



EXHIBITOR AND ADVERTISER PROSPECTUS

107TH ANNUAL CONFERENCE • NEW YORK CITY
FEBRUARY 13-16, 2019

NEW YORK HILTON MIDTOWN

FEBRUARY 13–16, 2019

Thank you for considering CAA's Annual Conference to promote your business or organization! CAA organizes the largest conference in the world for professionals in the visual arts.

For 2019, we'll be in New York City, where more than 4,500 attendees will convene in the New York Hilton Midtown Hotel for four days of rich programming, packed exhibit halls, dynamic events, and lively debate.

This prospectus outlines how you can connect with our conference attendees and ensure your business or organization gains visibility with thousands of professionals in the arts.

See why global art suppliers, publishers, universities and colleges, foundations, magazines and journals, art manufacturers, distributors, digital-image resources, and other businesses make CAA's Annual Conference a must on their calendars. Whether you choose to exhibit at our Book and Trade Fair or the Cultural and Academic Network Hall, participate as a sponsor, cohost an event, or place an ad in our program, website, or mobile app, there is a marketing option that is right for you.



**Advancing
Art&Design**

Why Exhibit at CAA's 107th Annual Conference?

The Book and Trade Fair and the Cultural and Academic Network Hall provide an opportunity to connect with CAA's international base of artists, students, scholars, curators, designers, and professionals in the visual arts—the key buyers and influencers in the field. As boundary-pushing artists and scholars, they regularly procure art supplies, publications, and services for their professional use. As educators, they recommend books, magazines, degree programs, residencies, fellowships, services, and materials to students and colleagues, and they oversee the publications and supplies that will be used in college and graduate-level courses. As department chairs and administrators, they hold sway over significant budgets to purchase equipment, materials, and resources. As museum professionals and designers, they stand at the forefront of a public-facing visual culture. CAA members drive trends in the field and are the perfect source for news about the latest directions in the profession, including efforts to integrate interactive, digital technology into classrooms.

Who Exhibits at the CAA Annual Conference?

- University art and art history departments and art schools
- Publishers of books in art history, studio art, visual culture, curatorial studies, museum practices, architecture, cultural history, gender studies, film, and new media
- Magazines and journals in the arts, humanities, and visual culture
- Manufacturers and distributors of materials and equipment for artists
- Digital-image resources and other digital-media providers
- Residencies and fellowships, foreign-study programs, and higher education service providers

Who are CAA Members and Conference Attendees?

- Academic administrators
- Arts administrators
- Art critics
- Art historians
- Artists
- Conservators
- Curators
- Craft persons
- Department chairs
- Designers
- Graduate and undergraduate students
- Librarians and archivists
- Museum professionals
- Professors
- Visual-resources curators and professionals

CAA Member Demographics

Profession

Art historian	39%
Artist	24%
Curator	4%
Administrator	3%
Other	30%

Geographic Region

Northeast	25%
Mid-Atlantic	15%
Midwest	21%
West	16%
South	14%
International	9%

About CAA

CAA is the world's largest professional association and learned society for artists, art historians, designers, arts professionals, and arts organizations. CAA serves as an advocate and a resource for individuals and institutions nationally and internationally by offering forums to discuss the latest developments in the visual arts and art history through its Annual Conference, publications, exhibitions, website, and other programs, services, and events. CAA focuses on a wide range of advocacy issues, including education in the arts, freedom of expression, intellectual property rights, cultural heritage and preservation, workforce topics in universities and museums, and access to networked information technologies. Representing its members's professional needs since 1911, CAA is committed to the highest professional and ethical standards of scholarship, creativity, criticism, and teaching.

Exhibit Options

BOOK AND TRADE FAIR

See pages 24–26 for contract and full details.

**PRIORITY DEADLINE FOR APPLICATIONS IS
WEDNESDAY, OCTOBER 31, 2018.**

**FINAL DEADLINE FOR APPLICATIONS WITH FULL PAYMENT
IS FRIDAY, DECEMBER 7, 2018.**

Exhibitor benefits:

- Index and map listing in the *Conference Program*
- Listing and link on the conference website and in the free conference mobile app
- Complimentary or reduced registration to over 300 conference sessions, exposing you to the latest trends in art, scholarship, and education
- Discount on lodging at the conference hotels, where you will also earn 25 exhibitor priority points
- Three days of exhibit time
- A marketing opportunity rated “good to excellent” by 97 percent of past exhibitors
- As a registered exhibitor, you are welcome to propose a 90-minute session or workshop for the program of the 2019 conference. This is a limited opportunity with a deadline for proposals of September 14, 2018. For full details contact Paul Skiff at: pskiff@collegeart.org and put ‘Exhibitor Session’ in the subject field.

CAA is the premier conference to endorse our extensive art, architecture, and design collection, scout for new talent, and establish and maintain existing relationships within the art scholarship community. CAA is an important and integral part of our exhibits schedule, an absolute must-have.

—Kathleen Hensley, MIT Press

EXHIBIT BOOTHS:

The Exhibit Hall is the second floor Rhinelander Gallery and third floor Americas Hall I, conveniently located in the New York Hilton Midtown Hotel at 1335 Avenue of the Americas at 53rd Street, New York, NY 10019. All conference sessions and meetings are headquartered in this central location, which will guarantee high visibility and heavy floor traffic for all exhibitors. The Exhibit Hall is open for three days, with over twenty-four hours of exhibition time. Every attendee—each a potential buyer—will consequently have ample opportunity to visit your booth in a relaxed environment. The Exhibit Hall has direct access from the high-traffic public areas where conference registration will be located.

BOOTH PRICES AND PAYMENT

Single Standard Exhibit Booth	\$1,350
Single Standard Aisle Corner Exhibit Booth	\$1,450
Additional Standard Booths	\$1,250
Half Standard Booth	\$700
Tabletop Exhibits for qualified applicants*	\$650

*see page 8 for information and page 30 for application.

DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS FRIDAY, DECEMBER 7, 2018.

Standard Booth

A Standard Exhibit Booth costs \$1,350 plus \$1,250 for each additional booth. Booths will be furnished with an 8-foot-high, draped back wall and 3-foot-high, draped side rails. A 7 x 44 inch identification sign with booth number is provided at no additional charge.

Prices for Standard Exhibit Booths do not include the cost of furnishings, drayage, electrical, internet service, or labor. See page 27 for more information on these additional costs.

Half Standard Booth

Half Standard Booths are \$700. CAA allows no more than two qualifying companies to each share a single exhibit booth. You can make your own arrangements or have CAA match you with another company. Contact Paul Skiff, assistant director for Annual Conference, at pskiff@collegeart.org for more details. A 7 x 44 inch identification sign with booth number is provided at no additional charge.

Prices for Half Standard Booths do not include the cost of furnishings, drayage, electrical, internet service, or labor. See page 27 for more information on these additional costs.

Tabletop Exhibit

The following types of exhibitors qualify for Tabletop Exhibits:

- A registered nonprofit organization with 501(c)(3) status
- A publisher, distributor, wholesaler, retailer, or author with one to three titles to display
- A publisher of a periodical with circulation under 10,000 per issue
- An individual or educational or business organization with one to three products, programs, or services to promote

Only one Tabletop Exhibit is allowed per applicant. A Tabletop Exhibit costs \$650. This cost includes one 6-foot, draped table, two chairs, and name sign, but does not include the cost of additional booth furnishings, drayage, electrical, internet or labor. See page 27 for more information on these additional costs.

Exhibit Dates

February 14-16, 2019

When we first began exhibiting at the CAA Book and Trade Fair in 1994, we were able to give what was for many college art faculty their first exposure to encaustic paint. Since then we have developed rich relationships with teachers from all around the US and Canada. Equally important, however, has been the opportunity to participate in a yearly manufacturer forum in order to provide in-depth information about studio materials.

—Richard Frumess, R & F Handmade Paints

Exhibit Facility

Second floor Rhinelander Gallery and third floor Americas Hall I, New York Hilton Midtown, 1335 Avenue of the Americas, New York, NY 10019. Booth space assignment is based on a priority point system until Wednesday, October 31, 2018. Reservations received after this date will be assigned space on a first-come, first-served basis. Exhibitors receive three points per booth plus one point for each additional booth booked for each year represented in the Book and Trade Fair since 1996. For ads booked in the *Conference Program*, conference website, *Art Journal*, and *The Art Bulletin*, beginning in September 1996, exhibitors earn one point per full-page ad, a half point per half-page ad, and a quarter point per quarter-page ad. Contact Paul Skiff at pskiff@collegeart.org for further explanation of the point system.

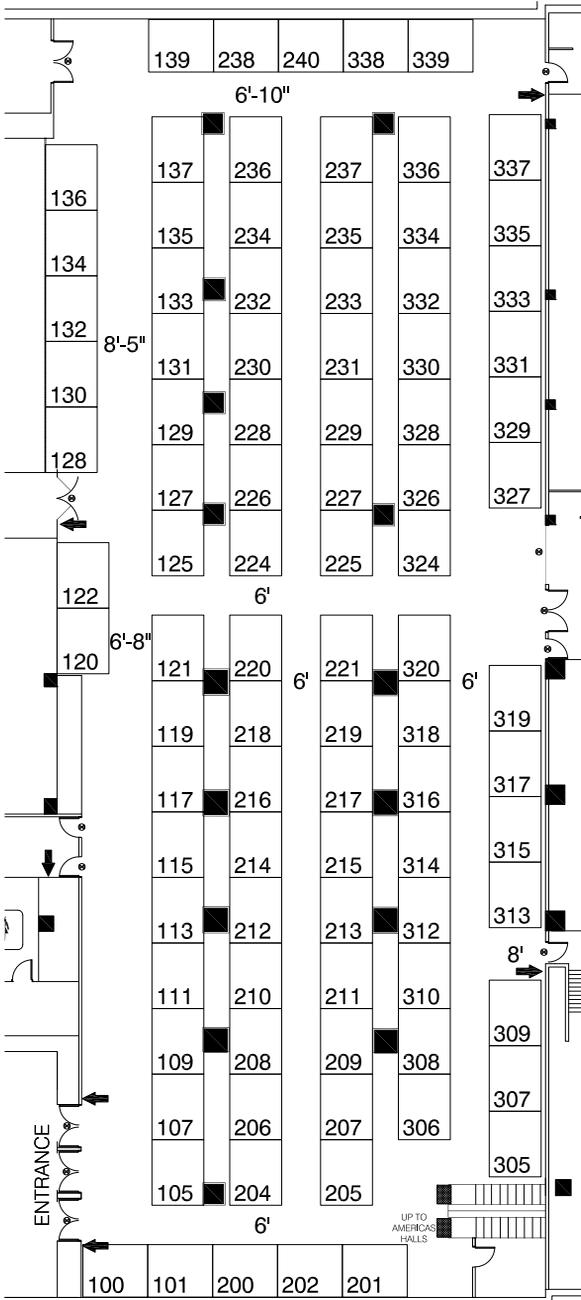
Exhibitors should carefully review the following floor plan and select three priority booth choices in order of preference. If none of your choices are available, CAA will assign space as close as possible to your requested locations.

***APPLICATIONS AND FULL PAYMENT ARE DUE FRIDAY,
DECEMBER 7, 2018.***

For information on exhibitor advertising packages, see page 18–19.

BOOK AND TRADE FAIR FLOOR PLAN

Second floor Rhinelander Gallery New York Hilton Midtown,
1335 Avenue of the Americas, New York, NY 10019



CULTURAL AND ACADEMIC NETWORK HALL

Designed to put conference attendees in direct contact with representatives from many of our CAA Institutional Members and cultural institutions, the Cultural and Academic Network Hall is part exhibition hall, part candidate center, and part meeting place. This is the new space for candidates, the general public, cultural institutions, and academic departments to meet face-to-face.

Participating museums, colleges, and universities will be able to reserve a tabletop exhibit. Organizations may also reserve Candidate Center interview booths as part of their exhibit package to meet with candidates for open positions. Candidate Center interview booths are also available to non-exhibitors for 90-minute slots (see page 13 for pricing), but must be booked in advance. Located in Americas Hall II in the New York Hilton Midtown, the Cultural and Academic Network Hall will also feature Idea Exchange discussion roundtables and other conference programming. The deadline for priority registration for the Cultural and Academic Network Hall is October 31, 2018.

The Cultural and Academic Network Hall is a great way for department leadership and alumni offices to connect with past students and faculty and to meet new students and instructors. Due to size restrictions of the hall, the Network Hall will be limited to the first 50 organizations who register for a booth.

***APPLICATIONS AND FULL PAYMENT ARE DUE
FRIDAY, DECEMBER 7, 2018.***

BOOTH PRICES AND PAYMENT

Tabletop Exhibit:

\$650 for non-CAA Institutional Members*

\$425 for CAA Institutional Members*

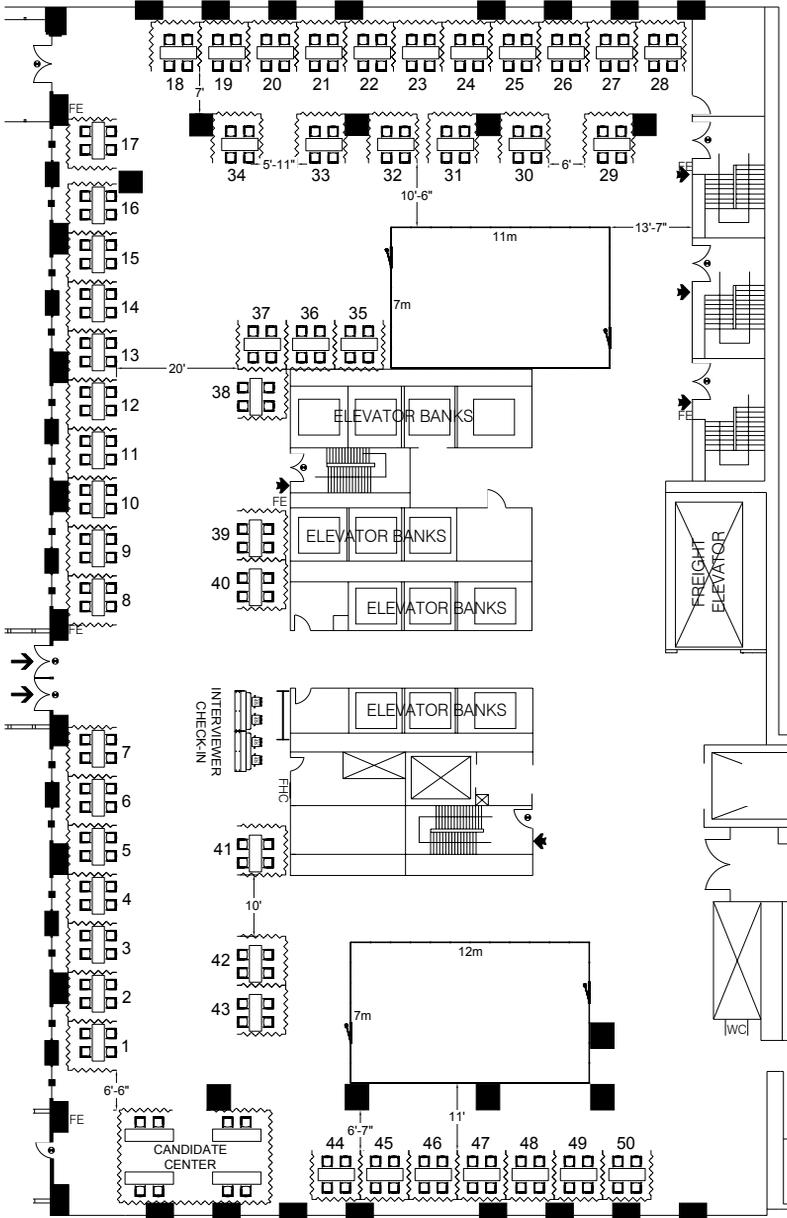
\$100 for 90-minute interview booth reservation (non-exhibitors)

See page 31 for application.

*This cost includes one 6-foot draped table, two chairs, and name sign, but does not include the cost of additional booth furnishings, drayage, electrical, internet or labor. See page 27 for more information on these additional costs.

CULTURAL AND ACADEMIC NETWORK HALL FLOOR PLAN

Americas Hall II, New York Hilton Midtown,
 1335 Avenue of the Americas, New York, NY 10019



Sponsorship

As a sponsor of the CAA Annual Conference, you will be among an elite group of companies, publishers, and organizations that support the visual arts field. Conference sponsors maintain a high profile leading up to and throughout the event. We offer three visibility packages and a variety of targeted sponsorship opportunities to accommodate all levels of participation.

Premier \$17,500

- Two (2) prime exhibit booths
- Six (6) complimentary all-access conference registrations
- Your logo on the conference tote bag distributed to 4,500+ registrants
- Inclusion of a promotional item in conference tote bags distributed to 4,500+ registrants
- Your logo on the conference website with a link to your website
- Your logo on the inside cover of the *Conference Program*
- Your logo prominently featured on a sign at the entrance to the Exhibit Hall
- One dedicated sponsor email to CAA full membership
- Acknowledgement in CAA executive director's convocation speech
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Four (4) floor decals featuring your logo in Exhibit Hall
- Mobile app visibility—banner ad or activity feed feature

Ally \$13,000

- Two (2) prime exhibit booths
- Six (6) complimentary all-access conference registrations
- Inclusion of a promotional item in conference tote bags distributed to 4,500+ registrants
- Your logo on the conference website with a link to your website
- Your logo on the inside cover of the *Conference Program*
- Your logo prominently featured on a sign at the entrance to the Exhibit Hall
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Mobile app visibility—banner ad or activity feed feature

Supporter \$10,000

- Two (2) prime exhibit booths
- Four (4) complimentary all-access conference registrations
- Your logo on the conference website with a link to your website
- Your logo on the inside cover of the *Conference Program*
- Your logo prominently featured on a sign at the entrance to the Exhibit Hall
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)

Targeted Sponsorship Opportunities

Lanyards \$10,000

Your logo will appear alongside CAA's logo on the lanyards that every conference attendee wears with their badges.

Tote Bag \$10,000

Your logo appears prominently on one side of the tote bag distributed to 4,500+ attendees, plus a tote bag insert.

Conference Mobile App \$10,000

Your logo will appear prominently throughout the conference mobile app. In 2018, 2,300 users downloaded and used the app, with 172,000 actions across all users for a combined total of 129,000 minutes over the duration of the conference.

Convocation Reception price variable

Your logo will appear on signage at the reception and your organization will be acknowledged in the executive director's convocation remarks and in the convocation program.

Lounge or Coffee Sponsorship \$10,000

Your organization and logo will be featured on signage in the lounge area or when coffee or snack services are made available.

Livestream Services \$10,000

Your organization will be credited wherever livestream services are mentioned, including during the executive director's remarks at convocation.

Back of Conference Badge \$5,000

Your logo will appear on the reverse of the conference badge that every attendee wears.

