

AAMAL

HOUSTON 2024

Sponsoring, Exhibiting, and Advertising Prospectus

MARCH 16- 19, 2024
HYATT REGENCY HOTEL HOUSTON



About the American Association for Applied Linguistics

AAAL promotes high-quality 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

Premier Sponsor (\$6,500)

- Reception Sponsor (non-exclusive) with display table at event, signage at event, recognition in announcement at Plenary before the reception
- Company logo featured on the AAAL Conference Mobile App exclusive static banner screen to your landing page
- 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 prior to the conference
- Recognition in Welcome Newsletter to attendees
- Exposure on AAAL social media
- Logo on AAAL Conference homepage from commitment date until June 1, 2024
- Pre and post conference spotlight to all AAAL members via email blast (AAAL to send sponsor designed email to membership list)
- Up to 2 exhibit spaces (1 - 6-foot 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)
- Sponsor badge ribbon for on-site representatives
- Downloadable video on AAAL Conference 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
- Recognition on slide presentation prior to each plenary session
- Complimentary AAAL one-time use only membership mailing list (physical addresses only)
- Dedicated Sponsorship Rights – Premiere and Platinum Sponsors can select one event from list A

Platinum Sponsor (\$3,500)

- Company logo featured on the AAAL Conference Mobile App on rotating Platinum Sponsor banners linked to your landing page
- Recognition on general on-site conference signage (meter boards)
- Up to 2 exhibit spaces (1 - 6-foot 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 Platinum 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
- Exhibitor Directory Row Highlighting in Mobile App (background color draws attention to overall AAAL sponsors listing in exhibitor directory)
- Recognition on conference website pages, clickable to URL
- Logo inclusion in all conference email 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, 2024
- Pre or post conference spotlight to all AAAL members via email blast (AAAL to send sponsor designed email to membership list)
- Recognition from lectern at opening plenary session
- Dedicated Sponsorship Rights – Premiere and Platinum Sponsors can select one event from list A

Friends (\$1,500)

- One exhibit space (1 - 6-foot 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)
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference online program
- Logo inclusion in all conference email communications sent out prior to the conference.
- Recognition in Welcome Newsletter to attendees
- Exposure on AAAL social media



ASL Interpreter Sponsor:

- 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 Welcome Newsletter to attendees
- Exposure on AAAL social media
- Recognition from lectern at opening plenary session

Dedicated Sponsorship Rights

List A: For Premiere and Platinum Sponsors only

Select ONE:

- **Host Hotel Sponsor** – Company name visible in the lobby of the host hotel, Hyatt Regency Houston Hotel, with your logo on the Welcome Signage in the Hyatt Lobby as attendees enter.
- **Attendee Breakfast** – Saturday, March 16 from 7:00am - 8:00am CT – 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 for breakfast with exhibitors.
- **Attendee Breakfast** – Sunday, March 17, from 7:00am - 8:00am CT – 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 for breakfast with exhibitors.
- **Attendee Breakfast** – Monday, March 18, from 7:00am - 8:00am CT – 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.
- **AAAL WiFi Sponsor** – NEW this year -- sure to get you noticed by attendees, choose to be recognized with signage as the WIFI sponsor.
- **Main Stage** – Opportunity to have main stage in Exhibit Hall for Book Launches during the hour on Saturday, March 16 from 12:00 pm – 1:00 pm CT
- **Main Stage** – Opportunity to have main stage in Exhibit Hall for Book Launches during the hour on Sunday, March 17 from 12:00 pm – 1:00 pm CT

List B: For Friend Sponsors only

SELECT ONE DATE -- Have your company name visible as attendees come and go from Exhibit Hall for breaks and poster sessions. Benefits include company logo on thank you signage and gives you the opportunity to provide marketing material on break tables.

