



MESA BOOK EXHIBIT

The MESA 2021 Book Exhibit is the opportunity for attendees to see the latest offerings from publishers and organizations. The exhibit hall is centrally located in the conference area for attendees to visit the exhibit area during breaks and to meet with other attendees. Our spacious 10' x 10' booths give exhibitors ample room to display books and other materials. This year the book exhibit will open the first day of the conference when many attendees are free, before panels begin. We are also hoping to have one or more sponsored coffee breaks — please see our expanded sponsorship opportunities with special considerations for book exhibitors.

BOOK EXHIBIT HOURS

MOVE IN

Thursday, October 28
8:00 am - 12:00 pm

OPEN TO PUBLIC

Thursday, October 28
3:00 - 6:00 pm

Friday, October 29
9:00 am - 6:00 pm

Saturday, October 30
9:00 am - 6:00 pm

Sunday, October 31
8:00 am - 12:00 pm

MOVE OUT

Sunday, October 31
12:00 noon - 3:00 pm

SECURITY NOTE

MESA hires after-hours security. Diligence is needed during open hours and if you are exhibiting expensive items. As an added measure, please consider covering your booth with cloths and removing rare or expensive items from your booth when the Book Exhibit is closed.



For more information:
Sophia Angeletti
sophia@mesana.org
520-333-2577 x 102

RESERVE NOW! Gold Sponsors given priority *Booth assignments begin April 26, 2021*

Gold Sponsors are given top priority of booth placement. Following those assignments, a lottery will be held for those who have submitted the Booth Reservation Form by 9:00am (Eastern) April 26, 2021. For this reason, MESA does not guarantee your top choices. Booth reservations received after this date will be assigned on a first-come, first-served basis. Following the lottery, please check the online floorplan for booth availability. MESA reserves the right to make changes to the floor plan if necessary.

Booths Options

		Premium	Standard	Budget	Non-profit
• Single	10'x10'	\$ 1,200	\$ 1,000	\$ 900	\$ 800
• Double	10'x20'	\$ 2,160	\$ 1,800	NA	NA
• Triple	10'x30'	\$ 3,060	\$ 2,550	NA	NA

For exhibitors sharing a booth, both exhibitors must complete a form. One is the primary exhibitor and pays for the booth; the other pays the shared booth fee of \$200.

Booth Details

Each exhibitor will be provided with an ID sign for their booth. Booths will have 8' high back draping and 3' high side draping.

Single booths are supplied with one 6' table, two chairs, and one wastebasket. Double booths are supplied with two 6' tables, four chairs, and two wastebaskets. Triple booths are supplied with three 6' tables, six chairs, and three wastebaskets.

A service kit from our contracted decorator will be emailed to exhibitors beginning in mid-July. This kit includes forms for ordering extras such as furniture and electricity, as well as details for sending materials to the conference. Please note the deadlines for submitting orders and special considerations for exhibiting in Canada.

Conference Badges

The MESA 2021 badge is admission to all MESA functions. Exhibitors are provided complimentary badges based on booth reservation: two badges for a single booth; three badges for a double booth; four badges for a triple booth; one badge for a non-profit booth. Names for these badges as well as any additional badges you want to order at the registration price are due September 15. A form will be provided with confirmation. Please note that only authorized persons with an exhibitor ribbon on their badge are allowed into the Exhibit Hall during set-up (See Agreement of Terms, No. 6).

MESA 2021 Annual Meeting

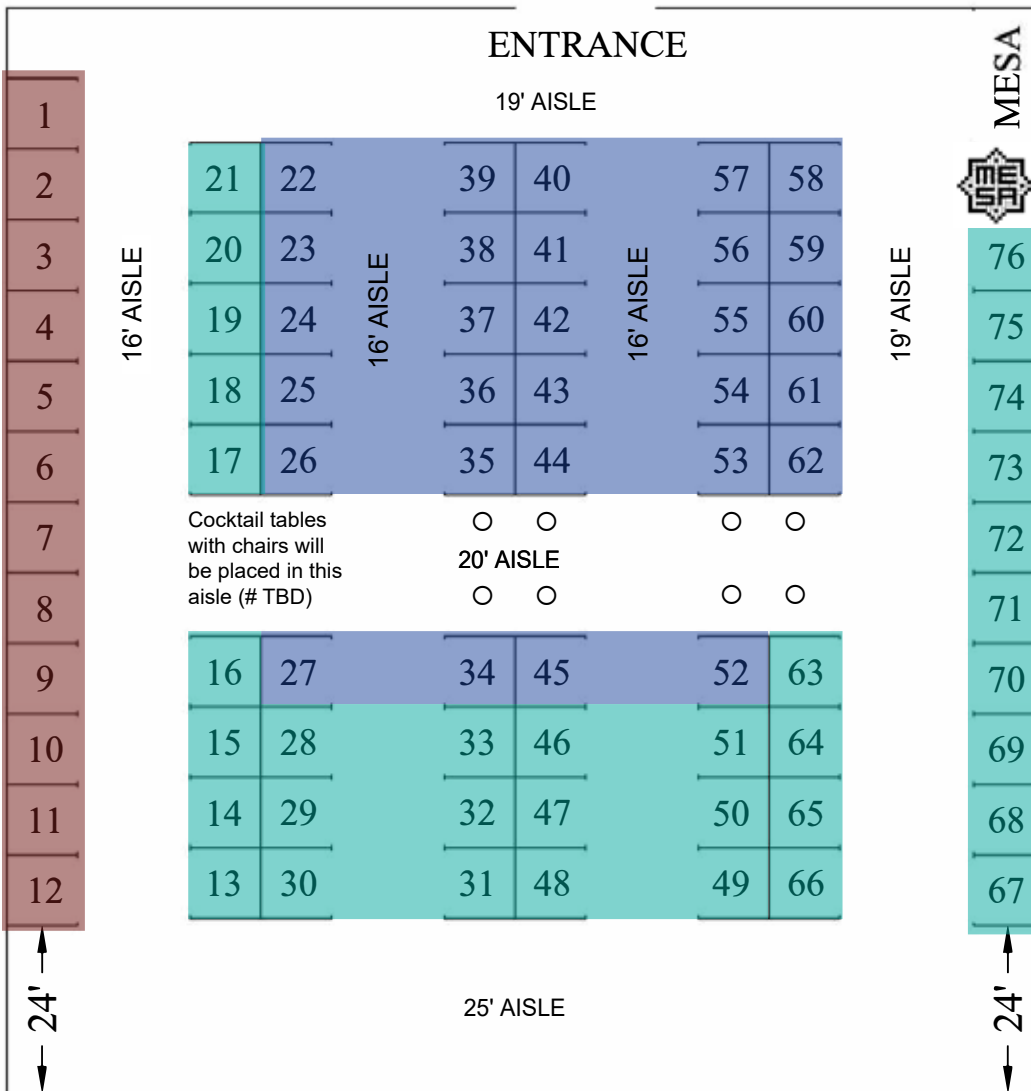
Palais des congrès, Montréal, Québec, Canada

October 28-31, 2021



Book Exhibit Floor Plan (Rooms 517 A & B)

<https://mesana.org/annual-meeting/floor-plan>



All booths are 10'x10'

Premium (\$1200)

22-27

34-45

52-57

Standard (\$1000)

13-21

28-33

46-51

63-76

Budget (\$900) & Non-profit (\$800)

1-12

MESA reserves the right to make changes to the floor plan if deemed necessary.

Single Booths are furnished with one 6' table, two chairs, one ID sign and one wastebasket. Also included are two individual badges with the exception of Non-profit booths which only receive one badge.

Double Booths are furnished with two 6' tables, four chairs, one ID sign, two wastebaskets, and includes three individual badges.

Triple Booths are furnished with three 6' tables, six chairs, one ID sign, three wastebaskets, and includes four individual badges.

Booths will have 8 ft. high back draping and 3 ft. high side draping.