Advertising

Advertise your publications, services, and products through three unique opportunities—the *Conference Program*, conference website, and conference mobile app—to reach thousands of artists, art historians, students, curators, and other professionals in the visual arts.

CONFERENCE PROGRAM

As the official guide to the conference, the *Conference Program* lists sessions, activities, meetings, and receptions taking place at the four-day event. This document is distributed to over 4,500 conference attendees and press contacts. Attendees often retain the *Conference Program* as a record of the proceedings and a key professional resource, making it a great way to underscore your presence and reach this vibrant market.

Full Page	black and white
Half Page	black and white
Quarter Page	black and white
Inside Front Cover	4-color only
Inside Back Cover	4-color only
Back Cover	4-color only

**ARTWORK AND PAYMENT MUST BE RECEIVED BY
FRIDAY, NOVEMBER 30, 2018.**

Our partnership with CAA has given us an opportunity to be more than simply exhibitors. Our years of experience at the conference have developed valuable connections with our customers and future customers.

—Mindy McClusky, Blick Art Materials

CONFERENCE WEBSITE

New for 2019, web advertisers for the Annual Conference will be connected to visitors and content on the entire CAA website. Conference advertisers will no longer appear on a separate conference website.

The Annual Conference pages of the CAA website are visited by hundreds of thousands of visitors each year. As the go-to source for all conference information, the pages provide essential details on everything from registration and travel to program sessions and special events.

CONFERENCE MOBILE APP

Don't miss your chance to engage seamlessly with conference attendees through the CAA conference mobile app. With over 170,000 actions recorded at the 2018 conference, your banner ad or alert on the app is a great way to link attendees directly to your website or promotion.

Available on iPhone, Android, and BlackBerry devices, the free app allows users to browse and personalize the conference schedule, use maps, and locate exhibitor booths.

Advertising Options

Banner Ads

Banner advertisements are pinned at the top of the app for a specific block of time and rotate throughout the conference. The 2018 conference recorded 340,000 banner ad impressions February 18–24.

Push Notifications

Delivered to all attendees that have downloaded the app regardless of whether they are actively using the app at that point in time. Push notifications appear as a pop-up on the phone's lock screen (exception: HTML5 users), and also display in the Notifications panel in the menu. Push notifications can contain up to 140 characters of plain text and a link to a webpage or a document link. Push notifications can also include hashtags and social media handles.

For full details including customized packages, contact Veken Gueyikian at 718-302-9800 or Veken@hyperallergic.com.
<https://nectarads.com>

PAST EXHIBITORS AND ADVERTISERS

ACADEMIC PRESSES

Bard Graduate Center
Publications
Cornell University Press
Duke University Press
Indiana University Press
Instituto de Investigaciones
Estéticas
Manchester University
Press
McGill-Queen's University
Press
MIT Press
Oxford University Press
Penn State University Press
Pennsylvania Academy of
the Fine Arts
Princeton Architectural
Press
Princeton University Press
Rutgers University Press
Stanford University Press
SUNY Press
University of California
Press
University of Chicago Press
University of Hawaii Press
University of Minnesota
Press
University of New Mexico
Press
University of North
Carolina Press
University of Oklahoma
Press
University of Pennsylvania
Press
University of Texas Press
University of Washington
Press
University Press of Florida
University Press of New
England
Yale University Press

ARTISTS MATERIALS

3-P QuickCure Clay
Akua Water Based Inks
Artist Greenboard
Barnesville Easels
Blick Art Materials
Canson Inc.
Chartpak
ColArt Americas

Crescent
Dixon Ticonderoga
Faber-Castell
Folding Art Horse
General Pencil Company
Getting Your Sh*t Together
Gregory Daniels / da Vinci
Brushes and Alibabette
Editions Paris
Hahnemuhle
Jack Richeson & Co.
Jacquard Products
Klopfenstein Art
Equipment
Martin F. Weber Company
Marvelous Marianne's Art
Cleaners
Metropolitan Picture
Framing
Prismacolor Education
Workshops
Royal & Langnickel Brush
Manufacturing

Royal Talens
Speedball Art Products
STABILO
Trekell Art Supplies
Triarco Arts & Crafts
True Fresco

BOOKSELLERS

Alan Wofsy Fine Art-
Wittenborn
Art Books
Are Not Books &
Publications
Bronze Horseman
Conveyor Editions
Purgatory Pie Press
Search Press
Scholar's Choice

DIGITAL PUBLICATIONS AND SERVICES

Artifex Press
Artstor
Davis Art Images
JSTOR
Kickstarter
Museo
Popwalk Smartphone App
Triseum

INTERNATIONAL STUDY

Centre allemande
d'histoire de l'art
Drury University:
Architecture and Art in
Greece
Henry Moore Institute
Institut National d'Histoire
de l'Art
Institute of International
Education
International Center for
the Arts
Marist College, Florence,
Italy Branch Campus
Richmond, American
International University
in London
Santa Reparata
International School of Art
(SRISA)

MAGAZINES AND JOURNALS

Art in America
Art ltd.
Art Papers
Artforum/Bookforum
Burnaway
Cabinet
Carrier Pigeon Magazine
Celebrating Print
Magazine
East of Borneo
First American Art
Magazine
Frieze
IRSA-Artibus et Historiae
Leap
Modern Painters
New York Times
n.paradoxa
Paper Monument
Professional Artist
Magazine
Woman's Art Journal
X-TRA

PAINTS

Chroma
Gamblin Artists Colors
Golden Artist Colors
Holbein Artist Materials

Kremer Pigments
R & F Handmade Paints
Lefranc & Bourgeois Artist
Colors
Liquitex
Natural Pigments
Savoir Faire
Vasari Classic Artists' Oil
Colors
Williamsburg Handmade
Winsor & Newton Oil
Colors

SCHOOLS

Art Students League of
New York
Arts Management,
Claremont Graduate
University
Azusa Pacific University
Bard Abroad IILE
Bard Graduate Center
CalArts MA Aesthetics +
Politics/Center for
Integrated Media + MFA
in Art Technology—
School of Art
California College of the
Arts
Christie's Education
Corcoran College Art and
Design/Gallery of Art
Courtauld Institute of Art
CSU-Fullerton, Visual Arts
Danube University Krems
Glassell School of Art
Goddard College
Illinois State University,
School of Art
Institute for Doctoral
Studies in the Visual Arts
John Cabot University
Kendall College of Art and
Design
Maryland Institute College
of Art
Massey University College
of Creative Arts
Metropolitan Museum of
Art Academic and
Professional Programs
Nanyang Technological
University Design and
Media
New York Institute of
Technology
New York Studio School
New York University

Asian/Pacific/American
Institute
New York Studio School
Otis College of Art and
Design
Pacific Northwest College
of Art
Parsons School of Design
Royal College of Art
Ryerson University
Savannah College of Art
and Design
School of the Museum of
Fine Arts, Boston
San Francisco Art Institute
School of Art and Design,
Indiana University,
Bloomington
School of the Visual Arts
Sierra Nevada College
Smithsonian Institution
Southern Methodist
University, Department
of Art History
Stamps School of Art and
Design, University of
Michigan
University of Delaware
University of Michigan—
Flint
University of Oregon,
School of Architecture
and Allied Arts
University of San Francisco
Western State Colorado
University
Vermont College of Fine
Arts
Virginia Commonwealth
University, School of the
Arts
Wesleyan University,
Institute for Curatorial
Practice in Performance
Western Connecticut State
University

TRADE PRESSES

Abbeville
Abrams Books
Allworth Press
Antique Collectors' Club
ARTBOOK/D.A.P.
Art Consulting:
Scandinavia, Books on
Art and Architecture
Ashgate
Berg

Bloomsbury Publishing
Brepols
Brill
Casemate Art
Cengage Learning
Consortium Book Sales &
Distribution
David Zwirner Books
Drawing from the Inside
Out
De Gruyter
D. Giles Ltd.
Dumbarton Oaks Research
Library and Collection
Publications
Getty Publications
Hauser & Wirth
I.B. Tauris
Ingram Academic
Intellect
IPG / Art Stock Books
IRSA Artibus et Historiae
Inventory Press
Knopf Doubleday
Laurence King Publishing
L'Erma di Bretschneider
McGraw-Hill Higher
Education
Midmarch Arts Press
Monacelli Press
Paulist Press / Vatican
Museums
Pearson
Penguin Academic
Phaidon
Prestel Publishing
Promo Press Editions
Random House
Rizzoli International
Publications
Rodovid Press
Rockport Publishers
Routledge
Sanford
Schiffer Publishing
Siglio Press
SoberSCOPE Press
Station Hill Press
Tarcher-Penguin Books
Thames & Hudson
Wadsworth Cengage
Learning
Wiley

ART PROGRAMS, SERVICES, AND MUSEUMS

American Folk Art
Museum
Apexart
Appraisers Association of
America, Inc.
Art Condo
Art Frankly
Artist for Artists Project
ArtTable
Asian Pacific American
Institute at NYU
Assessment in the Arts
Conference 2012
Bookmobile
CAMAC Artist Residency
Colored Pencil Society of
America
Cuba Tours and Travel
Feitelson / Lundeberg Art
Foundation
Frederik Meijer Gardens
and Sculpture Park
Harvard Art Museums
Institute for Women and
Art, Rutgers University
Landau Traveling
Exhibitions
Manifest Creative Research
Gallery and Drawing
Center
Meadows Museum
Millay Colony for the Arts

Museum of Modern Art
National Art Education
Association
New York Foundation for
the Arts
New York Professional
Outreach Program
(NYPOP)/University of
Massachusetts Amherst,
Art and Art History
PanOpticon Design
Princeton University Art
Museum
Scottsdale Museum of
Contemporary Art
SabbaticalHomes.com
Starry Night Programs
Terra Foundation for the
Arts
Tutku Tours Turkey—Arts
in Turkey
Ukrainian Museum
Western States Arts
Federation (WESTAF)
Women's Caucus for Art

PAST SPONSORS

Alberta College of Art and
Design
American Airlines
Art in America
Artforum/Bookforum
Artstor
Azusa Pacific University
Bard Graduate Center

Blick Art Materials
Bloomsbury Publishing
Boston University School
of Visual Arts
CalArts
Cengage
Columbia College Chicago
Core Partners
Frieze
Getty Foundation
Golden Artist Colors
Hauser & Wirth Publishers
Institute for Doctoral
Studies in the Visual Arts
Intellect Books & Journals
Samuel H. Kress
Foundation
Laurence King Publishing
Liquitex
McVicker &
Higginbotham
National Endowment for
the Arts
Pearson
Prestel
Richmond, American
International University
in London
School of the Art Institute
of Chicago
Sotheby's Institute of Art
University of California
Press
Wix
Yale University Press

Our participation in the CAA conference exhibits is one of the most important marketing tools we have for our publications in art and architectural history.

—Ellen Freiler, exhibits coordinator, Yale University Press

CALENDAR

October 31, 2018	Priority application deadline for Book and Trade Fair and Cultural and Academic Network Hall exhibitor applicants
November 12, 2018	First round of booth and tabletop assignments; confirmation packages mailed
November 16, 2018	Final deadline for sponsorship visibility packages and full payment
November 30, 2018	Advertising reservation and artwork deadline for <i>Conference Program</i>
December 7, 2018	Final deadline for Book and Trade Fair and Cultural and Academic Network Hall applications and full payment; all remaining confirmation packages mailed
January 7, 2019	Deadline to submit names for complimentary registration
February 13, 2019	Load in and set up in Exhibit Halls 9:00 a.m.–5:00 p.m., Wednesday Exhibitors pick up registration packages and badges
February 14–16, 2019	Exhibits open to conference attendees 9:00 a.m.–6:00 p.m., Thursday and Friday 9:00 a.m.–2:30 p.m., Saturday
February 16, 2019	Last day of exhibits Exhibitor dismantle and load out 2:30–6:00 p.m., Saturday

**DEADLINE FOR APPLICATIONS WITH FULL PAYMENT IS
FRIDAY, DECEMBER 7, 2018.**

CONTRACT

Character of Exhibits and Promotion and Sale of Merchandise

The purpose of the Book and Trade Fair exhibit (the "Exhibit") at the CAA Annual Conference is to complement the program of the Annual Conference by educating CAA members as to currently available art and art-history-related products, publications, and services and to give the Exhibitor the opportunity to stimulate a demand for these. Within this philosophy, it is expected that the Exhibitor will market their products or services to their fullest worth and stimulate future sales of merchandise. While retail sales are not expressly prohibited, the nature of the show is better suited to the distribution of promotional material and the taking of orders to be processed at the close of the conference or at some future date. If the Exhibitor intends to sell and deliver merchandise directly to attendees, it is the sole responsibility of the Exhibitor to obtain the necessary permits from the City of New York and to collect and remit any taxes due for any and all items sold.

