

98th Annual AATF Convention



The Palmer House Hilton • Chicago, Illinois

July 7-9, 2025 (exhibitors)

July 7-10, 2025 (attendees)

We Invite You to Exhibit

About the AATF

The American Association of Teachers of French was founded to promote the teaching and learning of French.

Who we are

The AATF has an international base of 5100 members. Our members teach in all types of schools (dual language/immersion, traditional, universities, community/adult education) to reach a wide range of learners.

What we do

As the largest organization in North America representing the interests of French educators and learners, the AATF is engaged in multiple activities to support, promote, and advance the teaching and learning of French.

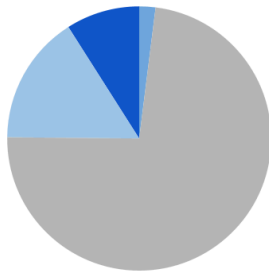
Why French? (source: tinyurl.com/FrenchStatsJonShee)

- French is spoken by over 300 million people worldwide, on all continents.
- French is the 5th or 6th most spoken language in the world. (by *native and secondary speakers*).
- There are 37 francophone countries (23 in Africa) where French is spoken by at least 1 in 5 people.
- French is an official language in 29 of these countries.
The most common languages proclaimed as “official” throughout the world are English, French, Arabic, and Spanish.
- French is the only language other than English that is taught and spoken on all continents.
- French is the most learned second language in the world after English.

Why exhibit?

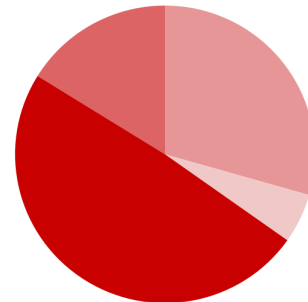
The 98th AATF Convention will continue that tradition and provide your company the opportunity to interact with a broad representation of teachers and students of French. **Your partnership and solutions can help support French teachers and their students!**

AATF Membership Breakdown



● Elementary ● Jr/Sr High ● University ● Other

Previous AATF Convention Attendees



● College/University ● Elementary & Immersion ● Junior/Senior High School
● Other (tutor, supervisor, etc.)



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Exhibition Location

The Palmer House Hilton
17 East Monroe Street
Chicago, IL 60603

Exhibit Dates and Hours

Exhibition Dates

- Monday, July 7 through Wednesday, July 9, 2025

Booth Set up

- Monday, July 7, 2025, 1:00 pm until 3:00 pm

Exhibit Hall Open *Schedule is subject to change*

- Monday, July 7, 2025: 4:00pm-6:00pm (Exhibit Opening Event)
 - Tuesday, July 8, 2025: 9:00am-4:00pm
 - Wednesday, July 9, 2025: 9:00am – 2:30pm
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Exhibit booths available now! Starting at \$600 USD (promotional discount code available for first-time exhibitors). Each exhibitor recognition package includes:

- (1) 6' x 30" table (white table cloth & black skirting included), (2) chairs, (1) wastebasket. Electricity and A/V capabilities available for order [HERE](#).
- Complimentary registration for two booth personnel, which offers full access to the exhibit hall and sessions. Booth personnel may attend sessions and access the conference app.
- Option to purchase up to two (2) additional exhibitor badges at \$100 each (up to \$600 value)
- One 30-second video message to share via conference app (Sched, videos need to be shared via a link [YouTube, Google Drive, etc...])
- One dedicated e-blast to promote your brand to the whole AATF network (13,000+ contacts, not all of whom will be at convention, e-blast to be scheduled with AATF HQ)
- Thank you/recognition sent via AATF social media
- One 60-minute session (to be labeled as 'exhibitor session' in the program), space permitting, and available on a first-come, first-served basis, to promote your latest and greatest offerings
- Ability to collect business cards or otherwise request contact information from attendees