SPONSORSHIP OPPORTUNITIES



Middle East Studies Association
P: 520-333-2577 | F: 520-207-3166
sophia@mesana.org | mesana.org



MESA's annual meeting is the single largest gathering of experts on the Middle East. These are scholars who have been in the field, studied the people, and know the ins and outs and all the complexities of the region. They assemble each year to share their research and plan future collaborations, and you could have their undivided attention!

If your target audience is Middle East studies academics, you do not want to miss the opportunity at MESA. Take advantage of these new opportunities..

Gold Level (more than a \$4,500 value) **\$3,000**

- Priority booth selection at book exhibit (before the booth lottery held April 26)
- Full-page ad in printed program (\$1,000 value)
- Logo on conference canvas tote bag (\$1,000 value)
- Banner ad on MESA annual meeting mobile app (\$1,000 value)
- Individualized push notification from MESA annual meeting mobile app (\$150 value)
- One paragraph promotional blurb to be included in email reminder sent to registered participants one week prior to conference (\$300 value)
- Listing on annual meeting sponsorship page with link to webpage of your choosing (\$300 value)
- Individualized social media post on Twitter and Instagram prior to conference (\$300 value)
- Special sponsorship recognition on conference signage

Silver Level (more than a \$2,500 value) **\$1,500**

- Full-page ad in printed conference program (\$1,000 value)
- Banner ad on MESA annual meeting mobile app (\$1,000 value)
- Individualized push notification from MESA meeting conference mobile app (\$150 value)
- Listing on annual meeting sponsorship page with link to webpage of your choosing (\$200 value)
- Group social media post on Twitter and Instagram prior to conference (\$150 value)
- Special sponsorship recognition on conference signage

Bronze Level (more than a \$1,500 value) **\$750**

- Half-page ad in program book (\$600 value)
- Listing on annual meeting sponsorship page with link to webpage of your choosing (\$100 value)
- Group social media post on Twitter prior to conference (\$150 value)
- Individualized push notification from MESA meeting conference mobile app (\$150 value)
- Special sponsorship recognition on conference signage

Coffee Break **\$3,000**

Sponsor a 1/2 hour coffee break to be held in the book exhibit during one of these session breaks:

Friday, October 29 - 10:30-11:00 am

Friday, October 29 - 3:30-4:00 pm

Saturday, October 30 - 10:30-11:00 am

Saturday, October 30 - 3:30-4:00 pm

Includes

- Welcome sign at entrance during coffee break
- Five minute promotional pitch during coffee break
- Logo on conference tote bag or full-page ad in printed conference program (\$1,000 value)
- Group social media post on Twitter and Instagram prior to conference (\$150 value)
- Special sponsorship recognition on conference signage

Logo on Conference Tote Bag **\$1,000**

Conference attendees will be given a quality cotton tote bag highlighting the MESA 2021 Annual Meeting logo on one side and the logos of sponsors on the flip side.

BOOTH RESERVATION FORM



MESA's 55th Annual Meeting
October 28-31, 2021
Palais des Congrès
Montréal, Québec, Canada



Middle East Studies Association
P: 520-333-2577 x 102 | F: 520-207-3166
sophia@mesana.org | mesana.org

To place an order for booth space, complete and submit the Booth Reservation Form, 2021 Book Exhibit Agreement of Terms, and the Order and Payment form. You may email Sophia Angeletti at sophia@mesana.org, fax 520-207-3166, or mail to MESA, 3542 N. Geronimo Ave, Tucson AZ 85705.

Company/Institution

Contact Person (Title)

Address

City State Zip Country

E-mail Website

Phone Fax

Booth Name: _____

To be used for booth ID and listing in the printed program.

URL: _____

For linking from the book exhibit page.

Booth Request: _____, _____, _____, _____, _____, _____, _____

List by order of preference. Priority will be given to Gold Sponsors. After that, booth assignments begin with a lottery. The deadline to participate in the booth lottery is April 26, 2021 at 9:00 am (Eastern). Following the lottery, reservations will be taken on a first-come, first-served basis. For booth availability, check the floor plan at <https://mesana.org/annual-meeting/floor-plan>.

