

AAAL

ATLANTA 2027

RENAISSANCE ATLANTA WAVERLY HOTEL - MARCH 13-16

VIRTUAL 2027

JOIN US ON APRIL 16TH

Sponsoring, Exhibiting, and Advertising Prospectus



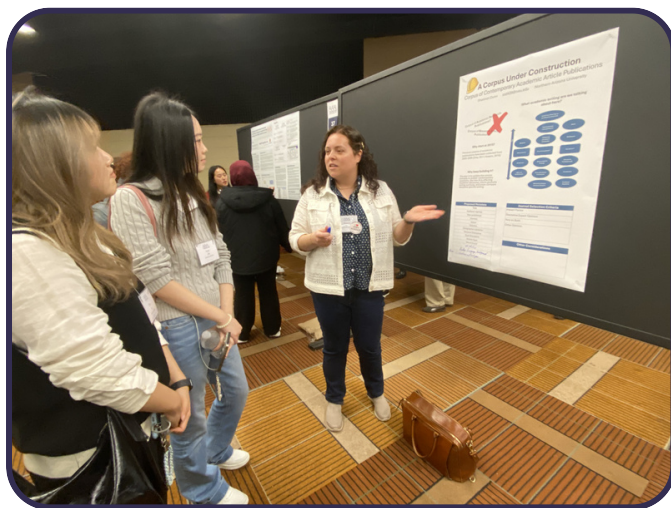
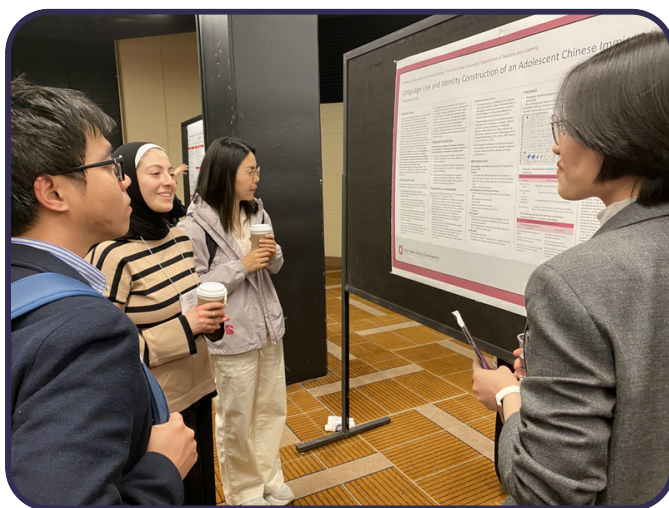
Reach nearly 2000 linguists, language professionals, and educational leaders!

Join the American Association for Applied Linguistics (AAAL) for its 50th meeting in Atlanta, GA, March 13th-16th, 2027 and online April 16, 2027! Participants from all over the world attend these highly selective events.

About the American Association for Applied Linguistics

The conference is an opportunity for your organization to gain visibility among the large group of participants who are in positions to adopt books for their courses, make library purchase recommendations, collaborate on instructional technology integration at their institutions, guide language assessment decisions in higher education, consult with state educational agencies about curriculum development, inform legislators about research-based policymaking, and engage with local businesses during the conference.

AAAL is the national professional association for the study of language use across domains of society. The conference brings together participants from across the world (especially North America, Europe, and Asia) to advance rigorous and impactful research, professional networking, and intellectual development in all areas of applied linguistics. The Association supports ethical and informed understandings of language-related processes and practices from multiple research paradigms. AAAL is committed to building and sustaining just and equitable conditions for individuals, communities, and societies.



Levels of Opportunity to Support

Visionary Sponsor \$10,000+

- Special programming and activities during the conference (on-site and virtual) in consultation with the conference organizers and commensurate with the amount of sponsorship
- Up to two (2) 8x8 exhibit spaces
 - Per exhibit space: one 6-foot skirted table, two exhibit staff registrations, two chairs, one wastebasket
- Up to two free conference attendee registrations
- Presenting sponsor for the virtual conference
- 3-minute video played during the virtual opening welcome session
- Recognition from the lectern at both the in-person and virtual opening plenaries
- 50th Conference reception Sponsor (non-exclusive) with a display table at the event, signage at the event, recognition in an announcement at the Plenary before the reception
- Company logo highlighted on the AAAL Conference Mobile App and Virtual Conference App
- Recognition on general on-site conference signage (meter boards)
- Recognition on conference website pages, clickable to URL
- Logo inclusion in all conference email communications sent out before the conference
- Recognition in Welcome Email to attendees
- Exposure on AAAL social media platforms
- Logo on AAAL Conference homepage from commitment date until June 1, 2027
- Pre- and post-conference spotlight to all AAAL members via email blast (AAAL to send sponsor-designed email to membership list)
- Prioritization for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)
- Sponsor badge ribbon for on-site representatives
- Recognition on slide presentation before each in-person plenary session
- Complimentary AAAL one-time use-only membership mailing list (physical addresses only)

