



# 2020 CALL FOR PARTICIPATION

## Proposals & Award Nominations

Presenters, Performers, Conveners, Participants, Advertisers, Exhibitors, Sponsors

## Appalachian Understories: Growing Hope and Resilience from Commonwealth to Global Commons

### 43rd Annual Appalachian Studies Conference

March 12-15, 2020, University of Kentucky, Lexington, Kentucky

Proposals may be submitted to the online submissions system via a link from [www.appalachianstudies.org](http://www.appalachianstudies.org) from **September 3, 2019** through **October 7, 2019**.

*Exhibitor, Advertiser, Sponsor registration form due November 22, 2019.*

Kathy Newfont

Conference Chair and Immediate Past President | University of Kentucky | [kathryn.newfont@uky.edu](mailto:kathryn.newfont@uky.edu)

Jennifer Cramer

Program Chair | University of Kentucky | [jennifer.cramer@uky.edu](mailto:jennifer.cramer@uky.edu)

Jane Jensen

Local Arrangements Chair | University of Kentucky | [jjensen@uky.edu](mailto:jjensen@uky.edu)



## INVITATION

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We human Appalachians are fortunate to have the world's richest temperate forests grace our region. Inspiration for the 43rd Annual ASA Conference is rooted in these forests, and particularly in the easy-to-overlook portion of the woods known as "understory." In the forest understory, plant and animal life grows between the earthen ground and the more visible canopy, in both shade and sunlight. Recognizing that forest understories are places of beauty and strength, the 43rd Annual ASA Conference will bring to light the many voices of Appalachia that are often obscured. In the understories, people confront stereotypes, myths, marginalization, and violence and meet them with resilience and hope. In addition to native forests and forest-based human experiences, this gathering will highlight stories of black Appalachians, women, gender, sexuality, health and healing, and hope spots. Oral history and film-making, along with literature, music, photography, and other art forms, will be among our featured "understories" exploration methods. We also celebrate Appalshop's 50th anniversary, revisiting the Whitesburg studio's important documentary legacy and learning about the "understories" it continues to produce today. Like the forest that inspires us, and like the 42 previous ASA conferences, this gathering offers growth, beauty, hope, and nourishment.

The 2020 Program Committee invites proposals for panels, papers, posters, performances, roundtables, or workshops. Papers and posters should feature original unpublished work in progress. The deadline for proposals is October 7, 2019. Scholarships are available.

--The 2020 Program Committee: Jennifer Cramer (chair), Kathy Newfont (ex officio), Anna Biller, Lesly-Marie Buer, Kathryn Engle, Mary Hufford, Emma Kiser, Jillean McCommons, Tanya Turner, Jessica Wilkerson, and Jane Jensen

## SELECTED CONFERENCE HIGHLIGHTS

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- **The "understory" concept.** The forest understory consists of plant life growing in the sunflecks and shadows beneath the tallest trees. This conference intends to emphasize the forests of the Appalachians, as well as the many voices that are often marginalized or obscured by dominant narratives about the region. In addition to forests, plenary themes include black Appalachian, health and healing, and hope spots.
- **Field trips.** Thursday, Saturday, and Sunday off-site events will be available for pre-registration. Likely excursions include a local art gallery hop, a visit to Robinson Forest, and a distillery tour highlighting the bourbon industry and the use of Appalachian White Oak.
- **Cultural programming events.** Shape note singing, a drag show, some square dancing, Affrilachian poetry readings—we'll have it all!
- **A 50th anniversary celebration of Appalshop.** Appalshop is celebrating 50 years of art & media making in the mountains of Kentucky. From panels and all-day film screenings to music events and more, ASA will help celebrate this milestone and the largest single body of creative work on Appalachia.

## NEW THIS YEAR

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- **"Ask an expert" event.** Come on Thursday to have all of your questions about Appalachian research answered. We'll have archivists, linguists, oral historians, ecologists, documentarians, and more available to discuss how such work gets done.
- **Opening and Closing Ceremonies.** As a way of showcasing the ASA meeting as more than just another conference, we will bookend our gathering with celebrations that tie in with our conference themes and encourage love, resilience, and hope. Sponsored in part by the Kentucky Humanities Council and the National Endowment for the Humanities.



TELLING  
KENTUCKY'S  
STORY

KENTUCKY HUMANITIES COUNCIL, INC.

