

AAAL

CHICAGO 2026

SHERATON CHICAGO RIVERWALK - MARCH 21-24

VIRTUAL 2026

JOIN US ON APRIL 24TH

Sponsoring, Exhibiting, and Advertising Prospectus



Reach More than 1500 Applied Linguists!

Join AAAL for its 2026 conference in Chicago March 21-24, 2026 and – NEW! – online April 24, 2026! Linguists from all over the world attend this prestigious event.

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 (\$7,500)

- Up to 2 exhibit spaces (1 - 6-foot skirted table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space) at the in-person conference
- Presenting sponsor for the virtual conference (NEW)
- 3 minute video played during the opening welcome session (NEW)
- Recognition from the lectern at both the in-person and virtual opening plenaries
- Reception Sponsor (non-exclusive) with a display table at the event, signage at the event, recognition in an announcement at the Plenary before the reception
- Company logo highlighted on the AAAL Conference Mobile App AND Virtual Conference App
- 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 before the conference
- Recognition in Welcome Newsletter to attendees
- Exposure on AAAL social media platforms
- Logo on AAAL Conference homepage from commitment date until June 1, 2025
- Pre and post-conference spotlight to all AAAL members via email blast (AAAL to send sponsor-designed email to membership list)
- Prioritization for preferred exhibit spaces (sponsors to submit top choices; assigned within level based on registration date)
- Sponsor badge ribbon for on-site representatives
- Recognition on slide presentation before each in-person plenary session
- Complimentary AAAL one-time use-only membership mailing list (physical addresses only)
- Conference Wi-Fi sponsorship
- Main stage in exhibit hall during break for book launches

Platinum Sponsor

(\$3,750 for non-profits and \$4,250 for profits)

- Up to 2 exhibit spaces (1 - 6-foot skirted table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space)
- Recognition from the lectern at opening in-person and virtual plenary sessions
- Company logo featured on the AAAL Conference Mobile App and Virtual Conference App linked to your landing page
- Recognition on general on-site conference signage (meter boards)
- Opportunity to have the 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
- Recognition on conference website pages, clickable to URL
- Logo inclusion in all conference email communications sent out before the conference
- Recognition in Welcome Newsletter to attendees
- Exposure on AAAL social media
- Logo on AAAL home page from commitment date until June 1, 2025
- Pre or post-conference spotlight to all AAAL members via email blast (AAAL to send sponsor-designed email to membership list)
- Complimentary AAAL one-time use only of membership mailing list (physical addresses only)
- (1) Breakfast sponsorship

Friends (\$1,600 for non-profits; \$2,100 for profits)

- One exhibit space (1 - 6-foot skirted table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space)
- Logo on virtual app, linked to your website
- Recognition on general on-site conference signage (meter boards)
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference online program
- Logo inclusion in all conference email communications sent out before the conference
- Recognition in Welcome Newsletter to attendees
- Exposure on AAAL social media
- One afternoon break/poster session sponsorship



ASL Interpreter Sponsor (starting at \$500 each)

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



Additional Sponsorship Opportunities

- **Reception (\$2,500)** – Saturday, March 21, 6:00 - 7:00pm CT – Reach hundreds of attendees at this popular welcome reception. Benefits include your company logo on the thank you signage and push notification reminder for event.
- **Attendee Breakfast (\$1,500)** – Saturday, March 21 from 7:00am - 8:00am MT – Feature your sponsorship during the attendee breakfast. Benefits include your company logo on the thank you signage in the foyer. Sponsorship includes recognition in push notification reminder for breakfast with exhibitors.
- **Attendee Breakfast (\$1,500)*** – Sunday, March 22, from 7:00am - 8:00am CT – Feature your sponsorship during the attendee breakfast. Benefits include your company logo on the thank you signage in the foyer. Sponsorship includes recognition in push notification reminder for breakfast with exhibitors. *Please note that breakfast times are subject to change.
- **Attendee Breakfast (\$1,500)** – Monday, March 23, 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.
- **Afternoon Breaks and Poster Sessions (\$1,000 each)** – Benefits include company logo on thank you signage in the foyer and recognition in push notification reminder on the app.
 - Saturday, March 21 Afternoon Break
 - Saturday, March 21 Poster Sessions
 - Sunday, March 22 Afternoon Break
 - Sunday, March 22 Poster Session
 - Monday, March 23 Afternoon Break
 - Monday, March 23 Poster Sessions

****Additional Exhibit Booth Costs for Premier, Platinum Sponsor, or Friend Sponsors before February 1, 2026:**

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

Exhibitor Layout will be available January 19, 2026.

