



# 49<sup>th</sup> Annual Conference of the Urban Affairs Association

April 24 – 27, 2019 | Los Angeles, California

UCLA Luskin Conference Center



## Exhibitor Prospectus

# 2019

## Engage Conference Participants:

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There are several ways to engage our conference participants which include:

1. Our Book Exhibit
2. Advertising via flier, online conference program, and printed program.
3. Meet and greets at our numerous meals, coffee breaks, and receptions
4. Serving as a panelist on specialized publishing sessions



**YOUR TARGET AUDIENCE IS AT THE  
2019 UAA CONFERENCE**



## Exhibitor Schedule

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### Installation and Dismantle

Installation: Wednesday, April 24 (To Be Determined)

Dismantle: Saturday, April 27 (between 10:30 am – 12 pm)

### Exhibit Hours

Thursday, April 25 (9 am – 6 pm)

Friday, April 26 (9 am – 6 pm)

Saturday, April 27 (9 am – 10:30 am)

### Exhibit Book Sales

Day and Times (To Be Determined)

## Deadline and Fees

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UAA welcomes exhibitors seeking to provide resources relevant to research, teaching and public service within urban affairs. Each year we allocate space to exhibitors in the conference hotel. The exhibit area is chosen to maximize traffic and interactions with attendees. An average of 500 persons attend meals and concurrent sessions each of the full days of the conference.

**IMPORTANT:** Exhibitor space requests and fees for the 2019 conference must be received no later than **January 15, 2019**.

Exhibit space is provided on a first come basis subject to availability.

## General Registration Rates:

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UAA Exhibitor Rates	
Primary Exhibitor Representative (includes 1 table and all conference meals/receptions)	\$535
Additional Exhibit Representative (includes all conference meals/receptions)	\$435
Additional Exhibit Table (per table)	\$75

**IMPORTANT:** To exhibit at the UAA conference, there must be a registered Primary Exhibitor Representative. Then, up to 10 other representatives may utilize the Additional Exhibit Representative rate.

Representative fees include admission to all meal events for ONE person. The fee covers Wednesday reception, Thursday breakfast, Thursday lunch, Thursday networking reception, Friday breakfast, Friday lunch, Friday networking reception, and Saturday breakfast, as well as all coffee breaks.

## Payment Information

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**IMPORTANT:** The [Online Exhibitor Registration Form](#) will be available October 24, 2018. Payment can be done by credit card using our online payment system.

For questions regarding registration, please contact [reg@uaamail.org](mailto:reg@uaamail.org).

## Previous UAA Conference Exhibitors/Advertisers

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Association Book Exhibit

Center for Urban and Regional Affairs

Cornell University Press

Elsevier

Fordham University Press

McGill-Queen's University Press

M.E. Sharpe

Taylor & Francis/Routledge

SAGE Publishing

Springer

UBC Press

University of Chicago Press

University of Minnesota Press

Wiley

Filmmakers:

*Arc of Justice, Street of Dreams, and Gaining Ground*

*Daddy Don't Go*

*East LA Exchange*

# Advertisements – Promote your Participation

UAA welcomes advertisements that are relevant to research, practice, and/or teaching in urban affairs. Three advertising options are described below.

Ad	Ad Specification	Cost	Ad Requirements	Payment
Online Conference Program Ad	<ul style="list-style-type: none"> <li>A specialized ad in the general online program on all conference days.</li> <li>Add your organization's logo, email, website, and additional texts and links for marketing.</li> </ul> <p><a href="#">EXAMPLE 1</a> <a href="#">EXAMPLE 2</a></p>	\$500	<ul style="list-style-type: none"> <li>Organization logo - .jpg or .png file <u>and</u> at minimum 1200x1800 pixels (300 dpi)</li> <li>Specialized text (max. of 50 words) You may include hyperlinks, for example: to a list of book titles to be displayed at the conference, discounts or sales information</li> </ul>	<p><b>Deadline:</b> Payment must be made at least 30 days prior to the conference start date</p> <p><b>Method:</b> Payment can be made by check or credit card</p> <p><b>Arrangement:</b> To request invoice contact: <a href="mailto:reg@uaamail.org">reg@uaamail.org</a></p>
Printed Conference Program Ad	1-Page black and white ad in printed conference program	\$1,000	<ul style="list-style-type: none"> <li>Single page (8.5 x 11 inches, with 1-inch margins)</li> <li>Portrait orientation</li> <li>PDF press quality only <u>OR</u> .jpg or .png file <u>and</u> at minimum 1200x1800 pixels (300 dpi)</li> </ul>	<p><b>Deadline:</b> Payment and ad submission must be made by March 1, 2019 to allow for mass printing of conference program</p> <p><b>Method:</b> Payment can be made by check or credit card</p> <p><b>Arrangement:</b> To request invoice contact: <a href="mailto:reg@uaamail.org">reg@uaamail.org</a></p>
Conference Bag One-Page Ad Insert	Single page pre-printed ad	\$1,300	<ul style="list-style-type: none"> <li>Pre-printed ad on a single page (8.5 x 11 inches)</li> <li>Text and images may be printed single or double sided</li> <li>Inserts must be shipped to conference hotel for distribution (For shipment details contact <a href="mailto:events@uaamail.org">events@uaamail.org</a>)</li> </ul>	<p><b>Deadline:</b> Payment must be made at least 30 days prior to the conference start date</p> <p><b>Method:</b> Payment can be made by check or credit card</p> <p><b>Arrangement:</b> To request invoice contact: <a href="mailto:reg@uaamail.org">reg@uaamail.org</a></p>

# Contact Us

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## Conference/Exhibit Questions

*Email:* [events@uaamail.org](mailto:events@uaamail.org)

*Phone:* 414-229-3025



## Mailing Address

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