Premier Sponsor \$7,500

- Up to two (2), 8x8 exhibit spaces
 - Per exhibit space: one 6-foot skirted table, two exhibit staff, two chairs, one wastebasket
- Recognition from the lectern at both the in-person and virtual opening plenaries
- Welcome reception Sponsor (non-exclusive) with a display table at the event, signage at the event, recognition in an announcement at the Plenary before the reception
- Company logo highlighted on the AAAL Conference Mobile App and Virtual Conference App
- Recognition on general on-site conference signage (meter boards)
- Recognition on conference website pages, clickable to URL
- Logo inclusion in all conference email communications sent out before the conference
- Recognition in Welcome Email to attendees
- Exposure on AAAL social media platforms
- Logo on AAAL Conference homepage from commitment date until June 1, 2025
- Pre- and post-conference spotlight to all AAAL members via email blast (AAAL to send sponsor-designed email to membership list)
- Prioritization for preferred exhibit spaces after Visionary Sponsor selections (sponsors to submit top choices; assigned within level based on registration date)
- Sponsor badge ribbon for on-site representatives
- Recognition on slide presentation before each in-person plenary session
- Complimentary AAAL one-time use-only membership mailing list (physical addresses only)

Scholar Sponsor (\$3,750 for non-profits and \$4,250 for for-profits)

- One, 8x8 exhibit space
 - One 6-foot skirted table, two exhibit staff, two chairs, one wastebasket
- Recognition from the lectern at both the in-person and virtual opening plenaries
- Company logo highlighted on the AAAL Conference Mobile App and Virtual Conference App
- Recognition on general on-site conference signage (meter boards)
- Prioritization after Premier Sponsor selections for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)
- Sponsor badge ribbon for on-site representatives
- Recognition on conference website pages, clickable to URL
- Logo inclusion in all conference email communications sent out before the conference
- Recognition in Welcome Email to attendees
- Exposure on AAAL social media
- Logo on AAAL home page from commitment date until June 1, 2027
- Pre or post-conference spotlight to all AAAL members via email blast (AAAL to send sponsor-designed email to membership list)
- Complimentary AAAL one-time use only of membership mailing list (physical addresses only)
- (1) Breakfast sponsorship, choice of date depending on availability (see page 7 for additional details)

Supporter Sponsor (\$1,600 for non-profits and \$2,100 for for-profits)

- One, 8x8 exhibit space
 - Per exhibit space: one 6-foot skirted table, two exhibit staff, two chairs, one wastebasket
- Logo on virtual app, linked to your website
- Recognition on general on-site conference signage (meter boards)
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference online program
- Logo inclusion in all conference email communications sent out before the conference
- Recognition in Welcome Email to attendees
- Exposure on AAAL social media
- One afternoon break/poster session sponsorship

ASL Interpreter Sponsor Starting at \$500 each

- Recognition on general on-site conference signage (meter boards)
- Exhibitor Directory Row Highlighting in mobile App (background color draws attention to overall AAAL sponsors listing in exhibitor directory)
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference program
- Logo inclusion in all conference email communications sent out prior to the conference.
- Recognition in the Welcome Newsletter to attendees
- Exposure on AAAL social media platforms
- Recognition from the lectern at the opening plenary session