Afternoon Breaks and Poster Sessions –

- Saturday, March 16 Afternoon Break
- Saturday, March 16 Poster Sessions
- Sunday, March 17 Afternoon Break
- Sunday, March 17 Poster Session
- Monday, March 18 Afternoon Break
- Monday, March 19 Poster Sessions

Exhibit Booth Only:

Until February 1, 2024:

	1 Exhibit Space	2 Exhibit Spaces (\$200 discount - P) (\$100 discount - NP)	3 Exhibit Spaces (\$500 discount - P) (\$300 discount - NP)	4 Exhibit Spaces (\$900 discount - P) (\$600 discount - NP)	5 Exhibit Spaces (\$1,400 discount - P) (\$1,000 discount - NP)
For-Profit	\$1200	\$1,400	\$1,900	\$2,300	\$2,600
Non-Profit	\$1000	\$1,300	\$1,800	\$2,200	\$2,500

Notes:

- Exhibit Booth only
- One Exhibit Booth = (1) 6ft table and two chairs
- No other benefits

****Additional Exhibit Booth Costs for Premier, Platinum Sponsor, or Friend Sponsors before February 1, 2024:**

Exhibit Space plus 1 additional space (2 tables):	Included in the Premier and Sponsor level. Friend Sponsors will pay an additional \$400
Exhibit Space plus 2 additional spaces (3 tables):	plus \$600
Exhibit Space plus 3 additional spaces (4 tables):	plus \$800
Exhibit Space plus 4 additional spaces (5 tables):	plus \$1,000
Exhibit Space plus 5 additional spaces (6 tables):	plus \$1,500

Exhibitor Layout will be available January 5, 2024.

Sponsorship Packages at a Glance:

Description of Benefit:	EXHIBITOR ONLY	FRIEND	SPONSOR	PREMIER
Reception Sponsor (non-exclusive) with display table at event, signage at event, recognition in announcement at Plenary before the reception				✓
Company logo featured on the AAAL Conference Mobile App exclusive static banner screen to your landing page				✓
Downloadable video on AAAL Conference Mobile App linked via Exhibitor Profile (video provided by client)				✓
Company logo featured on the AAAL Conference Mobile App on rotating Platinum sponsor banners linked to your landing page				✓
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 Platinum 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 AAAL home page from commitment date until June 1, 2024			✓	✓
Recognition from lectern at opening plenary session			✓	✓
Pre and post conference spotlight to all AAAL members via email blast (AAAL to send sponsor designed email to membership list)			✓	✓
One exhibit space (1-6 foot skirted table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space) Recognition on general on-site conference signage (meter boards)	✓	✓		
Prioritization for preferred exhibit spaces after Preferred and Platinum (sponsors to submit top choices; assigned within level based on registration date)		✓		
Recognition on general on-site conference signage (meter boards)		✓	✓	✓
Exhibitor Directory Row Highlighting in AAAL Conference Mobile App (background color draws attention to overall AAAL sponsors listing in exhibitor directory)		✓	✓	✓
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		✓	✓	✓

