

ASSOCIATION OF COLLEGIATE SCHOOLS OF PLANNING 52ND ANNUAL CONFERENCE

BOOK FAIR INVITATION October 13-16, 2011 ~ Salt Lake City, Utah

Dear Individual Authors and Publishers:

Please accept our invitation to join us at the ACSP 52nd Annual Conference. The ACSP Conference attracts more than 700 scholars representing roughly half the planning faculty in the U.S. and Canada plus important clusters of faculty from planning programs across the globe and a substantial group of doctoral students. The Book Fair at the conference presents an excellent opportunity for self-published authors and publishers to display their wares and to speak with potential authors, readers and adopters.

Visibility- We secure premium space for the Fair, as we are aware visibility is crucial to your success. We serve daily continental breakfast and continuous coffee and refreshments in the Fair area. Our Association's Job Posting Boards, Job Bank, Conference Message Center and a Research Poster Display are also housed in the Fair. Café tables are set in the Fair drawing attendees to rest, meet friends, and work on laptops during the long days of sessions.

Sponsorship and Advertising- Advertising is sold in the on-site conference program to extend your visibility. See the Fair registration form to include your advertising purchase. We are also open to unique ideas to present your message via event sponsorship, just give us a call. We can help you with creative ideas.

Important to Attend- We believe you will find it useful to send a representative to speak with potential authors and adopters and to monitor the state of the planning field. Attending conference sessions is a free benefit of exhibiting at the Book Fair. Tickets for the Thursday Opening Reception and Saturday Awards Lunch can be purchased using your Exhibit Registration Form.

Important to Exhibit- If it is not possible for one of your company representatives to join us at the conference; we will be happy to reserve a table for you in the Book Fair and will have ACSP staff set up your display. See Book Fair Details at www.acsp.org for more information.

If you'd like to host a reception- If you would like to sponsor a reception for friends of your house, please see details at www.acsp.org about hosting a reception or contact Donna Dodd at ddodd@acsp.org.

PUBLISHER'S SCHOLARSHIPS FOR STUDENTS - Generous publishers have become accustomed to leaving books behind from their Fair participation allowing the ACSP to use them as a fundraiser selling them for ½ the retail price on Sunday morning of the conference. From here on out, all proceeds from the sale go toward student travel scholarships for future ACSP conferences. From each year's sale, we hope to build enough of a fund to bring 10 new students to the future year's conference. Students are future faculty and truly appreciate the Book Fair's offerings. You'll be helping us bring more of them to the show!

Questions? Direct logistical questions regarding the Book Fair to Kirsten Dazevedo at kdd@acsp.org.

We hope to see you and/or your company as a participant!

Sincerely,

Stacey Swearingen White, National Conference Committee Chair
Associate Professor, University of Kansas
sswhite@ku.edu

Donna Dodd, Association & Conference Director
Association of Collegiate Schools of Planning, Inc.
ddodd@acsp.org.