****Need more space? Email events@frenchteachers.com for information on a double booth****

Exhibitor Tiers

| | |
|---|--|
| <p>Premier Exhibitor Package</p> <p>starting at \$1,200 USD</p> | <ul style="list-style-type: none"> • 'Premier Exhibitor' designation and logo exposure throughout 2025 AATF Convention (online, print, signage, and digital communications) • VIP experiences: reserved seating for vendor representatives at keynote session, two complimentary tickets to the Welcome Luncheon • Exhibit space to display and promote products & services offered (Need more space? contact events@frenchteachers.com for information on purchasing a double booth) • Two registration badges <ul style="list-style-type: none"> • Option to purchase up to two (2) additional exhibitor badges at \$100 each (up to \$600 value) • Premier logo exposure via premier website placement, 'thank you' messages on social media (Facebook, Twitter, Instagram) • One dedicated e-blast to the AATF network • One 60-minute conference session • 30-second video message to share via conference app |
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|---|---|
| <p>Exhibitor Package</p> <p>starting at \$600 USD</p> | <ul style="list-style-type: none"> ● Exhibit space to display and promote products & services offered (Need more space? contact events@frenchteachers.com for information on purchasing a double booth) ● Two registration badges <ul style="list-style-type: none"> ● Option to purchase up to two (2) additional exhibitor badges at \$100 each (up to \$600 value) ● Logo exposure via website placement, 'thank you' messages on social media (Facebook, Twitter, Instagram) ● One dedicated e-blast to the AATF membership ● One 60-minute conference session ● 30-second video message to share via conference app |
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Can't exhibit in-person this year? Please consider a sponsorship, donating a door prize, and/or samples or discounts for participants!

Contact events@frenchteachers.org to request additional information.



Exhibitor Break Raffles

The AATF will be hosting a *tombola* (prize drawing) during every exhibit break on July 8th & 9th.

- Exhibitors are encouraged to show support for the AATF and its members by providing raffle prizes for the four raffles.
- Prizes donated and company names will be announced during the raffle.
- Raffle winners must be present to win and will collect the prize from the exhibitor's booth.

Sponsorship Opportunities

| | Show short video to attendees | Logo Featured (print or projected) | Participate in event with attendees | Company Literature in Meeting Bag (if provided to the AATF) | Ability to Address Attendees at Designated, Sponsored Event |
|---|-------------------------------|------------------------------------|-------------------------------------|---|---|
| Keynote Sponsorship \$1,200 USD | ✓ | ✓ | ✓ | ✓ | ✓ |
| Welcome Luncheon Sponsorship \$1,200 USD | X | ✓ | ✓ | ✓ | ✓ |
| Exhibit Opening Sponsorship \$1,200 USD | X | ✓ | ✓ | ✓ | ✓ |
| Déjeuner en français Lunch Sponsorship \$1,000 USD | X | ✓ | ✓ | ✓ | ✓ |
| Premium Coffee Break Sponsorship \$1,000 USD | X | ✓ | ✓ | ✓ | ✓ |
| Coffee Break Sponsorship \$500 USD | X | ✓ | ✓ | ✓ | X |
| Breakfast Sponsorship (See below for specific options) \$800 USD | ✓ | ✓ | ✓ | ✓ | ✓ |
| Karaoke Sponsorship \$1,000 USD | ✓ | ✓ | ✓ | ✓ | ✓ |

Other sponsorship opportunities:

Tote bag, lanyard/badge holder, pens, notepads/ sticky notes, luggage tags, etc.

Want to sponsor one of these items or something not listed here? Please contact Robin Anderson at events@frenchteachers.org to discuss possibilities!



Sponsorship Opportunity Details

Keynote Sponsorship – Secure sole sponsorship of the initial attended function of the conference. The keynote takes place on Monday, July 7. Includes recognition on the meeting website, in promotional emails, and the opportunity to welcome attendees. Short promotional video can be shown to attendees prior to the keynote address. Company logo will be displayed as a sponsor via projection or print in the meeting room.

Welcome Luncheon Sponsorship – Secure sole sponsorship of the first convivial event of the convention and takes place on Monday, July 7. Includes recognition on the convention website, in promotional emails, and the opportunity to address luncheon attendees. Company logo will be displayed on tables throughout the room. Also includes company literature on each table (provided by sponsor). Two (2) complimentary luncheon tickets are included for participation with attendees.

Exhibit Opening Sponsorship – Secure sole sponsorship of the official opening of the exhibit hall and takes place on Monday, July 7. Includes recognition on the meeting website, in promotional emails, and the opportunity to address convention attendees. Company logo will be displayed throughout the exhibit hall during the Exhibit Opening Event.

Déjeuner en français Lunch Sponsorship – Secure sole sponsorship of the first annual *Déjeuner en français*. Convention attendees will converse *en français* while enjoying interaction with other professionals. Includes recognition on the meeting website, in promotional emails, and the opportunity to address luncheon attendees. Company logo will be displayed on tables throughout the room. Also includes company literature on each table (provided by sponsor). Two (2) complimentary luncheon tickets are included for participation with attendees.

Breakfast Sponsorship – Secure sole sponsorship of a special breakfast for a select group of AATF conference attendees. Includes recognition on the convention website, in promotional emails, and the opportunity to address breakfast attendees. Company logo will

be displayed throughout the meal and a short promotional video can be shown prior to addressing attendees. