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ordinary  
tea  
party!



SAA Boston  
2004 is your  
best opportunity  
all year to make the most of your marketing  
dollars!

At the Society of American Archivists 2004 annual meeting, you'll share your message with more than 3,600 archives and information professionals from around the world. Attendees enjoy a week-long program of workshops, education sessions, networking opportunities, and special events. The International Archives and Information Technology Exposition offers vendors the chance to showcase products and services to the profession's decision makers. And vendor forums promote direct interaction between sponsors/exhibitors and attendees in a meeting room setting.

By sponsoring an event at SAA's Boston 2004, you'll reach the profession's most active purchasers of information products and services. Sponsorship of SAA Boston 2004 will help you make the most of your marketing dollars!

Come join our little tea party!

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# BOSTON 2004

This is no ordinary  
tea party!

The Society of  
American Archivists  
68th Annual Meeting  
August 2-8, 2004  
Boston Park Plaza Hotel



society of american archivists

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info@archivists.org • www.archivists.org

# BOSTON 2004

## Sponsorship Opportunities

### All-Member Reception **\$30,000**

- Two complimentary booths in the exhibit hall – \$1,800 value
- Two full-page ads in preliminary program – \$1,100 value
- Two full-page ads in on-site program – \$900 value
- One full-page ad for one full year in SAA newsletter *Archival Outlook* – \$3,060 value
- Registrations for 8 company representatives – \$2,680 value
- Signage and speaking opportunity at event
- SAA membership mailing list – \$720 value
- Boston 2004 attendee mailing list – \$240 value
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### Partial Sponsorship of All-Member Reception **\$15,000**

- Two complimentary booths in the exhibit hall – \$1,800 value
- Full-page ad in preliminary program – \$550 value
- Full-page ad in on-site program – \$450 value
- Full-page ad in 4 issues of SAA newsletter *Archival Outlook* – \$2,040 value
- Registrations for 4 company representatives – \$1,340 value
- Signage and speaking opportunity at event
- SAA membership mailing list – \$720 value
- Boston 2004 attendee mailing list – \$240 value
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

“All of us in the archival community recognize the value of sponsor support. We are grateful for your help and hope to make our time together in Boston mutually productive.”

Timothy Ericson, SAA President  
University of Wisconsin-Milwaukee

### Boston 2004 Tote Bags **\$9,000**

- One complimentary booth in the exhibit hall – \$900 value
- Logo on all bags
- Half-page ad in preliminary program – \$400 value
- Half-page ad in on-site program – \$300 value
- Half-page ad in July issue of SAA newsletter *Archival Outlook* – \$304 value
- Registrations for 2 company representatives – \$670 value
- Boston 2004 attendee mailing list – \$240 value
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### Partial Sponsorship of All-Member Reception **\$7,500**

- One complimentary booth in the exhibit hall – \$900 value
- Half-page ad in preliminary program – \$400 value
- Half-page ad in on-site program – \$300 value
- Half-page ad in July issue of SAA newsletter *Archival Outlook* – \$304 value
- Registrations for 2 company representatives – \$670 value
- Boston 2004 attendee mailing list – \$240 value
- Recognition at event
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### Exhibit Hall Cocktail Reception **\$7,500**

- One complimentary booth in the exhibit hall – \$900 value
- Half-page ad in preliminary program – \$400 value
- Half-page ad in on-site program – \$300 value
- Half-page ad in July issue of SAA newsletter *Archival Outlook* – \$304 value
- Registrations for 2 company representatives – \$670 value
- Boston 2004 attendee mailing list – \$240 value
- Recognition at event
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon
- Twenty drink tickets for customers

### Exhibit Hall Continental Breakfast **\$5,000**

- Half-page ad in preliminary program – \$400 value
- Half-page ad in on-site program – \$300 value
- Signage at event
- Boston 2004 attendee mailing list – \$240 value
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### Exhibit Hall Tea Party **\$5,000**

- Half-page ad in preliminary program – \$400 value
- Half-page ad in on-site program – \$300 value
- Signage at event
- Boston 2004 attendee mailing list – \$240 value
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### Boston 2004 Lanyards **\$3,000**

- Sponsor logo on lanyard
- Half-page ad in preliminary program – \$400 value
- Boston 2004 attendee mailing list – \$240 value
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### President's VIP Reception **\$2,500**

- Quarter-page ad in preliminary program – \$250 value
- Company name on reception invitation
- Boston 2004 attendee mailing list – \$240 value
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### Exhibit Hall Afternoon Break **\$2,500**

- Quarter-page ad in preliminary program – \$250 value
- Signage at event
- Boston 2004 attendee mailing list – \$240 value
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### New-Member Reception **\$1,000**

- Acknowledgment and information table at event
- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### Reception Transportation **\$500 per bus**

- Recognition on SAA Boston 2004 Web site and in program
- Sponsor ribbon

### Other Opportunities

More sponsorship opportunities are available, and we welcome the opportunity to tailor benefits to your company's unique needs. For more information, please contact Debra Nolan at [dnolan@archivists.org](mailto:dnolan@archivists.org) or 561-745-6812.

