



**Society of Biblical Literature**  
**Advertising and Exhibiting Contract**  
**2012 International Meeting**  
**Amsterdam, The Netherlands • 22–26 July**

Company \_\_\_\_\_ Contact Person \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_  
Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_

<b>ADVERTISING AND EXHIBITING OPPORTUNITIES*</b>	<b>ITEM</b>	<b>RATE</b>		<b>NUMBER REQUESTED</b>		<b>TOTAL</b>
<b>PROGRAM BOOK</b> (contract due by 4/20/2012 - artwork due by 5/15/2012)	Full Page	\$150	x		=	\$
	Inside Front Cover	\$600	x		=	\$
	Inside Back Cover	\$600	x		=	\$
<b>TOTE BAG INSERTION</b> (contract due by 6/1/2012 - inserts due by 7/1/2012)	Each Insert	\$350	x		=	\$
<b>EXHIBIT TABLE</b> (contract due by 5/15/2012)	Each Table	\$250	x		=	\$
<b>TOTAL</b>						<b>\$</b>

**METHOD OF PAYMENT:**

**Mail Form To:**  
Advertising and Exhibits  
SBL International Meeting  
825 Houston Mill Road  
Atlanta, GA 30329 USA

**Fax Form To: 1-404-727-3101**  
*Credit Card Payments Only!*

Note: If you fax the registration form, do not mail the original. Please allow 10 business days for processing.

**Questions Only:**  
1-877-336-6798 (U.S.)  
1-404-727-2315 (Outside U.S.)  
InternationalMeeting@sbl-site.org

**Payment:**

- Charge a total of \$ \_\_\_\_\_  
 Visa       MasterCard       American Express

Card # \_\_\_\_\_

Card Expiration Date (mm/yy) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

I agree to pay above amount according to card issuer's agreement

- My check is enclosed in the amount of \$ \_\_\_\_\_  
Make payable to Society of Biblical Literature; U.S. funds drawn on U.S. bank

**\*Please see attached sheet for terms and conditions. Sign here to indicate that you have read and agree to the terms and conditions listed.** \_\_\_\_\_



**Society of Biblical Literature**  
**Sponsorship Contract**  
**2012 International Meeting**  
**Amsterdam, The Netherlands • 22–26 July**

Company \_\_\_\_\_ Contact Person \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_  
Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_

**SPONSORSHIP OPPORTUNITIES\***

\_\_\_\_\_ **GOLD SPONSORSHIP / LANYARD** **\$2000.00**

Includes your logo on the delegate lanyard, choice of inside cover of program book, tote bag insert, sign listing, program listing, website acknowledgement, sponsor ribbons.

\_\_\_\_\_ **SILVER SPONSORSHIP / RECEPTION** **\$1000.00**

Includes display table at the opening reception, one page ad in program book, tote bag insert, sign listing, program listing, website acknowledgement, sponsor ribbons.

\_\_\_\_\_ **BRONZE SPONSORSHIP / COFFEE BREAK (4 available)** **\$500.00**

Includes table tents at one coffee break, choice of one page ad in program book or tote bag insert, sign listing, program listing, website acknowledgement, sponsor ribbons.

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Cardholder Signature \_\_\_\_\_

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Make payable to Society of Biblical Literature; U.S. funds drawn on U.S. bank in U.S. dollar account.

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**Society of Biblical Literature**  
**Terms and Conditions**  
**2012 International Meeting**  
**Amsterdam, The Netherlands • 22–26 July**

**Applications and Payments**

All applications for advertising, exhibiting, and sponsorships for the 2012 SBL International Meeting must be submitted on these forms. Such submissions indicate the applicant's agreement to abide by the terms and conditions.

**Advertising:** Full payment for advertising must be enclosed with this application and must be received by 20 April 2012. Payments must be made in US dollars by check/bank draft, international money order, or credit card charge. No contract is binding until full payment is received and its acceptance is confirmed in writing by SBL. If an advertising contract is cancelled before 20 April 2012, SBL will retain \$25 of the total fee paid and refund the balance. No refunds for advertisements will be issued after 20 April 2012.

**Exhibiting:** Full payment for exhibit table reservations must be enclosed with this application and must be received by 15 May 2012. Payments must be made in US dollars by check/bank draft, international money order, or credit card charge. No contract is binding until full payment is received and its acceptance is confirmed in writing by SBL. If an exhibit contract is cancelled before 15 May 2012, SBL will retain \$25 of the total fee paid and refund the balance. Exhibit reservations made after 15 May 2012 will be on a space available basis and are not guaranteed listing in the printed program.

**Advertising Specifications**

Rates include space only. No agency discounts. Only Adobe Acrobat PDF artwork will be accepted. SBL will not make any changes to the ads. Artwork must conform to the following specifications: trim size: 210x297 mm or 8.3x11.7 in, ad size: 175x265 mm or 7x10.5 in, at least 300 dpi with all fonts and images embedded in PDF. Email PDF files to: [InternationalMeeting@sbl-site.org](mailto:InternationalMeeting@sbl-site.org). Send explicit layout instructions, especially for multiple-page ads or facing spreads. Materials must be received no later than 15 May 2012. SBL reserves the right to determine whether ads are consonant with the character of the meeting.

**Tote Bag Insert Specifications**

All materials will be printed by the Advertiser and shipped to the meeting location. Clearly mark all cartons "Tote Bag Inserts / SBL International Meeting."

**Exhibit Specifications**

Exhibit table measurements are approximately 180cm x 60cm (72" x 24"). Publishers must provide their own display equipment and accessories (table drapery, risers, bookends, easels, etc.). The fee includes a complimentary registration for one representative per table (any additional staff must pay the full registration fee).

Display space is limited and tables are available on a first-come, first-served basis. SBL reserves the right to restrict the number of tables available to any single publisher if necessary to accommodate all publishers wishing to exhibit at the meeting. Publishers renting exhibit tables must provide a staff member to handle their displays. Only publishers who have rented exhibit tables and who have a representative present may sell at the meeting site. Publisher representatives are responsible for all aspects of the operation of their respective exhibits, including receiving cash payments, handling credit card transactions, etc. Electrical connections dependent on availability and fees. SBL is not responsible for lost or stolen items or damaged displays.

SBL recommends that publishers offer their books to meeting participants at a discount of 40% to 50% off the regular retail list price, but that decision is left to each individual publisher, as is the time period within which they will accept orders at the meeting discount. SBL reserves the right to determine whether exhibits are consonant with the character of the meeting.

**Correspondence**

Send all correspondence, including completed contracts and payments, to:

Advertising and Exhibits  
SBL International Meeting  
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Atlanta, GA 30329 USA  
Email: [InternationalMeeting@sbl-site.org](mailto:InternationalMeeting@sbl-site.org)  
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