BOOKS RECEPTION

ESS will continue a popular feature at the ESS 2021 Annual Meeting: The New Books Reception IN the Book Exhibit area. The event will (1) give authors of new books published in the past year an opportunity to display / talk informally about their work and (2) boost overall exhibit floor traffic.

Cocktail tables (for author presentations) are strategically placed throughout the exhibit area, plus light complimentary food service is provided. Admission to the event is free to all conference registrants.

Publishers / exhibitors are invited to be an official "sponsor". An optional modest fee at \$100.00 appears in the exhibit application. Appropriate sponsorship recognition is publicized among your target audience!

### CONFERENCE PROGRAM ADVERTISING

An affordable combination discount for exhibitors is described in the application.

<b>EXHIBIT HOURS</b>	<b>Move-In</b>	Thurs	2/18	9am-2:30pm	
	<b>Open</b>	Thurs	2/18	3pm-5pm	
		Fi	2/19	9:30am-4pm	(Member/Author Reception)
Sat		2/20	9:30am-3pm		
<b>Dismantle</b>	Sat	2/20	After 3pm	(Exhibit area to be vacated by 6pm)	

**\* HOW TO RESERVE SPACE? CALL 410/997-0763 ~ FAX 410/997-0764 ~ [ess@epponline.com](mailto:ess@epponline.com) \***

Preferred locations are assigned on a first-come, first-serve basis.

**Exhibit Promotions Plus, Inc.**  
c/o ESS Exhibit Management  
11620 Vixens Path, Ellicott City, MD 21042-1539  
410/997-0763 ~ Fax 410/997-0764 ~ [ess@epponline.com](mailto:ess@epponline.com) ~ [www.essnet.org](http://www.essnet.org)

# APPLICATION AND CONTRACT FOR EXHIBIT

## EASTERN SOCIOLOGICAL SOCIETY 90<sup>th</sup> ANNUAL MEETING & EXHIBITION

February 18-21, 2021 (Expo: 2/18-20) ~ New York Hilton Midtown, NYC

**A. EXHIBIT SPACE (3 Tables)**     **\$475** Non-Profit     **\$575** Publisher / University Press     **\$675** Commercial / Non-Publisher  
501c-no items for sale

**B. SINGLE TABLETOP**     **\$325** Non-Profit     **\$425** Publisher / University Press     **\$525** Commercial / Non-Publisher  
501c-no items for sale

**C. LITERATURE DISPLAY**     **\$75**

**D. ESS COMBINED BOOK DISPLAY**     **\$60.00** First Title    # \_\_\_\_\_ **\$50.00** Each additional

Title	Author	Pub Date	List Price
-------	--------	----------	------------

List additional titles on separate sheet.

**E. UNLIMITED NUMBER OF TITLES IN ESS SPONSORED COMBINED DISPLAY**     **\$200**

**F. FINAL PROGRAM ADVERTISING**     **\$350.00** Full Page (7" w x 9 1/2" h)     **\$225.00** Half Page (7" w x 5" h)    **DUE DATE: 1/5/21**

**G. EXHIBIT SPACE & FINAL PROGRAM ADVERTISING DISCOUNT PACKAGE - SPECIAL VALUE - SAVE \$\$\$ --**

**<<< 20% discount on ad if exhibit space is reserved. Discount will be reflected on the invoice.>>>**

**H. NEW BOOKS RECEPTION SPONSOR**     **\$100** (includes single cocktail table in the exhibit hall to be used by author of book published since SPRING, 2020 PLUS hosted food/beverage service)

**Terms** – A \$200 non-refundable deposit per exhibit space is due with application or within two weeks of invoice date. Final payment is due not later than 11/18/20. Applications received after 11/18/20 require payment in full with application or within 2 weeks of invoice date. Cancellations received from 8/18/20 to 11/18/20 will be assessed a fee of 25% of total exhibit space cost. No refunds for any reason will be made after 11/18/20 and exhibitor will be responsible for full cost of exhibit space. A written notice of cancellation is required. No refund will be made if an exhibitor fails to occupy space. Program advertising rates are net. Materials for a combined display are not returnable. No refund on late or no arrival materials.

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Reserved by \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_

Tel \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

**PAYMENT INFORMATION** Method of Payment (Check One) AMOUNT TO BE CHARGED AT TIME OF APPLICATION    \$ \_\_\_\_\_ (U.S. Funds Only)

\_\_\_\_\_ Check payable to Exhibit Promotions Plus, Inc.    \_\_\_\_\_ VISA    \_\_\_\_\_ MasterCard    \_\_\_\_\_ American Express

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

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

Authorized Signature \_\_\_\_\_

Address(if different) \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**RETURN APPLICATION TO:**  
**Exhibit Promotions Plus, Inc.**  
**c/o ESS Exhibit Management**  
**11620 Vixens Path, Ellicott City, MD 21042-1539**  
**410/997-0763 ~ Fax 410/997-0764 ~ ess@eponline.com**