Description of Benefit:	EXHIBITOR ONLY	FRIEND	SPONSOR	PREMIER
Dedicated Sponsorship Rights – Premiere and Platinum Sponsors can select one event from List A			✓	✓
Host Hotel Sponsor – Have your company name visible in the lobby of the host hotel Hyatt Regency Houston Hotel with your logo on the Welcome Signage in the Hyatt Lobby as attendees enter.			Choose 1 from List A	Choose 1 from List A
Attendee Breakfast – Saturday, March 16 from 7:00am - 8:00am – Feature your sponsorship during the attendee breakfast. Benefits include company logo on thank you signage. Sponsorship includes recognition in push notification reminder for breakfast with exhibitors.			Choose 1 from List A	Choose 1 from List A
Attendee Breakfast – Sunday, March 17, from 7:00am - 8:00am – 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 for breakfast with exhibitors.			Choose 1 from List A	Choose 1 from List A
Attendee Breakfast – Monday, March 18, from 7:00am - 8:00am – 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 for breakfast with exhibitors.			Choose 1 from List A	Choose 1 from List A
AAAL WiFi Sponsor – NEW this year -- sure to get you noticed by attendees, choose to be recognized with signage as the WIFI sponsor.			Choose 1 from List A	Choose 1 from List A
Opportunity to have main stage in Exhibit Hall for Book Launches during the hour on Saturday, March 16 from 12:00 pm – 1:00 pm			Choose 1 from List A	Choose 1 from List A
Opportunity to have main stage in Exhibit Hall for Book Launches during the hour on Sunday, March 17 from 12:00 pm – 1:00 pm			Choose 1 from List A	Choose 1 from List A
List B: For Friend Sponsors Only SELECT ONE -- Have your company name visible as attendees come and go from Exhibit Hall for breaks and poster sessions. Benefits include company logo on thank you signage and gives you the opportunity to provide marketing material on break tables. Available Afternoon and Poster Sessions are listed below:		✓		
Saturday, March 16 Afternoon Break		Choose 1 from List B		
Saturday, March 16 Poster Sessions		Choose 1 from List B		
Sunday, March 17 Afternoon Break		Choose 1 from List B		
Sunday, March 17 Poster Session		Choose 1 from List B		
Monday, March 18 Afternoon Break		Choose 1 from List B		
Monday, March 19 Poster Sessions		Choose 1 from List B		

Exhibitor Opportunities:

Exhibiting at the AAAL Conference will put you in touch with over 1,500 scholars worldwide 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 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 16:

Exhibit Hours	9:00 am - 4:30 pm
Welcome Reception	6:45 pm – 8:00 pm

Sunday, March 17:

Exhibit Hours	9:00 am - 4:30 pm
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Monday, March 18:

Exhibit Hours	9:00 am - 4:30 pm
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Tuesday, March 19:

Exhibit Hours	9:00 am - 11:30 am
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LOAD IN/LOAD OUT HOURS:

Exhibitor Move-In:

Friday, March 16	4:00 pm - 8:00 pm
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Saturday, March 17	7:00 am - 8:00 am
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(Installation and set-up of booth materials MUST be completed by 8:30 am on Saturday)

Exhibitor Move-Out:

Tuesday, March 19	11:30 am - 3:00 pm
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(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)
- 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) is \$75.00 per person

Not included in booth fee:

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

DEDICATED EXHIBIT TIMES/COFFEE BREAKS:

Saturday, March 16: 9:20 am – 10:00 am and 6:45 pm – 8:00 pm
Sunday, March 17: 9:40 am – 10:10 am and 3:30 pm – 4:00 pm
Monday, March 18: 9:40 am – 10:10 am and 3:30 pm – 4:00 pm
Tuesday, March 19: 9:40 am – 10:10 am

THE FINE PRINT ON EXHIBITING CANCELLATIONS:

All cancellations must be sent in writing via email to AAAL at sherry@aaal.org. A \$100.00 charge will be assessed for each exhibit space canceled by February 1, 2024. No refunds will be given for booths canceled after February 1, 2024. For further questions regarding exhibiting, please contact Sherry Battle, CMP at sherry@aaal.org.

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 2024 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 27, 2024.

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.

Conference Mobile App Advertising

TYPE OF AD	DESCRIPTION	COST
Rotating Banner Ad	Banner ads rotate at the top of the App Dashboard Page, App Landing Page. Artwork requirements for Banner Ad and click through to a full-screen <ul style="list-style-type: none">• 640 px by 110 px• PNG or JPG• 72 dpi or higher	\$550
Multimedia Video Message	Sponsor video is downloadable from the Exhibitor Profile and also available from the AAAL website.	\$350
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 tradeshow 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 Sherry Battle (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.

AAAL reserves the right to require an exhibitor to alter the exhibit before the AAAL 2024 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 Hotel premises and will indemnify, defend, and hold harmless AAAL, the 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.