- **Social media.** We've got new hashtags for all your social media needs! Use the hashtags #ASA2020 and #AppalachianUnderstories on Twitter, Instagram, and everywhere else. Get the word out there!

## CONFERENCE SITE

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For the first time ever, the conference will be held on the 30,000-student University of Kentucky campus in Lexington, which has long earned recognition for its leadership in Appalachian studies. Lexington, located in the Bluegrass Region of Kentucky, is the horse capital of the world. Here you'll find bourbon, basketball, art and architecture, music, history, and a whole lot of Southern charm. For more about Lexington, see [www.visitlex.com](http://www.visitlex.com). The Gatton Student Center will serve as the main conference location. Recently completely renovated and reconstructed, this centrally-located campus hub offers numerous amenities, including free WiFi, mothers' rooms, well-appointed conference facilities, and more. For more information, see [www.uky.edu/gattonstudentcenter](http://www.uky.edu/gattonstudentcenter).

The ASA 2020 conference is hosted by the UK Appalachian Center, the College of Arts and Sciences, and the Graduate Appalachian Research Community, with additional sponsorship from a number of organizations and units within the University, local and regional communities, and the state. Many on-campus units will share their cutting-edge research, as will many of our internationally-recognized humanities, creative arts, social science, and science scholars. Joining these on-campus events are off-campus field trips, events, activities, and performances. In March 2020, join the ASA in the heart of Kentucky.

## ACCOMMODATIONS

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We have secured room blocks at the following hotels. Other hotel information will be publicized as it becomes available. Check the ASA website for further information.

**Hilton Lexington/Downtown**, 369 West Vine Street, Lexington, KY 40507; 0.8 miles from conference site. Rates starting at \$145; to make reservations, call (859) 231-9000 (reference group code ASA320) or visit [https://www.hilton.com/en/hi/groups/personalized/L/LEXDTHF-ASA320-20200312/index.jhtml?WT.mc\\_id=POG](https://www.hilton.com/en/hi/groups/personalized/L/LEXDTHF-ASA320-20200312/index.jhtml?WT.mc_id=POG). Book by February 18, 2020, to receive the conference rate.

**Hyatt Regency Lexington**, 401 West High Street, Lexington, KY 40507; 0.7 miles from conference site. Rates starting at \$149; to make reservations, call (859) 253-1234 (reference group code G-APLN) or visit <https://www.hyatt.com/en-US/group-booking/LEXRL/G-APLN>. Book by February 5, 2020, to receive the conference rate.

## SCHOLARSHIPS

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There are a limited number of scholarships available for individuals requiring financial assistance to attend the conference. Scholarship applications will be accepted on the ASA website beginning December 2, 2019.

## ASA MISSION STATEMENT

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The mission of the Appalachian Studies Association is to promote and engage dialogue, research, scholarship, education, creative expression, and action among a diverse and inclusive group of scholars, educators, practitioners, grassroots activists, students, individuals, groups and institutions. Our mission is driven by our commitment to foster quality of life, democratic participation and appreciation of Appalachian experiences regionally, nationally and internationally.

## OPTIONS FOR PARTICIPATION AND SUBMISSION GUIDELINES

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There are many ways to participate in the ASA conference. You are welcome to attend conference events as a registered participant (ASA membership included). Pre-registration is \$150 (\$100 for students) through February 24, 2020. Late registration is \$185 (\$135 for students) beginning February 25, 2020. Registration will be available online via a link from [www.appalachianstudies.org](http://www.appalachianstudies.org) beginning August 30, 2019.

We encourage everyone to participate. To increase opportunities for equitable participation, make room for new voices, and avoid overscheduling of sessions, individuals may appear on the program as a presenter or participant ONE time. In addition to your one presentation, you may serve as a convener in additional sessions. Note: If you are serving as an adviser for a student poster, this role will not count against your one presentation. Please keep these guidelines in mind when putting together panels and roundtables.

Submitters should be available for scheduling at any time during the entire conference, from Friday morning to Sunday noon. It is not possible to guarantee any session or participant a particular day or time on the program. Once scheduled, session times will not be moved.

