



Society of American Archivists
89th Annual Meeting & Expo
Hilton Anaheim California
August 24-27, 2025



EXHIBITOR & SPONSOR PROSPECTUS

Early Booth Reservation: March 30, 2025

Expo: August 25-26, 2025

Plan Now to Be Part of the SAA 2025 Expo

The Premier Archives and Information Event of the Year!

Join the **Society of American Archivists** (SAA) during our hybrid conference in August 2025, when Anaheim, California, will transform into the **ARCHIVES** capital of the world! Through our online portal and in-person at the conference hotel, you'll have access to the year's largest audience of archives, records, and information professionals who are eager to learn about your products and services, ask questions, and provide their perspectives.

**OVER
50 Exhibitors!**

SAA by the Numbers

- 2024: Over 1,860 (Chicago)
- 2023: 2,082 (Washington, DC)
- 2022: 1,853 (Boston)
- 2021: 2,084 (Virtual)
- 2020: 2,582 (Virtual)

The Expo brings together purchasing decision makers at the national, state, and local levels, ready to engage with your new and exciting products and opportunities.

For questions, please contact Carlos R. Salgado at csalgado@archivists.org or 312-606-0722 ext. 215.

EXHIBITOR OPPORTUNITIES

WHY EXHIBIT AT THE SAA 2025 EXPO?

Attendees are excited to be back in person! With over 1,800 archives, records, and information professionals in attendance, **SAA 2025** is where you want to be to share and learn. With a hybrid conference, **you will connect with your target audience** among thousands of professionals representing government, universities, libraries, corporations, religious institutions, museums, and more—online and in-person!

At the 2025 SAA Expo, you will:

- **Renew relationships** with archives, records, and information professionals from around the world;
- **Reconnect** with current customers and SAA Members;
- **Discover** what archives, records, and information management professionals have to say about your products—and what their **future product needs** are as they return to their institutions and offices;
- **Increase your knowledge and understanding** of the archives, records, and information professions;
- **Enjoy up to 10 hours of conveniently scheduled exhibit time**, of which 5 hours are fully unopposed by education programming;
- **Sell your products** online and on the show floor.

RECONNECT WITH CURRENT AND PROSPECTIVE CUSTOMERS!

Attendees will be drawn to the Expo Hall for the **Grand Opening Happy Hour** on Monday evening and three events on Tuesday: a **Morning Coffee Break, the All-Attendee Lunch, and the Closing Break.**

Exhibitors receive:

- Two conference registrations with each 8' x 10' booth (a \$1,700 value!). Your representatives will be able to interact outside of your booth with conference attendees at education sessions and networking events throughout the meeting.
- Your company listing and profile on the conference website—as soon as your reservation is complete!—with a link to your website and full contact information (a \$400 value!).
- One-time use of the pre-registrants list, with contact information (a \$500 value!).
- One fully piped and draped exhibit space (8-foot back wall drape and 3-foot side rail drape), one skirted 6-foot table, two side chairs, one wastebasket, and a 7" x 44" identification sign.

EXHIBIT BOOTH RATES (Per 8' x 10' Booth)

Reserve by April 15: \$3,000 / Corner Prime: \$3,400

Reserve after April 15: \$3,500 / Corner Prime \$4,000

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ADVERTISING OPPORTUNITIES

INCREASE YOUR VISIBILITY!

Enhance your marketing message to attendees and prospects—before, during, and after the conference!

Engagement Outside of Your Booth

ITEM

PRICE

A 30-second pre-recorded ad at the start of a virtual session of your choosing.
(Excluding plenaries.)

\$6,500 in 3 Sessions
\$2,500 in 1 Session

Sponsored Presentation Room – Showcase Your Expertise!

Host a exclusive presentation in a dedicated meeting room, giving your brand a platform to engage directly with attendees. Your speaker and session details will be featured in the official conference schedule, driving visibility and attendance.

\$15,000 for a 75-minute
\$10,000 for a 60-minute

Social Media Promotion (One Twitter and one Facebook post promoting your presence at SAA 2025.)

\$2,500

All-member email message sent from SAA Headquarters

\$6,000

Expo Hall Mini-Theater Sponsor – Take Center Stage!

Showcase your brand as the official sponsor of the Expo Hall Mini-Theater, where attendees gather for insightful presentations and learning sessions. Your sponsorship includes:

- ✓ Your company name featured as the official theater name and sponsor
- ✓ One Mini-Theater presentation to highlight your expertise
- ✓ Option to provide a raffle ticket, handout, or branded item at the theater entrance to drive traffic to your booth. **This is a high-impact opportunity to position your brand as a thought leader while increasing attendee engagement!**

\$10,000

Mini-Theater Presentation – Spotlight Your Expertise!