Use of Exhibits

Only official Exhibitors are permitted to represent products and services at the Exhibit. Solicitations by any other company or person are strictly prohibited. The distribution of promotional material or canvassing by the Exhibitor is restricted to the Exhibitor's own booth space and designated areas only. Nothing shall be attached to any surface of the exhibit hall. Distribution of promotional gummed stickers or labels is strictly prohibited. At the sole discretion of CAA, designated contractors, or the New York Hilton Midtown, anything deemed necessary or proper for the protection of the building, equipment, or furniture will be required, and these provisions will be the responsibility of the Exhibitor.

Conference Registration

Exhibitors purchasing Standard Exhibit Booths are provided with two complimentary conference registrations for the first standard booth and one for each additional booth (or one per Half Standard Exhibit Booth), providing access to conference sessions and non-ticketed special events. Exhibitors may purchase additional registrations at the discounted CAA member rate.

Exhibitors may request four Exhibit Hall Only badges for individuals staffing trade fair booths. A limited number of Exhibit Hall Passes are also available for Exhibitors' clients and guests. These badges and passes are good for admission to the Exhibit Hall only and are not valid for any other conference event. Forms for submitting the names of booth personnel and additional guests are included in the confirmation package.

Tabletop Exhibitors receive two Exhibit Hall Only Badges for individuals staffing their displays and a limited number of Exhibit Hall Passes for clients and guests. Exhibitor Badges and Exhibit Hall Passes are good for admission to the Exhibit Hall only and are not valid for any other conference event. Tabletop Exhibitors do not receive complimentary conference registration, but may purchase a limited number of full conference registrations at the discounted CAA member rate.

Exhibit Space

Exhibits must be confined to the booth limits as indicated on the floor plan. No special signs, booth construction, apparatus, lighting fixtures, etc., will be permitted above 8-feet high; the maximum height along the side wall, including the display of books and products, may not exceed 60 inches for the first 5 feet from the aisle. Interference with the light or space of other Exhibitors is not permitted. Noisy or objectionable equipment, devices, or materials producing unpleasant or noxious smells are not permitted. It is the Exhibitor's responsibility to keep sound levels within the confines of the booth area.

Exhibitors who fail to adhere to this clause may be asked to leave the Exhibit without any refund of fees or compensation for expenses.

Space and Rental Fees

STANDARD EXHIBIT SPACE

The Application and Contract for the use of Exhibit Space provides for an 8-foot x 10-foot standard draped exhibit booth only. An identification sign carrying the Exhibitor's name and booth number is provided at no extra cost. A fee of \$ 1,350 for the first standard exhibit booth and \$1,250 for each additional standard exhibit booth. *Prices do not include booth furnishings, electrical service, internet service or drayage.*

TABLETOP EXHIBIT SPACE

The Application and Contract for use of the Tabletop Exhibit space provides for space to accommodate one 6-foot-long table and two chairs only. An identification sign carrying the Tabletop Exhibitor's name and location is provided at no extra cost. A fee of \$650 is required for Tabletop Exhibits. This fee includes the furnishings of one draped 6-foot table and two chairs.

Payment

A 50% deposit of the exhibit booth fee, payable with the Application and Contract, is required to reserve space at the Exhibit. The balance is due December 7, 2018. Should an Exhibitor fail to pay the balance by such date, CAA reserves the right to consider, at its sole discretion, said failure to be a cancellation of the Contract. Late payments may be subject to additional interest charges. Under such circumstances, CAA shall have the absolute right to sell, utilize, or otherwise dispose of Exhibitor's space in any manner deemed appropriate without any liability to CAA. Failure to make full payment or to otherwise comply with the contract or these terms and conditions may be deemed by CAA to constitute cancellation of the Contract, and Exhibitor may forfeit its deposit in cancellation and refunds. All cancellations must be in writing and will become effective upon receipt by CAA. If Exhibitor cancels prior to December 7, 2018, CAA will refund Exhibitor's deposit less a \$175 cancellation fee. After that date, no refunds will be made. Any money forfeited and any cancellation fees, are acknowledged by Exhibitor to constitute liquidated damages and are not applicable to future CAA Exhibits.

If the Exhibit is canceled by CAA, or for reasons beyond CAA's control, CAA shall refund Exhibitor's fees. Exhibitor waives and shall not be entitled to any other reimbursement or compensation which might arise by reason thereof.

Exhibit Space Assignment

Exhibitor agrees to accept CAA's assignment of exhibit space unless Exhibitor gives formal notification within 14 days of assignment. If Exhibitor gives such notice within the 14-day period and mutually satisfactory space cannot be arranged within the 14-day period, Exhibitor will receive a full refund of deposit. CAA will assign booth location at its sole discretion. CAA reserves the right to alter the exhibit floor layout in any way it deems necessary, assign space based on other considerations, and change Exhibitor's locations at CAA's sole discretion.

For exhibit space applications received by Wednesday, October 31, 2018, CAA will assign booth space according to a point system, with the exception of certain booths reserved for Exhibitors participating at a sponsorship level. Sponsorship booths will be assigned for sponsor applications received before Wednesday, October 31, 2018, with preference given to Exhibitors that have a standing in the point system, according to that system. Sponsorship applications received after October 31, 2018, will be assigned sponsorship booths on a first-come, first-served basis. For all booth assignments, first considerations will be given to companies with the most points accumulated over years of supporting CAA, exhibiting at the Annual Conference, and advertising in the *Conference Program* and CAA publications. Points are accumulated as follows: Exhibitors receive three points for each year represented at the Exhibit since 1996; an additional point is earned for each booth space rented in excess of one per year. Additional points are earned for each page of advertising in the Program and CAA's publications, *Art Journal*, *The Art Bulletin*, and CAA News. For the 2019 conference, an additional 25 priority points will be given to exhibitors who stay at the official conference hotels during the week of February 11-16, 2019.

Applications received after Wednesday, October 31, 2018, will be assigned booth locations on a first come, first-served basis.

Exhibit Hall Furnishing and Management

CAA has designated Freeman Exhibit Services as the official show decorator. Questions about installation, furniture, equipment, and drayage should be directed to Freeman Exhibit Services telephone: 201-299-7575 email: FreemanNewYorkES@freemanco.com

Furniture, lighting, booth accessories, and any additional draping or signs are the sole responsibility of the Exhibitor and may be ordered in advance from the official decorator.