ORDER & PAYMENT



Middle East Studies Association

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sophia@mesana.org | mesana.org



MESA's 55th Annual Meeting

October 28-31, 2021

Palais des Congrès

Montréal, Québec, Canada

BOOTH SPACE

- Premium Single \$ 1,200
- Premium Double..... \$ 2,160
- Premium Triple \$ 3,060
- Standard Single..... \$ 1,000
- Standard Double \$ 1,800
- Standard Triple..... \$ 2,550
- Budget Single..... \$ 900
- Nonprofit Single..... \$ 800
- Shared..... \$ 200

(See Agreement of Terms #8)

sharing with (Company/Organization)

SPONSORSHIP

- Gold Level Sponsor..... \$ 3,000
- Silver Level Sponsor \$ 1,500
- Bronze Level Sponsor..... \$ 750
- Coffee Break Sponsor..... \$ 3,000
- Logo on Tote Bag \$ 1,000

ADVERTISING

Annual Meeting

- Full page..... \$ 1,000
- Half page *vertical*..... \$ 600
- Half page *horizontal* \$ 600
- Inside Back Cover (color)..... \$ 2,000
- Back Cover (color)..... \$ 2,500
- Mobile app banner ad..... \$ 1,000
- Item w/registration materials . \$ 2,000

Issues in Middle East Studies (Nov issue)

- Full page..... \$ 625
- Half page *vertical*..... \$ 375
- Half page *horizontal* \$ 375
- Quarter page \$ 275

Total Due

Payment Received

Balance Due

TERMS

A \$500 deposit per booth space is required at time of reservation. Remaining balances must be paid by **September 1, 2021** or subject to a **10% late fee** (of the entire reservation amount) or cancellation. Reservations received **after September 1** will require full payment at time of reservation. MESA reserves the right to cancel reservations and resell booths upon exhibitor non-compliance of any of its policies.

REFUNDS

Cancellations made by September 1 will receive a refund of payments made in excess of \$500. Requests after this date will not be honored. Should an in-person conference be canceled, MESA will offer full refunds.

METHODS

- VISA • MasterCard • American Express • Discover
- Check in US\$ drawn on a US bank sent to:
MESA
3542 N Geronimo Ave
Tucson AZ 85705 (USA)
- PayPal (contact Sophia Angeletti for specifics)
- Wire transfer (contact Sophia Angeletti for routing)

Customer (paying for)

Cardholder

Card number

Expiration

CVV

Billing address

City, State

Zip

Country

Signature



2021 BOOK EXHIBIT AGREEMENT OF TERMS

RULES, TERMS and CONDITIONS OF EXHIBIT SPACE



1. All exhibitors must comply with the local Fire Department regulations. Electrical and other mechanical apparatus must be muffled so that the noise does not interfere with any other exhibitor. No construction is allowed at sides of booth which may obstruct the view of adjacent booths. All booths must be attended by the Exhibitor's representative(s) during official exhibit hours.
2. To maintain order and assure the general conduct of the exhibits, the following practices are prohibited:
 - a. Noise which interferes with other exhibitors
 - b. Use of billboards, signs or any display of material outside the exhibitor's own space (which includes blocking the view of a neighboring exhibitor)
 - c. Solicitation of registrants for surveys or any other activity not directly related to the exhibits.

The Middle East Studies Association of North America, Inc. reserves the right to refuse any application for exhibit space and/or curtail any exhibit which does not conform to the policy in this Agreement.

3. If an exhibitor is not set up by 12:00 pm Thursday, October 28, 2021, MESA may authorize Advantage Conference & Expo to remove materials and store them at the exhibitor's expense. This allows the hall to be prepared for opening to the public at 3:00 pm on the same day. Move out is not to start before 12:00 pm and should be completed by 3:00 pm on Sunday, October 31, 2021. Any booth left unattended during the exhibit breakdown will be considered abandoned; any materials in the booth will be discarded. Booths are required to remain open during Book EXHIBIT open hours.
4. It is agreed that neither the Middle East Studies Association nor any other organization or persons connected with this convention shall be liable or responsible for any loss, fire, theft, damage, or injury that may occur to the property of the exhibitor or the death or personal injury of exhibitor's employees, agents, servants, guests, or invitees from any cause whatsoever arising out of or from or incident to the use or occupancy of the exhibit area by the exhibitor, or its agents.

