



Sponsoring, Exhibiting and Advertising Prospectus

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**DATE**

MARCH 28 - 31, 2020  
SHERATON DENVER DOWNTOWN HOTEL  
Denver, Colorado

◆ [www.aaal.org](http://www.aaal.org) ◆

# About the American Association for Applied Linguistics

Founded in 1977, the American Association for Applied Linguistics (AAAL) is a professional society of scholars from the U.S., Canada, and over 50 other countries worldwide. Members use a wide variety of theoretical frameworks and methodological approaches to address a broad range of language-related issues in order to understand their roles in the lives of individuals and conditions in society. The mission of AAAL is to facilitate the advancement and dissemination of knowledge and understanding regarding these language-related issues in order to improve the lives of individuals and conditions in society.

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## Levels of Opportunity to Support

### **Premier Sponsor (\$4,500)**

- ◆ Reception Sponsor (non-exclusive)
- ◆ Recognition on general on-site conference signage (meter boards)
- ◆ Prominent Banner Ad on the AAAL App
- ◆ Opportunity to have main stage in Exhibit Hall for Book Launches during the AAAL Coffee Breaks.
- ◆ Recognition on 2020 conference web site pages, clickable to URL
- ◆ Logo inclusion in all conference e-mail communications sent out prior to the conference
- ◆ Recognition in Welcome Newsletter to attendees
- ◆ Exposure on AAAL social media
- ◆ Logo on AAAL home page from commitment date until June 1, 2020
- ◆ Pre or post conference spotlight to all AAAL members via email blast (AAAL to send sponsor designed e-mail to membership list)
- ◆ Up to 2 exhibit spaces (1-6" Skirted Table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space)
- ◆ Prioritization for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)
- ◆ Downloadable video on AAAL Mobile App linked via Exhibitor profile. (Video provided by client)
- ◆ Exhibitor Directory Row Highlighting in mobile App (background color draws attention to overall AAAL sponsors listing in exhibitor directory)
- ◆ Recognition from lectern at opening plenary session
- ◆ Recognition on slide presentation prior to each plenary session
- ◆ Complimentary AAAL one time use only membership mailing list (physical addresses only)

### **Sponsor (\$2,500)**

- ◆ Graduate Student Event Sponsor (non-exclusive)
- ◆ Recognition on general on-site conference signage (meter boards)
- ◆ Up to 2 exhibit spaces (1-6" Skirted Table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space)
- ◆ Opportunity to have main stage in Exhibit Hall for Book Launches during the AAAL Coffee Breaks.
- ◆ Prioritization after Premier Sponsor selections for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)
- ◆ Prominent Banner Ad on the AAAL App
- ◆ Exhibitor Directory Row Highlighting in mobile App (background color draws attention to overall AAAL sponsors listing in exhibitor directory)
- ◆ Recognition on 2020 conference web site pages, clickable to URL
- ◆ Logo inclusion in all conference e-mail communications sent out prior to the conference
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- ◆ Pre or post conference spotlight to all AAAL members via e-mail blast (AAAL to send sponsor designed e-mail to membership list)
- ◆ Recognition from lectern at opening plenary session
- ◆ Recognition on slide presentation prior to each plenary session

## Friend (\$1,000)

- ◆ Coffee Break Sponsor (non-exclusive)
- ◆ One exhibit space (1-6" Skirted Table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space)
- ◆ 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)
- ◆ Prioritization after Premier Sponsor and Sponsor selections for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)
- ◆ Recognition on 2020 conference web site pages, clickable to URL
- ◆ Logo inclusion in all conference e-mail communications sent out prior to the conference
- ◆ Recognition in Welcome Newsletter to attendees  
Recognition from lectern at opening plenary session
- ◆ Recognition on slide presentation prior to each plenary session
- ◆ Exposure on AAAL social media



## The Fine Print on Sponsorships

Opportunities for additional customized add-ons will be considered on a first come-first serve basis. Contact Ellen Shea, CMP ([ellen@aaal.org](mailto:ellen@aaal.org)) with your request.