Proposals may be submitted online at the ASA website, [www.appalachianstudies.org](http://www.appalachianstudies.org), from September 3, 2019, through October 7, 2019. Late and incomplete proposals will not be considered. Submitters will be notified in late November regarding the status of their submissions. All presenters must pay the registration fee.

## ROLES

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**PRESENTER/LEAD PRESENTER.** A presenter is an individual who has primary responsibility for a paper, poster presentation, or performance. The presenter or lead presenter should submit a proposal that clearly reflects the content of the presentation. Lead presenters submitting proposals for group presentations are responsible for informing all participants that they need to register prior to attending the conference, or on-site upon arrival at the conference. All presenters must adhere to the time allotted, which includes time for audience discussion (individual presentations in most sessions—not including performances and workshops—should be no longer than fifteen minutes).

**CONVENER.** Conveners are facilitators who introduce sessions and presenters (providing brief bios), foster discussion, maintain time limits, troubleshoot, and complete audience feedback and attendance forms. There are **two levels of convener participation at ASA: (1)** Conveners who fulfill the basic duties outlined above for sessions comprised of one or more individual presentations, performances, or workshops **OR (2)** Conveners who fulfill the duties outlined above AND take primary responsibility for the creation and submission of a panel, workshop, performance, or roundtable.

Conveners may participate in the sessions they convene, thus playing two different roles in one session. **If you would like to volunteer as a convener for a session other than one in which you are participating,** please email Jennifer Cramer, jennifer.cramer@uky.edu with the subject line “ASA Conference Convener” and indicate the topics that most interest you. Conveners must be registered conference attendees.

## PARTICIPATION TYPE/FORMATS

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**PAPER.** Papers are formal presentations of original and unpublished scholarly research that is analytical more than descriptive. Paper proposals are judged on their potential contribution to the field of Appalachian studies and regional concerns and should be submitted by the presenter/lead presenter. Co-authors sharing a presenter’s fifteen-minute presentation time must be identified in paper proposals as participants and must pay the conference registration fee. Choose Individual Presentation for Individual papers with one presenter; choose Group Presentation for individual papers with more than one presenter.

**PANEL.** A panel consists of individual and co-authored presentations introduced by a convener. A panel is created, introduced, facilitated, and submitted by a convener OR organized by the ASA program committee from individual proposals. Panels include up to four fifteen-minute papers or presentations on related topics or three fifteen-minute presentations plus a response. All participants must be identified in proposals and must pay the conference registration fee.

**POSTER.** A poster is a visual presentation of scholarly, community, or creative work. Poster proposals are submitted by the presenter. Poster stands and tacks will be supplied. Presenters commit to attending the poster session to engage attendees in discussion of their poster topic. Poster proposals are judged on their potential contribution to the field of Appalachian studies and regional concerns. All participants in group poster presentations must be identified in proposals and must pay the conference registration fee.

**PERFORMANCE.** A performance session consists of one or more individual or group performances of original creative works introduced by a convener. These sessions include film/documentary and other forms of literary, visual, and performance art. Spatial, technical, and time requirements will be considered during the selection process. Copyright restrictions will be observed. Performance proposals are submitted by a convener or presenter/lead presenter. All participants in performances must be identified in proposals and must pay the conference registration fee.

**ROUNDTABLE.** A roundtable consists of directed audience discussion on a topic of interest to the ASA membership. Roundtables are organized, introduced, facilitated, and submitted by a convener. All roundtable participants asked in advance to give remarks must be identified in proposals and all participants must pay the conference registration fee.

**WORKSHOP.** A workshop consists of demonstrations and/or skill-building activities of interest to the ASA membership. Workshops are organized, introduced, facilitated, and submitted by a convener. Spatial, technical, and time requirements will be considered during the selection process. Participants asked in advance to contribute to workshops must be identified in proposals and all participants must pay the conference registration fee.

**COMMITTEE-SPONSORED SESSIONS.** These may fall into any of the above formats and are organized and sponsored by a standing ASA committee. Proposals are submitted by committee chairs or their designated committee members through the regular proposal process but will receive special designation in the program. All participants must be identified in proposals and must pay the conference registration fee.

# FIELDS AND TOPICS

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To help the program committee group individually submitted papers into panels and avoid scheduling conflicts, proposal submitters should select ONE primary field or topic and up to TWO additional fields or topics from the list below. Please note that presenters need not select one of the conference themes from the list below. All submissions related to Appalachian studies are welcome.

