

# AAL

## PORTLAND 2023

Sponsoring, Exhibiting and Advertising Prospectus

March 18 - 21, 2023  
PORTLAND MARRIOTT  
DOWNTOWN WATERFRONT HOTEL



# 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 Sponsorship Opportunity

### Premier Sponsor (\$5,000)

- Opening Reception Sponsor (non-exclusive)
- Company logo featured on the AAAL conference mobile app splash screen on a banner
- Company logo featured on the AAAL conference mobile app on rotating sponsor banners
- Recognition on general on-site conference signage (meter boards)
- Opportunity to have main stage in Exhibit Hall for Book Launches during the AAAL Coffee Breaks.
- Recognition on 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, 2023
- Pre or post conference spotlight to all AAAL members via email blast (AAAL to send sponsor designed e-mail to membership list)
- Up to two exhibit spaces (one six-foot table, two exhibit staff, two chairs, one 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 listing companies by sponsor level including links to exhibitor's website
- Recognition from lectern at opening plenary
- Recognition on slide presentation prior to each plenary session
- Complimentary AAAL one time use only membership mailing list (physical addresses only)

### Sponsor (\$3,000)

- Coffee Break Sponsor (non-exclusive)
- Recognition on general on-site conference signage (meter boards)
- Up to two exhibit spaces (one six-foot skirted table, two exhibit staff, two chairs, one waste basket 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 listing companies by sponsor level including links to exhibitor's website
- Recognition on 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, 2023
- 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

## Friends (\$1,000)

- One exhibit space (one six-foot skirted table, two exhibit staff, two chairs, one wastebasket)
- 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 listing companies by sponsor level or alphabetically including links to the exhibitor's website
- Prioritization after Premier Sponsor and Sponsor selections for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)



### **In addition, choose 1 option:**

- Recognition on 2023 conference web site pages, clickable to URL
- Logo inclusion in all conference e-mail communications sent out prior to the conference
- Recognition in Conference Newsletter to attendees
- Exposure on AAAL social media

## The Fine Print on Sponsorships and Exhibiting

Opportunities for additional customized add-ons will be considered on a first come-first served basis. Contact Sherry Battle ([sherry@aaal.org](mailto:sherry@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.

Each sponsorship includes exhibit space. If you do not wish to use the exhibit space, please communicate in writing via email to [sherry@aaal.org](mailto:sherry@aaal.org). If exhibit space is canceled after February 19, 2023, a \$75.00 charge will be accessed for each exhibit space canceled.

# Exhibitor Information

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. Attendees come to the AAAL Conference to learn, gather ideas and shop in the Publisher's Exhibit. Many attendees will cite the exhibit area as 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 coffee breaks in or near the Exhibit Hall.

Space is reserved on a first-come, first-served basis.

### Saturday, March 18th:

Exhibit Hours: 9:30 am - 4:30 pm

Welcome Reception: 6:30 pm - 7:30 pm

### Sunday, March 19th:

Exhibit Hours: 9:00 am - 4:30 pm

### Monday, March 20th:

Exhibit Hours: 9:00 am - 4:30 pm

### Tuesday, March 21st:

Exhibit Hours: 9:00 am - 11:30 am

## Dedicated Exhibit Times/ Coffee Breaks

Saturday, March 18th:	9:20 am - 10:00 am & 3:30 pm - 4:00 pm
Sunday, March 19th:	9:40 am - 10:10 am & 3:30 pm - 4:00 pm
Monday, March 20th:	9:40 am - 10:10 pm & 3:30 pm - 4:00 pm
Tuesday, March 21st:	9:40 am - 10:10 am

## Reception

Saturday, March 18th:	7:00 pm - 8:00 pm
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## Exhibit Space

### Exhibit space includes:

- 8' x 10' Pipe and Drape Booth (8 foot back and 3 foot side sections)
- One six-foot skirted table
- Two chairs
- Two exhibit staff (exhibit staff are invited to attend any conference function, including sessions)\*
- Booth ID sign
- Space is carpeted

\*Each additional staff member (over two) is \$75.00 per person.

### Not included in booth fee:

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

## Exhibitor Move-In Hours

Friday, March 17th:	4:00 pm - 8:00 pm
Saturday, March 18th:	7:00 am - 8:30 am (Installation and set-up of booth materials MUST be completed by Saturday 8:30 am.)

## Exhibitor Move-Out Hours

Tuesday, March 21st:	11:30 am - 3:00 pm (Dismantle and move-out MUST be completed by 3:00 pm)
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## Additional Exhibit Space Pricing

**Additional Exhibit 8'x10' Booth Costs for Premier, Sponsor, or Friend Sponsors before February 1, 2023:**

Exhibit space + one additional 8'x10' space (two tables):	Included in the Premier and Sponsor level. Friend Sponsors will pay an additional \$400
Exhibit Space + two additional 8'x10' spaces (three tables):	additional \$500
Exhibit Space + three additional 8'x10' spaces (four tables):	additional \$700
Exhibit Space + four additional 8'x10' spaces (five tables):	additional \$1,000

Exhibitor Layout will be available November 30, 2022.