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

# Conference APP Advertising

## DIGITAL

APP PAGE		BANNER
Rotating Banner Ad	<p>Banner ads rotate at the top of the App Dashboard page, and click through to a full-screen App Landing Page.</p> <p>Artwork requirements for Banner Ad:</p> <ul style="list-style-type: none"> <li>◆ 640 pixels x 110 pixels</li> <li>◆ Only PNG or JPG</li> <li>◆ 72 dpi or higher</li> </ul>	\$150
Multimedia Video Message	Sponsor video is downloadable from the Exhibitor Profile and also available from the AAAL website	\$150
Enhanced Exhibitor Listing	Upload your company's logo to the top of the app. Attendees see your mobile app exhibitor listing and on the App's interactive tradeshow floor plan. As an additional benefit, you can upload product literature, show brochures, press releases, and other .pdf documents to the mobile App. Save money on printing. Attendees download your information to their smart phones, or email them.	\$150

- ◆ Banner ads and landing pages run February 5, 2020 - March 31, 2021.
- ◆ Advertising on the App will also provide post show user metrics also so Advertisers will know how effective their ad on the Conference App worked. AAAL will supply this information after the conference.

# Exhibitor Opportunities

Exhibiting at the AAAL Conference will put you in touch with over 1,700 scholars from around the world who are 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 attendees 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. We will host the exhibits, poster sessions and daily coffeekbreaks in the Exhibit Hall.

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

### **Saturday, March 28:**

Exhibit Hours 9:00 am - 4:30 pm  
Welcome Reception 5:45 pm - 7:15 pm

### **Sunday, March 29:**

Exhibit Hours 9:00 am - 4:30 pm

### **Monday, March 30:**

Exhibit Hours 9:00 am - 4:30 pm

### **Tuesday, March 31:**

Exhibit Hours 9:00 am - 11:30 am

## LOAD IN / LOAD OUT HOURS:

### *Exhibitor Move-In*

Friday, March 27 - 4:00 pm - 8:00 pm  
Saturday, March 9 - 7:00 am - 8:30 am  
(Installation and Set-Up of Booth Materials MUST be completed by 8:30 am on Saturday)

### *Exhibitor Move-Out*

Tuesday, March 28 - 11:30 am - 3:00 pm  
(Dismantle and Move-Out MUST be completed by 3:00 pm)

## DEDICATED EXHIBIT TIMES / COFFEE BREAKS:

Saturday, March 28: 9:40 am - 10:10 am and 5:45 pm - 7:15 pm  
Sunday, March 29: 9:40 am - 10:10 pm and 3:30 pm - 4:00 pm  
Monday, March 30: 9:40 am - 10:10 pm and 3:30 pm - 4:00 pm  
Tuesday, March 31: 9:40 am - 10:10 pm and 3:30 pm - 4:00 pm

## EXHIBIT SPACE

Exhibit space is for:

- ◆ 8' x 10' Pipe and Drape Booth (8 foot back and 3 foot side sections)
- ◆ 1 - 6 ft skirted table
- ◆ 2 chairs
- ◆ 1 wastebasket
- ◆ Two exhibit staff (exhibit staff are invited to attend any conference function, including sessions)
- ◆ Booth I.D. Sign
- ◆ Carpet

Each additional staff member (over two) is \$25.00 per person.

*Not included in booth fee:*

- ◆ Furniture Rental (above and beyond the table (2 chairs)
- ◆ Electricity
- ◆ AV equipment or dedicated Internet line
- ◆ Material handling and labor
- ◆ Shipping and drayage
- ◆ Floral and other services

## The Fine Print on Exhibiting

Cancellations:

All cancellations must be sent in writing via email to AAAL at [ellen@aal.org](mailto:ellen@aal.org). A \$75.00 charge will be assessed for each exhibit space canceled by February 5, 2020. No refunds will be given for booths cancelled after February 5, 2020. For further questions regarding Exhibiting, please contact Ellen Shea, CMP at [ellen@aal.org](mailto:ellen@aal.org).

# Exhibitor Pricing

**Until February 1, 2020:**

	1 Exhibit Space	2 Exhibit Spaces	3 Exhibit Spaces	4 Exhibit Spaces	5 Exhibit Spaces
For-Profit	\$800	\$1,400	\$1,900	\$2,300	\$2,600
Non-Profit	\$700	\$1,300	\$1,800	\$2,200	\$2,500

**\*\*Additional Exhibit Booth Costs for Premier, Sponsor, or Friend Sponsors:**

1 Exhibit Space plus 1 additional space (2 tables):	Included in the Premier and Sponsor level. Friend Sponsors will pay an additional \$400
1 Exhibit Space plus 2 additional spaces (3 tables):	plus \$500
1 Exhibit Space plus 3 additional spaces (4 tables):	plus \$700
1 Exhibit Space plus 4 additional spaces (5 tables):	plus \$1,000
1 Exhibit Space plus 5 additional spaces (6 tables):	plus \$1,500

Exhibitor Layout will be available December 1, 2019