## *Specific 2020 Conference Themes (Optional)*

Black Appalachians	Hope Spots	Gender, Women, Sexuality, LGBTQ
Global Forest Commons	Appalshop	Oral History
Health and Healing		

## *Other Fields and Topics*

Activism/organizing	Environmental Issues	Natural Sciences
Agriculture and Land Use	Folklore	Place, Space, and Regional Studies
Appalachian Studies (assessments of the academic field)	History	Politics and Government
Archaeology and Physical Anthropology	Language and Linguistics	Professional Development
Architecture, Historic Buildings, and Historic Sites	Literature, Poetry, Drama, and Fiction	Race and Ethnicity
Arts and Art History	Material Culture	Religion
Economic Conditions, Economic Development, Economic Policy	Media and Representation	Social Justice Issues
Education	Migration, Population, Urban Appalachians	Sociology/Anthropology
	Music and Dance	Teaching, Pedagogy
		Other (with a space to describe)

# PROPOSAL REQUIREMENTS

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Proposal submissions will require 1) an abstract or summary, 2) the contact information for each participant, 3) a notice of any special requirements, and 4) a short biography for each participant.

Your proposal information will be included in the conference program if your proposal is accepted, so please use correct spelling and grammar, and avoid using all capital letters. Specific proposal submission requirements are as follows:

- **For panels and roundtables**, provide: session title and session abstract or summary, plus individual paper or presentation title, abstract or summary, contact info, a brief bio statement from each participant and notice of any special requirements (in terms of physical space or technology).
- **For individual papers or posters**, provide: title, abstract or summary, contact info, brief bio, and notice of any special requirements (in terms of physical space or technology).
- **For performances and workshops**, provide: session title, session abstract or summary, titles from each participant (if desired), abstract or summary from each participant (if desired), and contact info and a brief (50-75 word) biographical statement for each participant. Be clear about your requirements for time, space, and equipment, including duration of each performance or film.

If a group session is accepted, the submitter should immediately remind participants to pay the conference registration fee prior to attending, or on-site at registration.

Proposals will be judged as to whether they 1) indicate a relevant topic and a current approach for the Appalachian region and/or Appalachian studies, 2) are clear about their intended arguments, goals, recommendations, or desired outcomes/effects on audiences and are specific about how these will be supported or achieved, and 3) contribute to providing a multiplicity of perspectives and content.

## WHAT IS AN ABSTRACT?

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An abstract is approximately 250 words that summarize a paper, panel, poster, or roundtable that presents scholarly research. Your abstract (and your presentation) should:

- State the purpose of the work. Give your research questions and what’s motivating them. Why are the questions significant? What’s at stake? How does this work relate to ASA’s commitment to foster quality of life and/or appreciation and understanding of Appalachian experiences?
- Introduce the purpose of the work. Explain why this research is significant. What’s at stake?
- Cite essential scholarship relevant to your topic to orient the Program Committee reviewers to your specific field(s).
- Briefly describe your primary sources and methods. What data, texts or objects are you looking at, and which techniques or approaches are you employing?
- State your findings. How does your research contribute to the big picture?

## WHAT IS A SUMMARY?

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A summary is approximately 250 words that briefly describe the performance, panel, paper, poster, roundtable, or workshop that is largely based on experiential knowledge and/or creative expression. Your summary should highlight the way in which your submission would accomplish at least two of the following:

- Facilitate ASA connections and collaborations with other organizations, groups, and movements.
- Engage ASA membership with regional needs and diverse populations.
- Promote dialogue, teaching and education, creative expression, and/or action among a diverse and inclusive membership.
- Advance the ASA’s commitment to foster quality of life, democratic participation, and appreciation of Appalachian experiences regionally, nationally, and internationally.
- Educate ASA membership about innovative work being conducted in the region.

***All presenters and attendees are required to be registered and wear a conference badge in order to attend and/or participate in sessions.***

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All proposals must be submitted online via a link from the ASA website from September 3, 2019 through October 7, 2019.

