

AAAL

ATLANTA 2019

SPONSORING, EXHIBITING AND ADVERTISING PROSPECTUS



Sheraton Downtown Atlanta
Atlanta, Georgia

◆ 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.

LEVELS OF OPPORTUNITY TO SUPPORT

Premier Sponsor (\$4,500)

- ◆ Recognition on general on-site conference signage (meter boards)
- ◆ Sponsor badge ribbon for on-site representatives
- ◆ Recognition as sponsor in the conference program
- ◆ Complimentary full-page ad in conference program
- ◆ Secondary Opening Page of the AAAL mobile app page dedicated to overall app that appears after opening screen.
- ◆ Complimentary insert in conference program
- ◆ Ad placement in the front section of on-site program
- ◆ Recognition on 2019 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, 2019
- ◆ 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)
- ◆ Signage on easel outside Plenary sessions
- ◆ 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 Plenary of choice
- ◆ Complimentary AAAL one time use only membership mailing list (physical addresses only)

Sponsor (\$2,500)

- ◆ Recognition on general on-site conference signage (meter boards)
- ◆ Sponsor badge ribbon for on-site representatives
- ◆ Recognition as sponsor in the conference program
- ◆ Complimentary full-page ad OR insert in conference program
- ◆ Up to 2 exhibit spaces (1-6" Skirted Table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space)
- ◆ Prioritization after Premier Sponsor selections for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)
- ◆ Exhibitor Directory Row Highlighting in mobile App (background color draws attention to overall AAAL sponsors listing in exhibitor directory)

Chose up to 2 options:

- ◆ Recognition on 2019 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, 2019
- ◆ Pre or post conference spotlight to all AAAL members via e-mail blast (AAAL to send sponsor designed e-mail to membership list)

Chose one option:

- ◆ Signage on easel outside Plenary sessions
- ◆ Recognition from lectern at Plenary of choice

Friend (\$1,000)

- ◆ Recognition on general on-site conference signage (meter boards)
- ◆ Sponsor badge ribbon for on-site representatives
- ◆ Recognition as sponsor in the conference program
- ◆ 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)

Chose 1 option:

- ◆ Recognition on 2019 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



ADDITIONAL OPPORTUNITIES

(Events as well as supplying company branded lanyards, keycards, etc.)

AAAL is also offering the following opportunities for sponsors to supplement the current levels:

RECEPTION SPONSOR (NONEXCLUSIVE)

Base Sponsorship (see page 2) + \$2,000

Available only to Premier Sponsors

- ◆ Signage at reception
- ◆ Recognition during spoken announcements at Plenary before reception
- ◆ Title display table in reception
- ◆ Recognition as Reception sponsor in conference program

COFFEE BREAK SPONSOR (NONEXCLUSIVE)

Base Sponsorship (see page 2) + \$1,000 (price is per break)

Available only to Sponsors and Premier Sponsors

- ◆ Signage at sponsored break
- ◆ Recognition as Reception sponsor in conference program

GRADUATE STUDENT EVENT SPONSOR (NONEXCLUSIVE)

Base Sponsorship (see page 2) + \$1,000

Available to all Sponsors

- ◆ Signage at event
- ◆ Recognition during spoken announcements at event
- ◆ Title display table at event
- ◆ Recognition as event sponsor in conference program

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) 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.