Exhibit Booth Only:

Until January 30, 2026:

	1 Exhibit Space	2 Exhibit Spaces	3 Exhibit Spaces
For-Profit	\$1200	\$1,700	\$2,200
Non-Profit	\$1000	\$1,500	\$2,000

Notes:

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

Sponsorship Packages at a Glance

Description of Benefit:	Exhibitor Only	Friend	Platinum	Premier
Reception Sponsor (non-exclusive) with display table at event, signage at event, recognition in announcement at Plenary before the reception				✓
Presenting Sponsor for virtual conference				✓
3-minute video played at the opening session of virtual conference				✓
Company logo featured on the AAAL Conference Mobile App exclusive static banner screen to your landing page				✓
Company logo featured on the AAAL Conference Mobile App on rotating Premier 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 in-person and virtual app that is linked to your website	✓	✓	✓	✓
Logo on AAAL homepage from commitment date until June 1, 2026			✓	✓
Recognition from lectern at opening plenary session in person and virtual			✓	✓
Pre and post conference spotlight to all AAAL members via email blast (AAAL to send sponsor designed email to membership list)			✓	✓
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		✓	✓	✓
Prioritization for preferred exhibit spaces after Premier and Platinum (sponsors to submit top choices; assigned within level based on registration date)	✓	✓		
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)		✓		

Description of Benefit:	Exhibitor Only	Friend	Platinum	Premier
Reception Sponsor (\$2,500) – Saturday, March 21, 6:00 - 7:00pm CT – Reach hundreds of attendees at this popular welcome reception. Benefits include your company logo on the thank you signage and push notification reminder for event.				✓
Attendee Breakfast Sponsor – Saturday, March 21 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.			✓	✓
Attendee Breakfast Sponsor – Sunday, March 22, 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.			✓	✓
Attendee Breakfast Sponsor – Monday, March 23, 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.			✓	✓
AAAL WiFi Sponsor – get noticed by attendees with signage as the WIFI sponsor.				✓
Opportunity to have main stage in Exhibit Hall for Book Launches during the hour on Saturday, March 21 from 12:00 pm – 1:00 pm			✓	✓
Opportunity to have main stage in Exhibit Hall for Book Launches during the hour on Sunday, March 22 from 12:00 pm – 1:00 pm			✓	✓
Afternoon Break Sponsor – Saturday, March 21		✓		
Poster Session Sponsor – Saturday, March 21		✓		
Afternoon Break Sponsor – Sunday, March 22		✓		
Poster Session Sponsor – Sunday, March 22		✓		
Afternoon Break Sponsor – Monday, March 23		✓		
Poster Session Sponsor – Monday, March 23		✓		

Exhibitor Opportunities

Exhibiting at the AAAL Conference will put you in touch with nearly 2,000 scholars worldwide 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. The Exhibit Hall will host the exhibits, poster sessions, and daily breaks.

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

Saturday, March 21:

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

Sunday, March 22:

Exhibit Hours	9:00 am - 4:30 pm
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Monday, March 23:

Exhibit Hours	9:00 am - 4:00 pm
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LOAD IN/LOAD OUT HOURS:

Exhibitor Move-In:

Friday, March 20	4:00 pm - 8:00 pm
Saturday, March 21	7:00 am - 8:00 am

(Installation and set-up of booth materials MUST be completed by 8:30 am on Saturday)

Exhibitor Move-Out:

Monday, March 23	4:00 pm - 7:00 pm
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(Dismantle and move-out MUST be completed by 7:00 pm)

EXHIBIT SPACE

Exhibit space is for:

- 8' x 8' 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) will be charged \$100.00 per person.

Not included in booth fee:

- Furniture rental (above and beyond the table and 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 21: 9:40 am – 10:10 am and 3:30 pm – 4:00 pm and 7:00 – 8:00 pm
Sunday, March 22: 9:40 am – 10:10 am and 3:30 pm – 4:00 pm
Monday, March 23: 9:40 am – 10:10 am and 3:30 pm – 4:00 pm

THE FINE PRINT ON EXHIBITING CANCELLATIONS:

All cancellations must be sent in writing via email to AAAL at managingdir@aaal.org. A \$100.00 charge will be assessed for each exhibit space canceled by January 31, 2026. No refunds will be given for booths cancelled after January 31, 2026. For further questions regarding exhibiting, please contact conference@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 2026 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, 2026.

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 and 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	\$750
Multimedia Video Message	Sponsor video is downloadable from the Exhibitor Profile and also available on 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 trade show 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 conference@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 2026 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 host hotel premises and will indemnify, defend, and hold harmless AAAL, the host 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.



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