**LATE OR INCOMPLETE PROPOSALS WILL NOT BE CONSIDERED OR ACCEPTED.**

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# CALL FOR APPALACHIAN STUDIES AWARDS NOMINATIONS

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## **GATES-CARAWAN ARTIST AWARD**

The Gates–Carawan Artist Award recognizes an individual for artistic potential or artistic contributions to Appalachia in the realms of visual, oral, musical, literary, or other arts. With this award, the ASA seeks to recognize and cultivate artists who are working in the spirit of the award’s namesakes, independent filmmaker Bob Gates and activist musicians Guy and Candie Carawan—socially conscious artists who supported and encouraged the work of other regional artists.

The winner will receive a physical award produced by a regional artist and either a \$500 stipend (for artistic contributions) or the guidance of a mentor (for artistic potential). Nominators of a winning candidate with artistic potential will be strongly encouraged to develop a mentoring plan with the winning artist.

Nominations may come from any ASA member. Submission requirements are detailed on the ASA website. Send nomination materials to Scott Goebel, Gates-Carawan Artist Award Selection Committee Chair, badbranch3@gmail.com, by December 1, 2019.

## **STEPHEN L. FISHER AWARD FOR EXCELLENCE IN TEACHING**

The ASA Award for Excellence in Teaching seeks to honor individuals dedicated to intellectual rigor and pedagogical integrity in constructing and delivering inclusive knowledge about Appalachia and its people. There are two awards: one for college or university teaching and one for public school teaching.

The winners in each category will receive \$250. Candidates may be nominated or may self-nominate. The nomination process has two steps; the preliminary nomination deadline is November 1, 2019. Based on these nominations, the Education Committee will notify the finalists’ nominators by December 1, 2019, at which time they will submit a full nomination packet that is due January 31, 2020.

Preliminary nomination forms, available on the ASA website, must be submitted as an attachment to an e-mail to the chair of the ASA Education Committee, Ron Roach, at roachr@etsu.edu, by November 1, 2019. Selection of the award winners will be made by the ASA Education Committee.

## **CARL A. ROSS APPALACHIAN STUDENT PAPER COMPETITION**

This competition is open to students in two categories: middle/high school and undergraduate/graduate students. Middle/high school papers should be eight to fifteen pages in length. Undergraduate/graduate papers should be fifteen to thirty pages in length.

The authors of the winning papers will receive \$100 each. All papers must adhere to guidelines for scholarly research. Students who wish to present their papers at the conference must also submit a conference proposal following the submission guidelines. The cost of attending the conference is the responsibility of the winners.

Submissions should be sent in Microsoft Word attachments via e-mail to the selection chair, Casey LaFrance, at TC-Lafrance@wiu.edu by January 15, 2020. Papers submitted to the undergraduate/graduate competition must have been completed during the current or previous academic year and must include proof of student status during the current or previous academic year; documentation may consist of a letter from a faculty advisor (including faculty advisor’s e-mail, phone, and address), a schedule of classes, or a transcript.

## **CRATIS D. WILLIAMS & JAMES S. BROWN SERVICE AWARD**

The Cratis D. Williams & James S. Brown Service Award is given to an individual who has made exemplary contributions to Appalachia, Appalachian studies, and/or the Appalachian Studies Association. The selection process consists of two steps: 1) Nominations should include a statement regarding the individual’s specific contributions to the region and/or the individual’s C.V./résumé; 2) Following a review, the committee will request additional information about one or more finalists before selecting the award recipient.

Send nomination materials to Jinny Turman at turmanja@unk.edu by January 15, 2020.

## **HELEN M. LEWIS COMMUNITY SERVICE AWARD**

The Helen M. Lewis Community Service Award is given to an individual or an organization that has made exemplary contributions to Appalachia through involvement with and service to its people and communities. Nominations should include a statement regarding the individual’s or organization’s specific contributions to the region and its people, and at least two letters of support.

Send nomination materials to Sandy Ballard, Belk Library, Box 32026, Appalachian State University, Boone, NC 28608, or to ballardsl@appstate.edu by January 31, 2020.

**JACK SPADARO DOCUMENTARY AWARD**

This award honors the activist and whistleblower Jack Spadaro, who spent his professional career working within the coal mining industry for the betterment of the Appalachian community. The Spadaro Award is given annually to recognize the producer of the best nonfiction film or television presentation on Appalachia or its people. The winner receives \$250.

The winner will be awarded \$250. Nominations should be made by January 31, 2020 to Tom Hansell or Meredith McCarroll at hansellts@appstate.edu and mmccarro@bowdoin.edu, respectively. Technical and submission requirements are detailed on the ASA website.