SPONSORSHIP PACKAGES AT A GLANCE

	FRIEND	SPONSOR	PREMIER
Recognition on general on-site conference signage (meter boards)	✓	✓	✓
Sponsor badge ribbon for on-site representatives	✓	✓	✓
Recognition as sponsor in the conference program	✓	✓	✓
Exhibitor Directory Row Highlighting in mobile App (background color draws attention to overall AAAL sponsors listing in exhibitor directory)	✓	✓	✓
Secondary Opening Page of the AAAL mobile app page dedicated to overall app that appears after opening screen			✓
Downloadable video on AAAL Mobile App linked via Exhibitor profile			✓
Complimentary full-page ad in conference program (Category A)		Choose One from Category A	✓
Complimentary insert in conference program (Category A)		Choose One from Category A	✓
Ad placement (if selected/purchased) in the front section			✓
Recognition on 2019 conference web site pages, clickable to URL (Category B)	Choose One from Category B	Choose Two from Category B	✓
Logo inclusion in all conference e-mail communications sent out prior to the conference (Category B)	Choose One from Category B	Choose Two from Category B	✓
Recognition in Welcome Newsletter to attendees (Category B)	Choose One from Category B	Choose Two from Category B	✓
Exposure on AAAL social media (Category B)	Choose One from Category B	Choose Two from Category B	✓
Logo on AAAL home page from commitment date until June 1, 2019 (Category B)			✓
Pre or post conference spotlight to all AAAL members via e-mail blast (AAAL to send sponsor designed e-mail to membership list) (Category B)			✓
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)	3rd Option of selection based on date received in AAAL Office	2nd Option of selection based on date received in AAAL Office	1st Option of selection based on date received in AAAL Office
Recognition on PPT playing prior to Plenary sessions		✓	✓
Signage on easel outside Plenary sessions (Category C)		Choose One from Category C	✓
Recognition from lectern at Plenary of choice (Category C)		Choose One from Category C	✓
Complimentary AAAL one time use only membership mailing list (physical addresses only) (Category C)		Choose One from Category C	✓

**Additional Exhibit Booth Costs:

Premier Sponsor:

3 additional spaces: +\$500

4 additional spaces: +\$1,000

5 additional spaces: +\$1,500

Sponsor:

3 additional spaces: +\$800

4 additional spaces: +\$1,400

5 additional spaces: +\$1,900

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 breaks 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 9:

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

Sunday, March 10:

Exhibit Hours 9:00 am - 4:30 pm

Monday, March 11:

Exhibit Hours 9:00 am - 4:30 pm

Tuesday, March 12:

Exhibit Hours 9:00 am - 11:30 am

Load In / Load Out Hours:

Exhibitor Move-In

Friday, March 8 - 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 12 - 11:30 am - 3:00 pm

*(Dismantle and Move-Out **MUST** be completed by 3:00 pm)*

EXHIBIT SPACE

Exhibit space is for:

- ◆ 10' 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@aaal.org. A \$75.00 charge will be assessed for each exhibit space canceled by February 1, 2019. No refunds will be given for booths cancelled after February 2, 2018. For further questions regarding Exhibiting, please contact Ellen Shea, CMP at ellen@aaal.org.

EXHIBITOR PRICING

Until February 1, 2019:

	Title Display Only	1 Exhibit Space	2 Exhibit Space (\$200 discount - P) (\$100 discount - NP)	3 Exhibit Space (\$500 discount - P) (\$300 discount - NP)	4 Exhibit Space (900 discount - P) (\$600 discount - NP)	5 Exhibit Space (\$1,400 discount - P) (\$1,000 discount - NP)
For-Profit	\$500	\$800	\$1,400	\$1,900	\$2,300	\$2,600
Non-Profit	\$400	\$700	\$1,300	\$1,800	\$2,200	\$2,500

Enhanced Exhibitor Listing with the AAAL App

For an additional \$300.00 your company will have the opportunity to enhance your exhibitor promotions by the following:

- ◆ Add your company logo to the exhibitor listing
- ◆ Add document handouts in PDF format to AAAL App (product literature, press releases, show specials, etc)
- ◆ Exhibitor Directory Row Highlighting on AAAL Mobile App. Background color on the mobile app that will draw attention.

**LAYOUT TO BE AVAILABLE
NOVEMBER 1ST**

CONFERENCE PROGRAM ADVERTISING

CONFERENCE PROGRAM ADVERTISING

Advertising in the Conference Program provides an outstanding opportunity to reach your target audience. AAAL will have a printed program that will be distributed to ALL attendees. We will also have a PDF version of the program on our website in addition to the AAAL mobile app. Advertising in the program is an excellent way to drive traffic to your exhibit space and potential customers to your business. Due to the program being printed for all attendees in 2019, the ad prices remained the same. The deadline for artwork is January 23, 2019.

