



Information for Publishers, Exhibitors and Advertisers

The 2015 ASLE Conference Publishers' Exhibit will be located in the **Borah Theater Lounge** located on the 2nd floor of the Student Union Building at the University of Idaho.

Exhibitors can expect significant traffic in this location as it is located at the center of four major meeting rooms including the conference plenary sessions. A detailed map is shown below. Booth spaces are approximately 10' x 10'; Security will be provided for times when the exhibit is closed. WiFi is complimentary. Power is also available (additional fees apply).

Tentative Exhibit Schedule:

Tuesday, June 23: setup during registration desk hours (12-6pm)
Wednesday, June 24: 8:30am – 5pm
Thursday, June 25: 8:30am – 5pm
Friday, June 26: 8am – 12pm
Saturday, 27: 8am – 12pm

Table and Registration Fees for Book Exhibitors and Publishers

Full Table Rates:

Full tables are available at the cost of \$300 each. Each full table purchase includes 2 representative registrations. Additional tables can be purchased for \$100 each. Additional reps will be charged a rate of \$100 each.

Half Table Rates:

Half tables can be purchased at the rate of \$175. Half table purchases include 1 representative registration. Additional reps for half-table purchases will cost \$100 each.

IMPORTANT: ASLE cannot staff tables for authors or publishers, and prefers that you send a representative. However, in response to previous requests, we will allow unstaffed tables and set up your books at the beginning of the conference and take them down at the end. We cannot ship books back to you, so they will be donated or given away at the end of the conference.

If you cannot attend and would like to display and sell a limited number of titles at a table with a representative present, please contact Mary Lynn Howe (mlh@scholarschoice.com) at The Scholar's Choice (<http://www.scholarschoice.com>).

Prices for unstaffed tables are the same as for those with representatives due to our increased logistical/administrative costs.

Pre-Conference Shipments

Boxes of books will be accepted beginning May 1, 2015. Boxes should be clearly labeled "Books for ASLE Conference" and include the name of the publisher or author on the outside of the box. The boxes can be mailed to:

ADDRESS/CONTACT PERSON FOR DELIVERIES:

University of Idaho – ASLE Conference

Attn: Lacey Beplate

875 Perimeter Drive MS 2281

Moscow, ID 83844-2281

Post-conference

Please be aware that the university and the conference co-hosts cannot be responsible for return shipping of unsold books. Any books that remain on display or in pre-conference storage after 6:00 p.m. on Saturday, June 27, 2015 will become the property of ASLE.

Program Advertising

ASLE offers advertising space in the 2015 conference program. The printed program is approximately 40 pages in length, with B/W printing on recycled paper.

Size:	Rate:
Full page (7.5 x 10 inches)	\$400
½ page (7.5 x 5 or 3.75 x 10 inches)	\$250
¼ page (3.75 x 5 inches)	\$150

Please provide fully laid-out ads in .jpg, .eps, or .pdf format.

The deadline to submit advertising copy is May 20, 2015. Files may be emailed to info@asle.org

Deadline: Please send your reservation form with payment by **April 20, 2015** to confirm your space in our publishers' exhibit and/or conference program.

For more information regarding Publisher Exhibit and program advertising details please contact Amy McIntyre at info@asle.org. Logistical questions can be directed to Lacey Beplate at laceyb@uidaho.edu.