**THE e-APPALACHIA AWARD**

The e-Appalachia Award is given annually in recognition of an outstanding media source that provides insight on Appalachia and its people, or provides a vital community service to Appalachians. The winner will be awarded \$250. Nominations should be sent to Roger May and Amanda Jo Slone by emailing asa@marshall.edu; with "e-Appalachia Award" in the subject line, by January 31, 2020.

**WEATHERFORD AWARDS**

The ASA and Berea College annually present the Weatherford Awards to honor published works that "best illuminate the challenges, personalities, and unique qualities of the Appalachian South." The Weatherford Awards are named after Willis D. Weatherford Jr. and Sr. for their contributions to the region. The late Alfred Perrin began the award in 1970. Three awards are presented annually for nonfiction, fiction, and poetry in honor of Grace Toney Edwards. The subject matter of nominated books must be Appalachian or set in Appalachia and originally published in 2019.

Anyone may nominate, but nominations in any of the three categories must include seven copies. Nominations and copies must be received by Chris Green, Director, Loyal Jones Appalachian Center, CPO 2166, 205 North Main Street, Berea College, Berea, KY 40404, by November 1, 2019. If copies will be delayed, the nomination letter must specify the expected delivery date. For further information, visit [www.berea.edu/appalachiancenter/weatherford](http://www.berea.edu/appalachiancenter/weatherford) or visit the ASA website.

**WILMA DYKEMAN "Faces of Appalachia" POST-DOCTORAL RESEARCH FELLOWSHIP**

The Wilma Dykeman "Faces of Appalachia" Post-doctoral Research Fellowship, which provides \$3,000 to support research related to gender, race, and/or ethnicity in Appalachia, is accepting proposals. The research is to be conducted during the 2020 – 2021 academic year and presented at the 2021 conference. Members of the Appalachian Studies Association who have earned a doctoral degree from an accredited institution within the past seven years are eligible to apply. Applicants should email their proposals, including the following parts, to Mary Thomas ([mthomas@marshall.edu](mailto:mthomas@marshall.edu)) by December 31, 2019: research proposal limited to 1500 words, current curriculum vitae with contact information; and contact information for two references. For more information about the award and details on the application process, please visit the ASA website: [appalachianstudies.org/awards/#dykeman](http://appalachianstudies.org/awards/#dykeman). Althea Webb is the Wilma Dykeman Committee chair and may be contacted at [althea\\_webb@bera.edu](mailto:althea_webb@bera.edu).

**CALL FOR HOWARD DORGAN SILENT AUCTION CONTRIBUTIONS AND VOLUNTEERS**

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Since Howard Dorgan launched the silent auction in the late 1990s, this annual fundraiser has supported student and community member participation at ASA conferences. With the 2020 conference on the horizon, the silent auction team needs your help to translate this year's theme and its focus on growing hope and resilience, from commonwealth to global commons. The Appalachian Understories conference calls for donations, bids, and fundraising to support this year's gathering in the Horse Capital of the World, Lexington, Kentucky. The silent auction welcomes crafts, quilts, woodwork, memorabilia, pottery, home-canned goods, spirits, event tickets, music, art, getaway opportunities, gently-used and new books, and more! Please start brainstorming and gathering your items now to help ensure that the 2020 Howard Dorgan Silent Auction reaches its fundraising goal of \$6,000.

We are also looking for 3-4 dedicated volunteers to join our efforts. Ideally, our growing team will include ASA members from across Appalachia to ensure that this annual fundraiser reflects our many diverse communities and invites those not yet involved with the ASA to see and understand themselves within our shared work. If you are looking for a meaningful way to support the Appalachian Studies Association, please consider joining our efforts.

For more information about volunteer opportunities, as well as to coordinate donations, email silent auction co-chairs Natalie Sypolt at [natalie.sypolt@gmail.com](mailto:natalie.sypolt@gmail.com) and/or Jessica Wills at [jl452815@ohio.edu](mailto:jl452815@ohio.edu).

We look forward to seeing you—and your silent auction items—in Lexington!