Advertising	For-Profit	Non-Profit
Inside Front Cover <i>(color)</i>	\$1,200	\$1,200
Inside Back Cover <i>(color)</i>	\$1,200	\$1,200
Interior Ad (black and white)	\$550	\$450
Insert <i>(advertiser printed - color or black/white acceptable)</i>	\$650	\$550

FILE REQUIREMENTS:

- ◆ PDF file preferred - created with "press quality" Acrobat Distiller settings
- ◆ Have all fonts embedded
- ◆ Resolution must be at least 300 dpi for all half-tone images (1200 for bitmapped images)
- ◆ All colors must be converted to grayscale
- ◆ All ads must have a bleed

Ad Sizes:

Full-page (bleed size) - 8.75" X 11.25"

Full-page (trim size) - 8.5" X 11"

Full-page (non-bleed) - 7.5" X 10"

Half-page (horizontal - bleed size) - 8.75" X 5.625"

Half-page (horizontal - trim size) - 8.5" X 5.5"

Half-page (horizontal - non-bleed) - 7.5" X 5"

Half-page (vertical - bleed size) - 4.375" X 11.25"

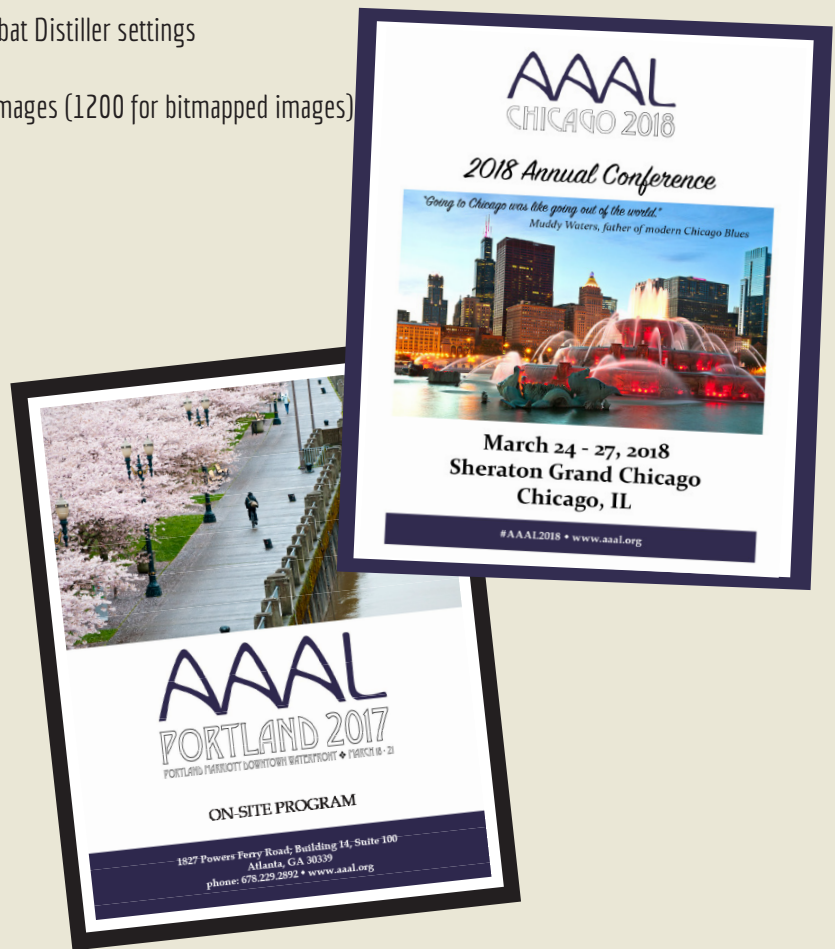
Half-page (vertical - trim size) - 4.25" X 11"

Half-page (vertical - non-bleed) - 3.75" X 10"

1/4 page (horizontal - non-bleed) - 3.75" X 5"

The Fine Print:

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CONFERENCE APP ADVERTISING

DIGITAL

APP PAGE		BANNER
Schedule Page Watermark	A watermark of the advertiser's logo will appear on all App My Schedule calendar pages.	\$250 (logo watermark)
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"> ◆ 640 pixels x 110 pixels ◆ Only PNG or JPG ◆ 72 dpi or higher 	\$150
Multimedia Video Message	Sponsor video is downloadable from the Exhibitor Profile	\$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 2, 2018 - March 31, 2018.
- ◆ 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.