Additional Sponsorship Opportunities

- Welcome Reception (\$2,500) – Saturday, March 13, 7:00 - 8:00pm ET – Reach hundreds of attendees at this popular welcome reception. Benefits include your company logo on the thank you signage and push notification reminder for event.
- Attendee Breakfast (\$1,500) – Saturday, March 13, from 9:40am – 10:10am ET – Feature your sponsorship during the attendee breakfast. Benefits include your company logo on the thank you signage in the foyer. Sponsorship includes recognition in push notification reminder for breakfast with exhibitors.
- Attendee Breakfast (\$1,500) – Sunday, March 14, from 9:40am – 10:10am ET – Feature your sponsorship during the attendee breakfast. Benefits include your company logo on the thank you signage in the foyer. Sponsorship includes recognition in push notification reminder for breakfast with exhibitors.
*Please note that breakfast times are subject to change.
- 50th Conference Reception (\$2,500) – Sunday, March 14, 7:00 - 8:00pm ET – Reach hundreds of attendees at this special reception for 2027. Benefits include your company logo on the thank you signage and a push notification reminder for the event.
- Attendee Breakfast (\$1,500) – Monday, March 15, from 9:40am – 10:10am ET – Feature your sponsorship during the attendee breakfast. Benefits include company logo on thank you signage in the foyer. Sponsorship includes recognition in push notification reminder with exhibitors.
- Afternoon Breaks and Poster Sessions (\$1,000 each) – Benefits include company logo on thank you signage in the foyer and recognition in push notification reminder on the app.
 - Saturday, March 13 Afternoon Break
 - Saturday, March 13 Poster Sessions
 - Sunday, March 14 Afternoon Break
 - Sunday, March 14 Poster Session
 - Monday, March 15 Afternoon Break
 - Monday, March 15 Poster Sessions

****Additional Exhibit Booth Costs for Premier, Platinum, or Friend Sponsors before February 1, 2027:**

1 Additional Table	\$400
2 Additional Tables	\$600
3 Additional Tables	\$800

Exhibitor Layout will be available January 18, 2027.

Exhibit Booth Only:

(Until January 31, 2027)

	1 Booth	2 Booths	3 Booths	Virtual
For-Profit	\$1,200	\$1,700	\$2,200	\$400
Non-Profit	\$1,000	\$1,500	\$2,000	\$350

Notes:

- Exhibit Booth only
- One (1) Exhibit Booth = One (1) 6ft table and two (2) chairs
- No other sponsor benefits
- No virtual conference presence

Exhibitor Opportunities

Exhibiting at the AAAL Conference will put you in touch nearly 2,000 scholars worldwide interested in and actively contributing to the multi-disciplinary field of applied linguistics. They come to the AAAL Conference to learn, gather ideas, and shop in the Publisher's Exhibit. Many will cite that the exhibit area is among the highlights of the AAAL Conference. This creates a prime opportunity for exhibitors to make a strong impression.

Exhibit Hall Hours

(Subject to Change)

AAAL is designing the Exhibit Hall area as the Community Hub of the AAAL Conference. The Exhibit Hall will host the exhibits, poster sessions, and daily breaks.

Reservations for conference sponsors will be given first priority on booth location. Space is reserved on a first-come, first-served basis.

Saturday, March 13:

Exhibit Hours	9:00 am - 4:00 pm
Welcome Reception	7:00 pm – 8:00 pm

Sunday, March 14:

Exhibit Hours	9:00 am - 4:00 pm
50th Conference Reception	7:00 pm – 8:00 pm

Monday, March 15:

Exhibit Hours	9:00 am - 4:00 pm
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Tuesday, March 16:

Exhibit Hours	9:00 am - 12:00 pm
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Dedicated Exhibit Times/Coffee Breaks

Saturday, March 13:	9:40 am – 10:00 am 3:30 pm – 4:00 pm 7:00 pm – 8:00 pm
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Sunday, March 14:	9:40 am – 10:10 am 3:30 pm – 4:00 pm
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Monday, March 15:	9:40 am – 10:10 am 3:30 pm – 4:00 pm
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Exhibit Space

Exhibit space is for:

- 8' Pipe and Drape Booth
- One - 6-foot skirted table with two chairs
- One wastebasket
- Two exhibit staff (exhibit staff are invited to attend any conference function, including sessions)
- Booth ID Sign

Each additional staff member (over two) will be charged \$100.00 per person.

Not included in booth fee:

- Furniture rental (above and beyond the table and two chairs)
- Electricity
- AV equipment or dedicated Internet line
- Material handling and labor
- Shipping and drayage
- Floral and other services
- Carpet

Load in/Load out Hours

Exhibitor Move-In:

Friday, March 12:	4:00 pm - 8:00 pm
Saturday, March 13:	7:00 am - 8:00 am

(Installation and set-up of booth materials MUST be completed by 8:30 am on Saturday)

Exhibitor Move-Out:

Tuesday, March 16th:	12:00 pm - 2:30 pm
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(Dismantle/move-out MUST be completed by 2:30 pm)

THE FINE PRINT ON EXHIBITING CANCELLATIONS:

All cancellations must be sent in writing via email to AAAL at managingdir@aaal.org. A \$100.00 charge will be assessed for each exhibit space canceled by January 31, 2027. No refunds will be given for booths cancelled after January 31, 2027. For further questions regarding exhibiting, please contact conference@aaal.org.