# INVITATION TO ADVERTISERS, EXHIBITORS, AND SPONSORS

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What: Appalachian Studies Association's 43rd Annual Appalachian Studies Conference  
Conference Theme: ***Appalachian Understories: Growing Hope and Resilience from Commonwealth to Global Commons***  
When: March 12-15, 2020  
Where: Lexington, KY  
Who: Approximately 1,000 people, including scholars from diverse fields, as well as teachers, artists, writers, and members of Appalachian-oriented organizations, agencies, and communities. Our preliminary program is distributed to over 2,500 people!

Please accept this invitation to exhibit during the 2020 Appalachian Studies Conference, to advertise in the preliminary and/or the final conference program, and to sponsor a break, reception, and/or book signing. Special receptions are available by arrangement if space and time permit. This year the exhibit hall will be in the Grand Ballrooms in the Gatton Student Center.

## EXHIBIT TABLES

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Exhibitors will be provided with two chairs and one six-foot table, not clothed or draped (table size may vary upon the location). You may bring your own table covers. Additional tables must be purchased. Special shared exhibit rate is offered for community organizations, artists, and small presses. Exhibits should be contained to the vendor's purchased table(s), and should not be so tall or so arranged that other exhibits are blocked physically or visually. When completing your order, please ensure that you purchase sufficient tables for your exhibit. The exhibit fee includes admission to all concurrent sessions for two people per vendor. ASA membership, ticketed meals, and ticketed activities are not included but may be purchased separately. Additional exhibitor guidelines may be found on our website at [www.appalachianstudies.org](http://www.appalachianstudies.org).

## ADVERTISEMENTS

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Ads may be reserved for both the online preliminary program (distributed to over 2,500 people) and the final printed program as part of a package deal or for the final program only. Ads should be 300 resolution (DPI) and gray scale. Ads for the preliminary program may be in color. Ads for the final program must be in gray scale. Please email both at the same time. PDF files are preferred and may be sent electronically. To be included in the preliminary program, ads must be received by November 22, 2019.

## SPONSORSHIP OF BREAKS, RECEPTIONS, AND OTHER EVENTS

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Fees for sponsoring one of the breaks during the conference are listed on the reservation form. Special receptions may be arranged.

## THE PUBLISHERS' BOOK SIGNING RECEPTION

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**Saturday, March 14, 2020 after the Evening Plenary, in the Gatton Student Center on UK's campus.** The reception will highlight publishers/presses and feature your books and authors. All book signings will be scheduled at this time to maximize attendance. See reservation form for fees and other details.

**FOR RATES TO RESERVE AN EXHIBIT TABLE, ADVERTISEMENT, OR SPONSORSHIP SEE THE ENCLOSED FORM.** Return the form to the address below by **November 22, 2019**. All fees are due by **January 28, 2020**, and are payable to the Appalachian Studies Association. **SPACE IS LIMITED SO RESERVE EARLY! VISIT OUR WEBSITE for further exhibitor guidelines and information.**

For more information, contact Ann E. Bryant:

Appalachian Studies Association  
One John Marshall Dr., Huntington, WV 25755  
Phone: 304-696-2904  
E-mail: [asa@marshall.edu](mailto:asa@marshall.edu)  
[www.appalachianstudies.org](http://www.appalachianstudies.org)



## Mission Statement

The mission of the Appalachian Studies Association is to promote and engage dialogue, research, scholarship, education, creative expression, and action among a diverse and inclusive group of scholars, educators, practitioners, grassroots activists, students, individuals, groups and institutions. Our mission is driven by our commitment to foster quality of life, democratic participation and appreciation of Appalachian experiences regionally, nationally and internationally.

# REGISTRATION FORM FOR ADVERTISERS, EXHIBITORS, AND SPONSORS

PLEASE RETURN THIS FORM TO THE APPALACHIAN STUDIES ASSOCIATION BY NOVEMBER 22, 2019.  
ADVERTISEMENTS MUST BE RECEIVED BY NOVEMBER 22, 2019.