Capture the attention of attendees with a 25-minute live presentation in the Expo Hall during a prime, unopposed time block. Your session, including speaker details and description, will be featured in the official schedule—driving traffic and engagement. This is a powerful way to showcase your solutions, share insights, and connect with your target audience in a high-visibility setting!

\$2,500

ON THE CONFERENCE WEBSITE

All eyes are on the conference website, and advertising to members and prospective attendees is a great way to reach your target audience and reinforce your marketing message. Prospective attendees review the website to determine whether they'll attend the conference—and to register. Speakers set up their profiles. Registrants return to the website again and again to see what's been added to the program and to create their own schedules. Your ad will run on each page of the conference website and direct visitors to the landing page of your choice to expedite purchases! (Please note that your ad will rotate with other ads.) Ads run for one year from submission date.

Banner 1200 pixels (w) x 250 pixels (h) \$3,000

Square 290 pixels (w) x 290 pixels (h) \$2,200

- Color or black and white; jpg or png file.
- File size: 100K maximum.

CONFERENCE AGENDA & GUIDE

The program, 8.5 x 11 pdf, is emailed to more than 6,000 current SAA members and past meeting attendees—and **all who visit the conference website!** It's a major tool that prospective attendees use to determine if they will attend the meeting, share with colleagues, and discuss with supervisors for what they will participate in while there. *Limited space available.*

Early Advertising Placement Deadline: March 31

Exhibitors | Non-Exhibitors

- | | |
|--|-------------------|
| • Full Page (9" x 11.5" Bleed only) | \$1,500 \$3,500 |
| • Half Page (7.25" x 4.629" or 3.556" x 9.75" (W x H)) | \$750 \$2,000 |
| • Back Cover (4 color; 9" x 11.5" Bleed only) | \$2,000 \$4,000 |
| • Inside Back Cover (9" x 11.5" Bleed only) | \$2,000 \$4,000 |
| • Inside Front Cover reserved for Strategic Partner Sponsor. | |

Updated Program Advertising Placement: June 20

SPONSORSHIP OPPORTUNITIES

At the 2025 SAA Expo, you'll have access to more than 1,800 archives, records, and information management professionals from around the world. Sponsorship provides an opportunity to enhance your exposure and take your commitment to the next level!

PREMIERE SPONSORSHIPS

STRATEGIC PARTNER (MAX 2 SPONSORS) **\$50,000**

- Three 8x10 exhibit booths with priority placement in the Expo Hall (in-person).
- Plenary session official sponsor. (Choose either Plenary 1 or 2).
- Logo projected on screen at the start of sponsored plenary session that acknowledges your partnership.
- One 60-second pre-recorded commercial to air at the start of the sponsored plenary session. *Due by June 30.*
- One sponsored article in the "Around the Profession" section of *In The Loop* newsletter. (Approx 6,000 people)
- Two messages delivered by the mobile app/platform to attendees. Encourage them to visit your booth and landing page on the mobile app. *Due by June 30.*
- Your company name on all conference email marketing.
- One meeting room.
- One 60-minute pre-recorded virtual session to be streamed on the platform. Sessions are made available to attendees for one year on the platform and should include a title, description, and names of presenters. *Due by June 30.*
- Five-minute welcome message at All-Member/First Time Coffee Break (Day 1 of Conference.)
- One Mini-Theater Presentation (25 min., in-person).
- Social Media Promotion (one X, one Facebook, and one Instagram post).
- Four email messages to all SAA members (Approx. 6000 people), sent from SAA headquarters between August 2025 and March 2026.
- Banner ad on conference website.
- Banner ad on conference email marketing (Approx. 17,000 people)
- Inside Front Cover ad in Conference Agenda & Guide.
- Four full conference registrations (10% off additional registrations).
- Invitation to Private SAA President's Reception.
- 15% off additional booth space and on à la carte sponsorship items.
- Logo displayed on sponsor section of the conference website with link to your home page.
- Exhibitor landing page on conference mobile app and virtual floor plan on conference website.
- Access to the attendee roster for one-time use before and one-time use after the conference.

PREMIERE SPONSORSHIPS

SUSTAINING PARTNER (MAX 3 SPONSORS)

\$35,000

- Two 8x10 exhibit booths with priority placement in the Expo Hall (in-person).
- A 30-second pre-recorded commercial at the start of a session of your choosing. (Excluding plenaries.)
- Invitation to Private SAA President's Reception
- Social Media Promotion (one X, one Facebook, and one Instagram post).
- One Mini-Theater Presentation (25 min., in-person).
- Two email messages to all SAA members (approx. 6000 people), sent from SAA Headquarters between August 2025 and March 2026.
- 25% discount on banner ad on conference website.
- Two full conference registrations (10% off additional registrations).
- 15% off additional booth space and on à la carte sponsorship items.
- Logo displayed on the conference website with link to your home page.
- Access to the attendee roster for one-time use before and one-time use after the conference.

