



American Studies Association  
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**ANNUAL MEETING OF THE AMERICAN STUDIES ASSOCIATION  
EXHIBIT INFORMATION  
GRAND HYATT, SAN ANTONIO, TEXAS  
NOVEMBER 18-21, 2010**

**SUBJECT AREAS:** American Studies, cultural studies, history, literature and literary criticism, ethnic studies, women's studies, material culture studies, visual culture, popular culture, social science, and other American subjects.

**TYPES OF MATERIAL:** Scholarly and trade books, paperback and hard cover, literary works, biographies and autobiographies, college, secondary, and university textbooks, bibliographies, and teaching materials.

**ESTIMATED ATTENDANCE:** 2000 scholars and students, college and secondary school teachers, museum and art professionals, from the U.S. and abroad.

**RATES:** 8' x 10' booths: \$750.00 per booth. Booths may be bought in combination to acquire larger configurations of space.

**PAYMENT:** Full payment of \$750.00 per booth at submission of order.  
<http://prostores2.carrierzone.com/servlet/theasanet/StoreFront>

**BOOTH SELECTION:** First come, first served, based on date of receipt of full payment and signed contract, either by check or purchase order. Select booth from plan on reverse side, with second and third choice noted on form.

**INCLUDED:** All exhibit booths will be furnished with 6' draped table, (2) two side chairs, wastebasket, and a (7" x 44") identification sign. All exhibitors will be offered a maximum of (3) badges for booth personnel; extra badges, \$90 each.

**BOOTH EQUIPMENT:** Additional tables and other furniture and equipment from Shepard Exposition Services, Attn: Frank Brown, 2801 West Patapsco Avenue, Suite C, Baltimore, MD 21230; Tel (443) 709-0502; Fax 443-709-0508; Email [fbrown@shepardes.com](mailto:fbrown@shepardes.com)

**DRAYAGE/FRIEGHT:** Standard rates through Shepard Exposition Services.

**EXHIBITOR KIT:** In September 2010, Shepard Exposition Services will mail a service kit, including order forms for labor (display installation/ dismantling), electrical service, and additional furniture, to all exhibitors.

**CANCELLATIONS:** Notice of cancellation must be received by ASA in writing prior to June 30, 2010. Refunds will be made less 50% for administrative costs, only on cancellations made by June 30th.

**PROGRAM BOOK:** For questions regarding advertising, contact Ladzer Odotei Johns Hopkins Univ. Press, 2715 North Charles St., Baltimore, MD 21218; Tel 410-516-6689; Fax 410-516-3866. Email: [journalsadvertising@press.jhu.edu](mailto:journalsadvertising@press.jhu.edu)

**BADGES:** Prepared in advance for representatives who register by Oct. 25, 2009. Pick up badges at ASA registration desk. Badges allow access to the entire meeting. Register with the ASA Conference Director, 1120 19<sup>th</sup> Street, NW, Suite 301, Washington, DC 20036; e-mail: [annualmeeting@theasa.net](mailto:annualmeeting@theasa.net)

**SCHEDULE:** Drayage delivery and set-up: Nov. 18, 8 AM -12:00 noon. (Closed to exhibitors). Exhibitor set-up: Nov. 18. Thurs., 12:00- 5:30 PM. Exhibits open: Nov. 19, Fri., 9:30 AM -5:30 PM; Nov. 20, Sat., 9:30 AM-5:30 PM; and Nov. 21, Sun., 8:30-11AM. Exhibit dismantling: Nov. 21, Sun., Noon to 3 PM. All clear by 4 PM. All hours are subject to change without notice by the association.

**EXHIBIT LOCATION:** Grand Hyatt San Antonio Hotel- Texas Ballroom A/B

**HOTEL:** Hotel reservations must be made prior to October 26, 2010. When making reservations please indicate you are with ASA in order to receive the group rate. Single/Double: \$178.00 (exclusive of applicable local taxes which are currently 16.75%). Grand Hyatt San Antonio Hotel, 600 E. Market Street, San Antonio, TX. 78205. Tel: 210 224 1234; Fax: 210 271 8019.

**ADDITIONAL INFORMATION:** ASA Conference Director, 1120 19<sup>th</sup> Street, NW, Suite 301, Washington, DC 20036; Tel 202-467-4783; Fax 202-467-4786; Email: [annualmeeting@theasa.net](mailto:annualmeeting@theasa.net); <http://www.theasa.net>