<b>Contact Name</b>			
<b>Company   Institution: As it will appear in program</b>			
<b>Mailing Address</b>			
<b>City</b>	<b>State</b>	<b>Zip</b>	
<b>Telephone</b>	<b>E-mail</b>		
<b>Representative 1</b>		<b>Preferred Gender Pronoun</b>	<input type="checkbox"/> She <input type="checkbox"/> He <input type="checkbox"/> They <input type="checkbox"/> Other _____ <input type="checkbox"/> N/A (will not appear on your conference nametag)
<b>Representative 2</b>		<b>Preferred Gender Pronoun</b>	<input type="checkbox"/> She <input type="checkbox"/> He <input type="checkbox"/> They <input type="checkbox"/> Other _____ <input type="checkbox"/> N/A (will not appear on your conference nametag)

Please list the names of up to 2 individuals who will represent you and may attend sessions at no additional charge. Additional persons must pay the conference registration fee. Each vendor receives 2 free individual conference registrations regardless of the number of tables purchased. When you place your order please ensure you purchase a sufficient number of tables to accommodate all the items you are displaying. For the safety of everyone, and in fairness to all vendors, displays must be confined to your purchased table(s). Additional exhibitor guidelines may be found on our website.

### EXHIBITS | MEALS | OPTIONAL MEMBERSHIP

- Please reserve a **TABLE** for our exhibit at **\$200**. Amount: \_\_\_\_\_
- Please reserve \_\_\_\_ **EXTRA TABLE(S)** at **\$125 each**. Amount: \_\_\_\_\_
- SHARED TABLES** for community organizations, artists, or small presses are **\$100 per vendor**. Amount: \_\_\_\_\_
- Please provide your own **TABLE COVER**. Please list **EXHIBIT REQUIREMENTS** (e.g., electric, location)  
\_\_\_\_\_
- Please reserve \_\_\_\_ Friday **BANQUET TICKET(S)** at **\$15.00 each**.  
\_\_\_\_ Saturday **LUNCH TICKET(S)** at **\$15.00 each**.  
\_\_\_\_ Sunday **LUNCH TICKET(S)** at **\$15.00 each**. Amount: \_\_\_\_\_
- Special dietary needs:**  
\_\_\_\_\_
- Optional **2020 LIBRARY SUBSCRIPTION: \$79 print, \$98 electronic, \$117 print/electronic** (circle one)  
**ASA MEMBERSHIP\*\*:** \_\_\_\_ Regular **\$100** \_\_\_\_ Student **\$80** **Name(s):** \_\_\_\_\_  
*(\*\*To receive a print copy of the Journal of Appalachian Studies, please add an additional \$20)* Amount: \_\_\_\_\_

### ADVERTISEMENTS

**Ads should be 300 resolution (DPI). Ads for the Preliminary Program may be in color.  
Ads for the Final Program must be gray scale. Submit as PDF files.  
Ads may not exceed 7 ½" (w) x 10" (h) for full-page ad; or 7 ½" (w) x 5" (h) for half-page ad.**

- Please reserve \_\_\_\_ **FULL-PAGE AD(S)** at **\$250** in Preliminary and Final Programs. Same ad only. Amount: \_\_\_\_\_
- Please reserve \_\_\_\_ **FULL-PAGE AD(S)** at **\$175** in Final Program. Amount: \_\_\_\_\_
- Please reserve \_\_\_\_ **HALF-PAGE AD(S)** at **\$150** in Preliminary and Final Programs. Same ad only. Amount: \_\_\_\_\_
- Please reserve \_\_\_\_ **HALF-PAGE AD(S)** at **\$100** in Final Program. Amount: \_\_\_\_\_

### SPONSORSHIPS

- I would like to sponsor a:
  - \_\_\_\_ **BREAK** at **\$500**. Amount: \_\_\_\_\_
  - \_\_\_\_ **BOOK SIGNING** at **\$250** (1-2 authors); **\$375** (3-4); **\$500** (5-6). Amount: \_\_\_\_\_
  - \_\_\_\_ **RECEPTION:** Reception costs vary. Please contact the ASA. Amount: \_\_\_\_\_

### TOTAL AMOUNT

Amount: \_\_\_\_\_

**Fees are payable to the APPALACHIAN STUDIES ASSOCIATION by check, Visa, or Master Card and due by January 28, 2020.**

\_\_\_\_ **EXHIBIT FEE** enclosed    \_\_\_\_ **AD FEE** enclosed    \_\_\_\_ **SPONSORSHIP FEE** enclosed    \_\_\_\_ **BILL ME LATER**



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March 12 – March 15, 2020



Scholarship Deadline: February 10  
Scholarship Notification Deadline: February 18  
Pre-registration Deadline: February 24