

Sponsorship and Exhibitor Prospectus



**4
DAYS**

**1,600
ATTENDEES**

**OVER 1,000
SESSIONS
PLANNED**

It's an exciting time as AAAL kicks-off its first-ever virtual conference where the applied linguistics community will come together for specialized programming, insights, information, interaction, and inspiration. Attendees are counting on the AAAL 2021 Virtual Conference to learn about cutting-edge research employing a wide variety of theoretical frameworks and methodological approaches. Presenters will discuss a broad range of language-related issues across AAAL's 22 strands with direct implications for the lives of individuals and conditions in society. And we're doing this virtually for 2021 with more presentations and featured content than ever before!

Premier Sponsor (\$4,500)

Virtual Booth / Platform

- Please see attached exhibit booth document for features.
- Showcased sponsor in virtual exhibit hall.
- Representative must be available during designated booth hours.
- Unlimited pdf/video attachments in virtual exhibit booth
- Downloadable video on platform linked via Exhibitor profile. (Video provided by client)

Leads

- Contact information is collected when attendees visit a virtual sponsor booth and participate in giveaways.
- Analytics and lead reports from the virtual exhibit hall can be posted for exhibitors to view.
- ◆ Company name and logo appear in pre-event marketing and contact emails
- ◆ Company logo and clickable hyperlink appear on AAAL Conference web site pages
- Exposure on AAAL social media
- Logo on AAAL home page from commitment date until June 1, 2021

Contact Lists

- Receive complimentary email blast message to preregistered attendees
- Complimentary AAAL one-time-use-only membership mailing list (physical addresses only)

Additional Benefits

- ◆ 15 minutes on demand content. Includes your prerecorded content. Content will be available up to 6 months after the conference.
- ◆ Rotating ad placement throughout virtual microsite
- ◆ Company logo appears on virtual conference platform
- Two sponsor-representative registrations to full conference

Sponsor (\$2,500)

Virtual Booth / Platform

- Please see attached exhibit booth document for features.
- Representative must be available during designated booth hours.
- Up to five (5) pdf/video attachments in virtual exhibit booth

Leads

- Contact information is collected when attendees visit a virtual sponsor booth and participate in giveaways.
- Analytics and lead reports from the virtual exhibit hall can be posted for exhibitors to view.
- ◆ Company name and logo appear in pre-event marketing and contact emails
- ◆ Company logo and clickable hyperlink appear on AAAL Conference web site pages
- Exposure on AAAL social media
- Logo on AAAL home page from commitment date until June 1, 2021

Contact Lists

- Receive complimentary email blast message to preregistered attendees

Additional Benefits

- 15 minutes on demand content. Includes your prerecorded content. Content will be available up to 6 months after the conference.
- Rotating ad placement throughout virtual microsite
- Company logo appears on virtual conference platform
- One sponsor-representative registrations to full conference

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.

Friend Sponsor (\$1,000)

Virtual Booth / Platform

- Please see attached exhibit booth document for features.
- Representative must be available during designated booth hours.
- Up to two (2) pdf/video attachments in virtual exhibit booth

Leads

- Contact information is collected when attendees visit a virtual sponsor booth and participate in giveaways.
- Analytics and lead reports from the virtual exhibit hall can be posted for exhibitors to view.
- Company logo and clickable hyperlink appear on AAAL Conference web site pages
- Exposure on AAAL social media

Contact Lists

- Receive complimentary email blast message to preregistered attendees.

Additional Benefits

- ♦ Company logo appears on virtual conference platform.

Exhibitor Opportunities

Virtual Booth / Platform

- Links for special offers, company bio, representatives, downloads, videos and commercials and more.
- Please see attached exhibit booth document for features when released December 1.
- Representative must be available during designated booth hours.

Leads

- Contact information is collected when attendees visit a virtual sponsor booth and participate in giveaways.

Opportunities

- Analytics and lead reports from the virtual exhibit hall can be posted for exhibitors to view.

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, 2021. No refunds will be given for booths cancelled after February 1, 2021. For further questions regarding exhibiting, please contact Ellen Shea, CMP at ellen@aaal.org.

Exhibitor Pricing

Until February 1, 2021:

	1 Exhibit Space
For-Profit	\$800
Non-Profit	\$700

Banner Advertising Options on Virtual Platform

Lobby Banner Ads

- Must be purchased and graphics received by March 12, 2021
- \$600 per Lobby Banner Ad

Skyscraper Ads

- Must be purchased and graphics received by March 12, 2021
- \$400 per Skyscraper Ad

Banner Advertising Specifications on Virtual Platform

Lobby Banner Ads

Size:

- File must be a png
- Ideal horizontal image is 1200 x 720
- Maximum size is 1 mb

Notes:

- Can be rotating
- Appears on main lobby page
- Can also have session specific ads - added through program module
- Added in Advertising in App Module Settings

Skyscraper Ads

Size:

- File must be a png
- Ideal horizontal image is 160 x 600
- Maximum size is 1 mb

Notes:

- Appear on social feed page and personal profile page
- Added in Advertising in App Module Settings