No combustible decoration such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, and wrapping paper (which must be flameproof) are to be removed from the floor and may not be stored under tables or behind displays. All muslin, velvet, silken, or any other cloth decoration must stand a flameproof test. All flammable materials and fluids are to be kept

in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of the New York Hilton Midtown. Decorations, signs, banners, etc., may not be affixed in any way to any surface in the exhibit halls. Adhesive badges, stick-on decals, or any other type of adhesive items will not be permitted in the facility.

Work is not permitted on exhibits during official hours of the Exhibit. **Exhibitor agrees not to dismantle exhibits or begin packing before the official closing hour of 2:30 p.m. on Saturday, February 16, 2019. Dismantling exhibits or packing before the official closing hour will result in loss of the exhibitor's priority points.**

Only authorized Exhibit personnel, New York Hilton Midtown and Freeman Exhibit Services personnel, and CAA staff will be allowed in the exhibition area during setup and dismantling. No freight or truck shipments will be accepted by the New York Hilton Midtown. Drayage will be handled by Freeman Exhibit Services. Exhibitor will receive a service kit from Freeman Exhibit Services outlining drayage services and fees. Exhibitors are advised to consult with Freeman Exhibit Services to keep exhibiting costs to a minimum and avoid shipping complications.

Information regarding exhibition hall work rules that are applicable in the New York Hilton Midtown may be obtained from Freeman Exhibit Services. Arrangements for skilled and unskilled labor can also be made through Freeman Exhibit Services. CAA will provide Exhibit Hall security personnel on a round-the-clock basis from the beginning of installation, at 9:00 a.m. on Wednesday, February 13, through the conclusion of the dismantling at 6:00 p.m., Saturday, February 16. Security personnel, in consultation with CAA, will institute certain procedures to control access to the Exhibit Hall before, during, and after the completion of exhibit hours. It is the obligation of all Exhibitors to adhere to these procedures to insure the security of individual property. In no way shall the furnishing of such security services be construed as an assumption of obligation or duty by CAA with respect to the protection of Exhibitor's property, which at all times remains the sole possession and custody of Exhibitor, nor does furnishing such services imply any protection or guarantee against losses of any nature. CAA recommends that Exhibitor obtain appropriate insurance coverage to cover losses due to theft or

damage. Exhibitor agrees to indemnify, hold harmless, and defend CAA and the New York Hilton Midtown and each of the directors, officers, employees, and agents, and their representatives and contractors, against any claims, losses, suits, judgments, expenses or costs, damages, injury or charges to persons or property, governmental charges or fines, and attorneys fees arising from, out of, or by reason of any accident or other occurrence to anyone, including Exhibitor, its agents, employees, and business invitees, which arises from, out of, or by reason of Exhibitor's occupancy and use of the Exhibit Hall or part thereof.

In addition, the Exhibitor agrees to strictly comply with all applicable terms and conditions contained in the agreement between New York Hilton Midtown and CAA regarding the exhibition premises, as well as comply with all laws and regulations of the City of New York and all lawful orders of the police and fire departments or any other municipal authority.

Exhibitor expressly acknowledges that CAA and the New York Hilton Midtown do not maintain insurance covering Exhibitor's property and that Exhibitor has the sole responsibility to obtain, at its expense, business interruption, property damage, and other appropriate insurance covering any losses by Exhibitor.

Exhibitor assumes responsibility and agrees to indemnify and defend CAA and the Hilton New York and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither CAA nor the Hilton New York maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

All current and subsequent CAA conditions and regulations are made a part hereof as it is fully incorporated herein. CAA shall have full and exclusive power to interpret, amend, and enforce all such conditions and regulations. These terms and conditions, and the decision and interpretation of CAA shall be final and Exhibitor agrees to abide by such decision or interpretations.

ESTIMATED ADDITIONAL SERVICE COSTS IN THE EXHIBIT HALL

DRAYAGE

Advance shipments crated: \$208.50/ per cwt with a 200 lbs. minimum charge
Direct shipments crated: \$220.50/ per cwt with a 200 lbs. minimum charge.
Small package shipment of 30 lbs. maximum weight is \$45.00.

INTERNET AND ELECTRICAL

Basic Wired High Speed internet connection: \$425 per day plus taxes and labor. Static IP \$190. There will be Free wi-fi suitable for text based messaging but may not support other high bandwidth purposes.

Single basic power electrical connection: between \$210 and \$300, plus taxes and labor.

Full details of the above services and costs will be included in the Exhibitor Service Kit that will be sent to all exhibitors by the show contractor, Freeman Exhibit Services. For first time exhibitors Freeman also offers dedicated special assistance for preshow ordering, labor, shipping, navigating the online service process and calculating costs.

Please remember, *Standard Exhibit Booth prices do not include booth furnishings*. Furniture, lighting, booth accessories, and any additional draping or signs are the sole responsibility of the exhibitor and may be ordered in advance from Freeman Exhibit Services.

QUESTIONS about installation, furniture, equipment, and drayage should be directed to Freeman Exhibit Services at telephone: 201-299-7575; email: FreemanNewYorkES@freemanco.com

Conference Hotels

The New York Hilton Midtown and Sheraton Times Square hotels are the official hotels of the conference where we have negotiated discount rates for you starting at \$219.00, the lowest rates for comparable accommodations in the immediate area.

CONTACTS

DIRECT YOUR QUESTIONS REGARDING EXHIBITS TO:

Paul Skiff

CAA Assistant Director for Annual Conference

212-392-4413

FAX: 212-627-2381

pskiff@collegeart.org

DIRECT YOUR QUESTIONS REGARDING SPONSORSHIPS TO:

Nick Obourn

CAA Director of Communications, Marketing, and Membership

212-392-4401

nobourn@collegeart.org

Alison Chang

CAA Sponsorship and Partnership Manager

212-392-4436

achang@collegeart.org

DIRECT YOUR QUESTIONS REGARDING ADVERTISING TO:

Veken Gueyikian

Nectar Ads

718-302-9800

veken@hyperallergic.com

<https://nectarads.com>

Book and Trade Fair

STANDARD EXHIBIT SPACE APPLICATION AND CONTRACT

CAA 107TH ANNUAL CONFERENCE IN NEW YORK CITY, FEBRUARY 13-16 2019

Between the Exhibitor:

_____ and CAA.

Company Name _____

STANDARD BOOTH \$ _____

ADDITIONAL BOOTH(S) \$ _____

HALF STANDARD BOOTH \$ _____

TOTAL \$ _____

50% DEPOSIT \$ _____

BALANCE due by December 7, 2018 \$ _____

BOOTH PRICES AND PAYMENT

Americas Hall I & Rhinelander Gallery

First standard booth \$1,350

Additional booths \$1,250

Standard aisle corner \$1,450

Half standard booth \$ 700

BOOTH CHOICE: Review floor plan and choose in order of preference. If your choices are already assigned, you will be assigned a booth close to those selected. (1)_____ (2)_____ (3)_____

PRIORITY DEADLINE FOR APPLICATIONS IS WEDNESDAY, OCTOBER 31, 2018

DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS FRIDAY, DECEMBER 7, 2018

Make checks payable to the College Art Association. Checks must be drawn from a US bank in US dollars.