5. HOLD HARMLESS CLAUSE

By signing this Agreement of Terms, the Association and all Exhibitors have agreed to abide by the following:

The Client releases the Société from any liability for any damage whatsoever which may arise during the occupancy of the Premises by the Client, its mandataries or agents, the exhibitors or any other person for whom it or the exhibitors are responsible or over whom they have control, except in the case of the gross fault of the Société.

The Client agrees to protect, indemnify and guarantee the Société with respect to all costs including reasonable legal fees, damage to property, bodily injury or death suffered by the Société or its officers, directors, employees, agents, mandataries, visitors, concession holders, suppliers, sub-contractors, clients or lessees resulting from the action or negligence of the Client or those for whom it is responsible or over whom it has control, the failure of the Client to comply with any law or regulation or its failure to comply with the terms hereof.

The Société shall not be liable for any deterioration, loss, theft or destruction of any property which may result at any time from any cause whatsoever, except in the case of its gross fault.

6. **SECURITY** will be on duty during move in, October 28, 2021 from 8:00 am -3:00 pm, and during Book Exhibit closed hours. Security is not

provided during move out or open hours. Only authorized persons with exhibitor badges and ribbons will be allowed in the Book Exhibit area during move in and in the half hour prior to opening each day. Everyone should exit the exhibit area shortly after closing.

7. **BOOTH ASSIGNMENTS** begin on April 26, 2021. Gold Sponsors will be given priority followed with a lottery. The deadline to participate in the booth lottery is 9:00 am Eastern on April 26, 2021. Following the lottery, reservations will be taken on a first-come, first-served basis. MESA reserves the right to make changes to the floor plan if deemed necessary.
8. **SHARING OF BOOTHS** is allowed; however, MESA must be notified of the intent and each company/organization is required to sign this agreement and abide by its terms. Additionally, there will be a \$200 administrative fee added to the booth reservation.
9. **PAYMENT AND CANCELLATION POLICY**
A \$500 deposit per booth space is required at time of reservation. Remaining balances must be paid by September 1, 2021 or subject to a 10% late fee of the entire reservation amount or to a cancellation of the booth. Reservations received after September 1 will require full payment at time of reservation. MESA reserves the right to cancel reservations and resell booths upon exhibitor non-compliance of any of its policies. Refunds for booth cancellations are calculated by the full amount of the booth reservation, not by the deposit amount. 50 % will be refunded if written notification is received by September 1, 2021. Cancellations received after this date are not eligible for refund. Please send all cancellation requests to Sophia Angeletti at sophia@mesana.org.
10. **POLICY ON EXHIBITS, ADVERTISEMENTS & SALES** All items exhibited, advertised, and/or sold under the auspices of the Middle East Studies Association (e.g., at the Annual Meeting, in the Annual Meeting Program, or in direct mailings to the MESA membership) must be of a nature that they can reasonably be considered to be (1) "tools of the trade" by specialists acting in their professional capacities as faculty, students, and/or practitioners; (2) of benefit to individual members (e.g., insurance offered at competitive rates because of group membership); or (3) of benefit to MESA while insuring that individual members have adequate information regarding cost to subscribers (e.g., credit cards, a portion of whose profits go to MESA). The character of the exhibits, advertisements, or sales is subject to the approval of the Executive Director or his/her designee. The Middle East Studies Association reserves the right to refuse any application for exhibit space, advertising, or sales and to curtail or cancel any such exhibit, advertisement, or sale which in the sole judgment of the Executive Director does not conform to these guidelines. This policy applies to unacceptable displays, advertisements, and/or sales of novelties and souvenirs, as well as the personal conduct of exhibitors or their representatives.

AGREEMENT OF TERMS

As a representative of my company/organization, I agree to abide by all of the exhibitor rules, terms, and conditions as outlined in this Agreement of Terms.

Signature

Name (please print clearly)

Title

Date