SUPPORTING PARTNER

\$25,000

- One 8x10 exhibit booths with priority placement in the Expo Hall (in-person).
- One Mini-Theater Presentation (25 min., in-person).
- One email messages to all SAA members (approx. 6000 people), sent from SAA headquarters between August 2025 and March 2026.
- Invitation to Private SAA President's Reception
- 10% discount on banner ad on conference website.
- Two full conference registrations (10% off additional registrations).
- 15% off additional booth space and on à la carte sponsorship items.
- Logo displayed on the conference website with link to your home page.
- Access to the attendee roster for one-time use before and one-time use after the conference.

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À la carte Sponsorship Opportunities

We're delighted to work with you to create a sponsorship opportunity that meets your company's marketing goals and budget.

ITEM

PRICE

Registration Desk & Lanyards – Prime Visibility from the Start!

Make a lasting first impression by placing your brand at the center of attendee engagement! As the exclusive Registration Desk & Lanyards sponsor, your company will be front and center as attendees check in and receive their conference materials. This premium package includes:

- ✓ One booth space for direct engagement
- ✓ Prominent signage at the registration desk, ensuring visibility from day one
- ✓ Your company name featured on every attendee's lanyard – worn throughout the event. Final design must be pre-approved by SAA.
- ✓ A banner ad on all registration communications, reaching attendees before they even arrive
- ✓ Brand placement on the official conference registration webpage and event platform

With 1,800+ attendees, this is a high-impact branding opportunity that keeps your company in the spotlight from check-in to closing remarks!

\$25,000



Closed Captioning Sponsor – Champion Accessibility & Inclusion!

Show your commitment to accessibility and ensure every attendee has an inclusive experience by sponsoring Closed Captioning for all education sessions. This essential sponsorship highlights your brand as a leader in supporting equal access to knowledge while providing real value to our attendees. Your sponsorship includes:

- ✓ One booth space for direct engagement with attendees
- ✓ Audio recognition at the start of each plenary session, reinforcing your support
- ✓ Sponsor slide at the start of each day, showcasing your brand's commitment to accessibility. This is an impactful way to align your brand with inclusivity, innovation, and education!

\$15,000



Virtual Viewing Room – Connect Onsite Attendees to More Content!

Sponsor the Virtual Viewing Room and provide onsite attendees with a dedicated space to experience exclusive virtual sessions—no laptops or headphones required!

Your sponsorship includes:

- ✓ One booth space to engage with attendees face-to-face
- ✓ A 30-second pre-recorded commercial played at the start of the conference (excluding plenary)
- ✓ An optional table in the room for branded materials, handouts, candy, or raffle tickets to drive attendees to your booth
- ✓ High visibility as the sponsor making hybrid engagement seamless. Ensure attendees get the most out of the conference while putting your brand front and center in this essential space!

\$15,000

À la carte Sponsorship Opportunities

ITEM

PRICE

Conference Mobile App – Your Brand in Every Hand & On Every Screen!

\$15,000

As the exclusive sponsor of the Conference Mobile App, your brand will be front and center as both in-person and virtual attendees use the platform to plan schedules, access sessions, and engage with conference content—before, during, and after the event. Your sponsorship includes:

- ✓ One booth space to engage with attendees face-to-face
- ✓ High-visibility signage throughout the conference hotel space
- ✓ A prominent banner ad on the conference website, linked to your homepage
- ✓ Brand exposure across all devices, as virtual attendees use the app on their computers to stream hybrid and virtual-only sessions
- ✓ Extended visibility with recorded sessions available post-conference



With all eyes on the app, this is a prime opportunity to maximize your brand's reach and engagement across the entire conference experience!

Official Wi-Fi Sponsor – Keep Attendees Connected with Your Brand!

\$15,000

Be the brand that powers connectivity at the SAA Annual Meeting by becoming the Official Wi-Fi Sponsor! **Your company name will be the Wi-Fi password**, ensuring every attendee types your brand to get online.

- ✓ Your company name as the Wi-Fi password
- ✓ Signage throughout the conference space promoting Wi-Fi password
- ✓ Recognition in the conference program with login details and branding

This is a high-exposure, high-visibility sponsorship that keeps your brand at the center of every connection!



Celebrating Our Leaders Reception – An Exclusive Leadership Networking Opportunity!

