



March 15, 2021

Dear Publisher,

PCA/ACA is excited about our 2021 virtual conference, being held from June 2-5. Although we will miss meeting in person, the virtual format allows us to reimagine the conference experience. We look forward to including you as an exhibitor.

If you choose to join us, you can expect the following:

- A virtual booth on the Pathable platform on multiple days of the conference, reaching more than 1800 Popular Culture scholars
- Virtual technical assistance supported by experienced conference staff
- Opportunities to advertise, highlight, and feature products at your booth
- Opportunities to have one-on-one meetings with conference attendees, facilitated by the enhanced **Talk Now** experience

[This virtual trade show enhancement allows attendees to connect live with an event exhibitor through 1:1 online video calling.](#)

[Similar to an Open Booth-style trade show feature, Talk Now supports attendee and exhibitor communication and engagement. Through the single click of a button, attendees can instantly connect to an available trade show booth representative through 1:1 video calling powered by Zoom.](#)

[With the *Talk Now* feature, event exhibitors can indicate when they are available to answer attendee calls during scheduled virtual trade show hours. The feature is perfect for high-touch engagement and encourages attendees and exhibitors to create meaningful connections.](#)

- The opportunity to hold an informational session with potential authors about publishing with your company during a breakout session and listed in the official schedule
- If you have an author who is a PCA/ACA member/conference attendee, you can spotlight them by scheduling a Q&A
- A graphic logo to be featured on the conference home page
- Free registration to the full conference (up to three staff members), which includes over 300 panels, featured speakers, and other special events



We know that COVID-19 has disrupted your commerce this year. Therefore, we are offering **18 virtual exhibitor booths free of charge for this year only**. In return, we ask that you commit fully to staffing and updating your booth over the four days of the conference. The exhibitor booths will be available for browsing 24/7 during the conference, but the staffed exhibit hall hours are:

Wednesday, June 2: 11am- 8:00pm EDT

Thursday, June 3: 10am-8:00am EDT

Friday, June 4: 10:00am-6:00pm EDT

Saturday, June 5: 10am-4pm EDT

Many of you have already staffed virtual conferences. However, if you have not, Pathable is a very user-friendly and robust platform. Exhibitor training sessions will be available for your staff.

We are also attaching preliminary information on designing your booth space and the Talk Now feature.

If you are interested in securing a booth, please fill out the attached form and return it via email by April 5, 2021 to robin@pcaaca.org.

Feel free to contact me (execdir@pcaaca.org) or my assistant, Robin Hershkowitz (robin@pcaaca.org), if you have questions.

We look forward to seeing you in June.

Best always,

Lynn

Lynn Bartholome, PhD
Executive Director, Popular Culture Association