Visa, MasterCard, American Express and Discover are accepted.

CREDIT CARD NUMBER EXPIRE DATE

AUTHORIZED SIGNATURE, PLEASE PRINT AND ALSO SIGN CVV NUMBER

CONTACT NAME TITLE

ADDRESS

CITY STATE ZIP

TELEPHONE FAX

EMAIL ADDRESS

COMPANY WEBSITE

BOOTH SIGN / PROGRAM LISTING IMPORTANT: HOW YOU WANT TO BE LISTED

Exhibitor agrees to this contract for the use of the Exhibit Hall, and is bound by the Terms and Conditions set out in the preceding pages, and to any amendment thereto by CAA. Exhibitor agrees to the booth location assigned by CAA unless Exhibitor rejects such location within fourteen (14) days of notification by CAA.

SIGNATURE _____ DATE _____

NAME _____ TITLE _____

TELEPHONE _____ EMAIL _____

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor and that all terms and conditions of the Contract (pg. 24-26) are understood and accepted.

Accepted by CAA; _____ DATE _____

**Return this form to Paul Skiff, CAA 50 Broadway, 21st Floor,
New York, NY 10004 FAX: 212-627-2381 Email: pskiff@collegeart.org**

Book and Trade Fair

TABLETOP EXHIBIT APPLICATION AND CONTRACT

CAA 107TH ANNUAL CONFERENCE IN NEW YORK CITY, FEBRUARY 13-16 2019

Between the Exhibitor:

_____ and CAA.

Company Name _____ **TABLETOP PRICE: \$650**
TABLETOP EXHIBIT \$ _____ **This price includes one 6 foot table**
50% DEPOSIT \$ _____ **two chairs, and name sign.**
BALANCE DUE BY DECEMBER 7, 2018 \$ _____

BOOTH CHOICE: Review floor plan and choose in order of preference. If your choices are already assigned, you will be assigned a booth close to those selected. (1) _____ (2) _____ (3) _____

PRIORITY DEADLINE FOR APPLICATIONS IS WEDNESDAY, OCTOBER 31, 2018
DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS FRIDAY, DECEMBER 7, 2018

Make checks payable to the College Art Association. Checks must be drawn from a US bank in US dollars. Visa, MasterCard, American Express and Discover are accepted.

CREDIT CARD NUMBER _____ EXPIRE DATE _____

AUTHORIZED SIGNATURE, **PLEASE PRINT AND ALSO SIGN** _____ CVV NUMBER _____

CONTACT NAME _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL ADDRESS _____

COMPANY WEBSITE _____

BOOTH SIGN / PROGRAM LISTING IMPORTANT: HOW YOU WANT TO BE LISTED

Exhibitor agrees to this contract for the use of the Exhibit Hall, and is bound by the Terms and Conditions set out in the preceding pages, and to any amendment thereto by CAA. Exhibitor agrees to the booth location assigned by CAA unless Exhibitor rejects such location within fourteen (14) days of notification by CAA.

SIGNATURE _____ DATE _____
NAME _____ TITLE _____
TELEPHONE _____ EMAIL _____

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor and that all terms and conditions of the Contract (pg. 24-26) are understood and accepted.

Accepted by CAA; _____ DATE _____

**Return this form to Paul Skiff, CAA 50 Broadway, 21st Floor,
New York, NY 10004 FAX: 212-627-2381 Email: pskiff@collegeart.org**

CULTURAL AND ACADEMIC NETWORK HALL APPLICATION

CAA 107TH ANNUAL CONFERENCE IN NEW YORK CITY, FEBRUARY 13-16 2019

Between the Exhibitor:

_____ and CAA.

Organization Name

CHECK THE TYPE OF RESERVATION YOU ARE MAKING, CAA MEMBER OR NON-MEMBER

Tabletop Exhibit reservations are for the full three day period of Thursday, February 14, 9:00 am to 6:00 pm, Friday February 15, 9:00 am to 6:00 pm and Saturday, February 16, 9:00 am to 2:30 pm:

___ **Tabletop Exhibit Reservation, CAA Institutional Member price \$425: CAA Member Number** _____

___ **Tabletop Exhibit Reservation, Non-Member price \$650**

___ **90 minute interview booth reservation only, for participants without a Full Booth reservation \$100**

DEADLINE FOR APPLICATION CONTRACT AND FULL PAYMENT IS FRIDAY, DECEMBER 7, 2018

Make checks payable to the College Art Association. Checks must be drawn from a US bank in US dollars. Visa, MasterCard, American Express and Discover are accepted.

CREDIT CARD NUMBER

EXPIRE DATE

AUTHORIZED SIGNATURE, PLEASE PRINT AND ALSO SIGN

CVV NUMBER

CONTACT NAME

TITLE

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL ADDRESS

COMPANY WEBSITE

BOOTH SIGN / PROGRAM LISTING IMPORTANT: PLEASE PROOFREAD; THIS IS HOW YOUR ORGANIZATION'S NAME WILL APPEAR ACROSS ALL CONFERENCE MATERIALS.

Exhibitor agrees to this contract for the use of the Exhibit Hall, and is bound by the Terms and Conditions set out in the preceding pages, and to any amendment thereto by CAA.

SIGNATURE _____ DATE _____

NAME _____ TITLE _____

TELEPHONE _____ EMAIL _____

NOTE: This document, when signed by CAA, constitutes a binding legal agreement. By the above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of Exhibitor and that all terms and conditions of the Contract (pg. 24-26) are understood and accepted.

Accepted by CAA; _____ DATE _____

**Return this form to Alison Chang, CAA 50 Broadway, 21st Floor,
New York, NY 10004 FAX: 212-627-2381 Email: achang@collegeart.org**

NOTES



50 Broadway, 21st Floor
New York, NY 10014
www.collegeart.org