\$15,000

As the exclusive sponsor of this prestigious event, your organization will join the SAA President in honoring the volunteer leadership that drives SAA forward. This invitation-only gathering offers a unique opportunity for your staff to connect with key leaders and decision-makers in an intimate setting, strengthening relationships and expanding your influence within the community.

SAA Foundation Reception

\$15,000

As the exclusive sponsor of the SAA Foundation Reception, your brand will be part of this special gathering celebrating the impact of archival giving. Your sponsorship also includes:

- ✓ An optional table for your handouts and promotional materials. Prime brand visibility at a prestigious event supporting the profession. This is a unique chance to showcase your support and connect with key members of the archival community!

All-Member/First-Timer Coffee Break – Put Your Brand in Their Hands!

\$10,000

Make a lasting impression as attendees grab their morning coffee! As the exclusive sponsor of this coffee break, you'll have the opportunity to provide branded cocktail napkins featuring your logo—ensuring your brand is seen with every sip. (Monday)



NEW!

À la carte Sponsorship Opportunities

ITEM

PRICE

Expo Hall Grand Opening Reception – Kick Off the Conference with Maximum Exposure!

\$25,000

Be the exclusive sponsor of the most highly attended event of the conference! The Expo Hall Grand Opening Reception draws all attendees for an evening of networking, discovery, and engagement. Your sponsorship includes:

- ✓ One booth space for direct interaction with attendees
- ✓ A featured mini-theater presentation, putting your brand in the spotlight
- ✓ Signage at the entrance of the Expo Hall commemorating your company as the sponsor.

This is a high-impact opportunity to make a powerful first impression and position your company as a key industry leader!

Expo Hall Lunch Break – Connect with Attendees Over Lunch!

\$25,000

Sponsor one of the most highly attended events of the conference! The Expo Hall Lunch Break brings attendees together for networking and exploration while enjoying their midday break. Your sponsorship includes:

- ✓ One booth space for direct engagement
- ✓ A featured Mini-Theater presentation to showcase your expertise

Photo Booth in the Expo Hall – Put Your Brand in the Spotlight!

\$7,000

Be the sponsor behind one of the most popular attractions in the Expo Hall! Attendees will have the chance to snap professional headshots, with your logo featured on an optional branded background—ensuring they take your brand with them. Your sponsorship also includes branding in all event communications promoting this special experience. This is a high-impact, interactive opportunity to engage attendees and keep your brand top of mind long after the conference ends!

Expo Hall Coffee Break

\$10,000

Make a lasting impression as attendees grab their morning coffee! As the exclusive sponsor of this coffee break, you'll have the opportunity to provide branded cocktail napkins featuring your logo—ensuring your brand is seen with every sip. (Tuesday)

Expo Hall Closing Break – Leave a Lasting Impression!

\$10,000

As the sponsor of the Expo Hall Closing Break, you'll have the final opportunity to engage with attendees as they make their last rounds in the exhibit hall. This event offers prime visibility and a chance to reinforce your brand before the conference wraps up. Signage at the entrance of the Expo Hall commemorating your company as the sponsor.

À la carte Sponsorship Opportunities

ITEM

PRICE

NEW!

Popcorn Sponsor – Spotlight Your Brand at *Archives in the Movies*!

Be the star of the show by sponsoring fresh, theater-style popcorn for attendees at the popular Archives in the Movies event! You'll have the opportunity to provide branded napkins with your logo for added visibility and exclusive recognition as the official popcorn sponsor of the evening. This is a fun and flavorful way to put your brand in front of an engaged audience while they enjoy a night at the movies!

\$10,000



NEW!

Hydration Station Sponsor – Keep Attendees Refreshed & Your Brand in Hand!

Quench attendees' thirst while maximizing your brand's visibility! As the exclusive Hydration Station Sponsor, your company will be featured at water stations throughout the conference hotel. You'll have the opportunity to provide branded water bottles with your logo, ensuring your logo travels with attendees. A high-traffic visibility as attendees stop to refresh throughout the event. This is a refreshing way to keep your brand top of mind all conference long!

\$10,000



Meet the Leaders in the Professions with the Power to Purchase:

- Archival Records
- Archival Supplies
- Computer-assisted Indexing
- Consulting Services
- Disaster Recovery Services
- Document/Text Management
- Image Management Systems
- Micrographics
- OCR/ICR
- Records Management Software
- Records Management Supplies
- Scanners
- Transcription Services

Industries and Sectors Represented:

- Corporations
- Government
- Libraries
- Records/Storage
- Finance/Banking
- Insurance
- Colleges and Universities
- Health Care Facilities
- Mass Media
- Historical Societies
- Religious Institutions
- Associations
- Consultants
- Entertainment
- Museums
- Printing/Publishing

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