AAAL shall not refund, rebate, or credit any fees associated with advertising or sponsorship.

Conference Online Program Advertising

Advertising in the conference program provides an outstanding opportunity to reach your target audience. AAAL will have a digital program for the 2027 conference. Participating advertisers will submit artwork for a digital ad and have their organization's website link posted on the AAAL website and mobile app. Program advertising is an excellent way to drive traffic and potential customers to your exhibit space and website. The deadline for artwork is January 31, 2027.

ADVERTISEMENT RATES:

Full Page Ad	\$750
Half Page Ad	\$500
Quarter Page Ad	\$350
Inside Cover	\$1,000

AAAL shall not refund, rebate, or credit any fees associated with advertising or sponsorship.

Sponsorship Packages at a Glance

Description of Benefit:	Exhibitor Only	Supporter	Scholar	Premier	Visionary
Special programming during the conference (on-site and virtual)					✓
50th Conference Reception Sponsor (non-exclusive) with display table at event, signage at event, recognition in announcement at Plenary before the reception					✓
Presenting Sponsor for virtual conference					✓
3-minute video played at the opening session of virtual conference					✓
Reception Sponsor (non-exclusive) with display table at event, signage at event, recognition in announcement at Plenary before the reception				✓	
Complimentary AAAL one-time use only membership mailing list (physical addresses only)			✓	✓	✓
Prioritization for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)				✓	✓
Prioritization after Premier Sponsor selections for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)			✓		
Up to 2 exhibit spaces (1-6 foot skirted table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space)				✓	✓
Recognition on general on-site conference signage (meter boards)		✓	✓	✓	✓
Logo on in-person and virtual app that is linked to your website		✓	✓	✓	✓
Logo on AAAL conference webpage from commitment date until June 1, 2027			✓	✓	✓
Recognition from lectern at opening plenary session in person and virtual			✓	✓	✓
Pre and post conference spotlight to all AAAL members via email blast (AAAL to send sponsor designed email to membership list)			✓	✓	✓
Sponsor badge ribbon for on-site representatives		✓	✓	✓	✓
Logo inclusion in all conference email communications sent out prior to the conference		✓	✓	✓	✓
Recognition in Welcome Newsletter to attendees		✓	✓	✓	✓
Exposure on AAAL social media		✓	✓	✓	✓
Prioritization for preferred exhibit spaces after Premier and Scholar (sponsors to submit top choices; assigned within level based on registration date)	✓	✓			
One exhibit space (1-6 foot skirted table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space)		✓			

Description of Benefit:	Exhibitor Only	Supporter	Scholar	Premier	Visionary
Attendee Breakfast Sponsor – Feature your sponsorship during the attendee breakfast each day from 7:00am - 8:00am. Benefits include company logo on thank you signage. Sponsorship includes recognition in push notification reminder for breakfast with exhibitors. Select from one of the following dates, subject to availability: • Saturday, March 21st • Sunday, March 22nd • Monday, March 23rd			✓		
Afternoon Break or Poster Session Sponsor – Choose one (1) date from the following options, subject to availability: • Saturday, March 21st • Sunday, March 22nd • Monday, March 23rd		✓			

Conference Mobile App Advertising

TYPE OF AD	DESCRIPTION	COST
Rotating Banner Ad	Banner ads rotate at the top of the App Dashboard Page and App Landing Page. Artwork requirements for Banner Ad and click through to a full-screen • 640 px by 110 px • PNG or JPG • 72 dpi or higher	\$750
Enhanced Exhibitor Listing	Upload your company's logo to the top of the App! Attendees will see your mobile app exhibitor listing as well as the App's interactive trade show floor plan. As an additional benefit, you can upload product literature, show brochures, press releases and other PDF documents to the mobile app. Attendees can download or email your uploaded information.	\$250

The Fine Print on Sponsorships

Opportunities for additional customized add-ons will be considered on a first-come, first-served basis. Contact conference@aaal.org with your request:

- AAAL shall not refund, rebate, or credit any fees associated with sponsorship.
- AAAL reserves the right to refuse to sell sponsorship, exhibit space or advertising to any company it deems objectionable or cross-purposed to the association's mission.

AAAL reserves the right to require an exhibitor to alter the exhibit before the AAAL 2027 event or on site. Necessary changes are to be made at the exhibitor's expense and are subject to the approval of AAAL.

The sponsor/exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of sponsor's/exhibitor's activities on the host hotel premises and will indemnify, defend, and hold harmless AAAL, the host hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.



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