

CONFERENCE & GALLERY GUIDE



ABOUT THE GUIDE

Over 5,000 Convergence® Conference & Gallery Guides are printed and distributed to Convergence® attendees, Convergence® partners, area colleges and universities, galleries, museums, tour sites, and merchants. Inside the Guide is a listing of all Convergence® events and activities, Marketplace vendors, fiber art exhibits at Convergence® and in the metropolitan area where the conference is being held, and more. It is truly a souvenir piece for all who attend Convergence®.

WHY ADVERTISE

With nearly 2,000 fiber art enthusiasts attending Convergence®, this is a targeted audience for fiber art businesses and organizations looking to promote products, special sales, class supplies and Marketplace booth location.

Convergence® attendees enjoy travel and take advantage of exploring the local area and region while in town for the conference. Attendees will be looking for places to dine, shop and visit, and local and regional businesses can make their business known by advertising in the guide.

ADVERTISING RATES

Convergence Marketplace Vendors save approximately 35% off the advertising rates for full, half and quarter page ads. Payment must be made when reserving advertising space.

Mechanical Information: Magazine format is 8.125" x 10.875", Full Color, and No Bleeds except Full Page (Bleed size 8.375" x 1.125"). Ads must be supplied as digital files: 300 DPI and TIFF format. Convert all instances of RGB, Pantone and spot colors to process CMYK. Ads should not be compressed.

<u>Ad Size</u>	<u>Dimensions</u>	<u>Rate</u>	<u>Marketplace Vendor Rate</u>
Back Cover	7" w x 9.75" h	\$1,005	\$1,005
Inside Cover	7" w x 9.75" h	\$963	\$963
Full Page	7" w x 9.75" h	\$875	\$569
1/2 Page	7" w x 4.75" h	\$625	\$406
1/4 Page	3.375" w x 4.75" h	\$391	\$254

SPACE RESERVATION AND DEADLINES

Advertising space will be made on a first-come, first-served basis, determined by space reservation date. **Ad space must be reserved and payment received by April 13, 2020. Ad materials must be received by April 20, 2020** and submitted to Advertising@WeaveSpinDye.org.

Reserve your Ad Space online: <https://weavespindye.z2systems.com/event.jsp?event=368&>

For questions regarding advertising, ad material preparation, etc., please contact Kathi Grupp, Advertising & Marketing Manager, at (678) 730-0010 or Advertising@WeaveSpinDye.org.

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ADVERTISING TERMS & CONDITIONS

All contracts are subject to acceptance by the Handweavers Guild of America, Inc. ("HGA" and "Publisher"). HGA requires that all Terms and Conditions contained in this agreement legally bound the Advertiser and Agent to all contract Terms and Conditions.

PLACEMENT

HGA reserves the right to display advertising in any order. Format and position of advertisement is at the discretion of the publisher. **THE POSITION OF ADVERTISEMENT IS NOT GUARANTEED NOR WILL A DISPUTE OF PLACEMENT DISSOLVE CONTRACT OBLIGATIONS.**

MATERIALS DEADLINE

Purchaser shall provide all advertisement materials (artwork, photos, text, logos, clipart, background copy, etc.) to permit HGA the authority to publish all materials. Advertisement shall be returned to advertiser in a final ad proof form via e-mail for approval. **IF BY SPACE CLOSING DATE, PUBLISHER HAS NOT RECEIVED COPY OR APPROVAL THAT HE DEEMS ACCEPTABLE, HE MAY EITHER REPEAT THE ADVERTISER'S MOST RECENT AD, OR PRINT NOTHING. CHARGES WILL BE MADE FOR SPACE RESERVED BY THE ADVERTISER VIA INSERTION AGREEMENT COST. FAILURE TO ACKNOWLEDGE OR RETURN AD PROOF AND/OR ADVERTORIAL PROOF WILL NOT ALTER CONTRACT PAYMENT TERMS, PLACEMENT, OR AGREEMENT OBLIGATIONS.** Final printed color ads may not accurately reflect the original proof sheet.

PAYMENT

PURCHASER AGREES TO MAKE FULL PAYMENT WHEN RESERVING AD SPACE.

CANCELLATION

NO CANCELLATION TO THE CONTRACT AGREEMENT WILL BE ACCEPTED.

COPY ACCEPTANCE

Any loss or expense claims or suits based upon the subject matter and/or advertisement content is at the expense of the advertiser. HGA is held harmless and all indemnification policies apply. HGA reserves the right to place the word "advertisement" on any ad that could be mistaken as part of the Convergence® Conference & Gallery Guide's editorial department. Advertiser assumes liability for all content of advertisement printed and the responsibility for any and all claims arising therefore. In no event shall publisher's liability to advertiser for all claims of any kind for loss or damage arising out of or resulting from any error or omission exceed the total charges payable for the advertising. **PUBLISHER RESERVES THE RIGHT AT ANY TIME TO REJECT ADVERTISING MATERIAL, WHICH MAY BE DEEMED OBJECTIONABLE OR COMPROMISES A CURRENT RELATIONSHIP WITH AN EXISTING CLIENT.**

COPYRIGHT AND TRADEMARKS

Advertiser assumes sole responsibility for the protection of its copyright in any writing, pictorial illustration, maps, etc. included in its advertisement. Advertiser warrants that he/she has the authority to use any trademark, trade name, service mark, name, portrait, picture, or illustration in the manner and in accordance with the ad material submitted. Advertiser agrees to defend, indemnify, and hold HGA harmless from and against any and all liability, claims, demands, suits, or causes of action, including attorney fees incurred by HGA in the defense thereof, arising out of the publication of any copyright and trademark infractions in accordance with this contract agreement.

MODIFICATION

This contract agreement constitutes the sole understanding between the parties hereto as to the subject matter herein. No modification or change to this agreement or any oral understanding will be binding unless in writing signed by both parties hereto. **PUBLISHER SHALL NOT BE BOUND BY ANY PROMISES OR AGREEMENTS NOT CONTAINED HEREIN AND ACCEPTED, NOR SHALL ANY SUCH RELIEVE ADVERTISER OR AGENT (IF ANY) OF THEIR OBLIGATIONS HEREUNDER.**

ADDITIONAL CONDITIONS

HGA reserves the right to terminate this agreement in part or in its entirety at any time with or without cause. This contract agreement is valid for HGA's 2020 Convergence® Conference & Gallery Guide. **PURCHASER ACKNOWLEDGES THAT HE/SHE HAS READ AND ADVERTISER AGREES TO BE LEGALLY BOUND BY ALL CONTRACT TERMS AND CONDITIONS CONTAINED IN THE AGREEMENT.**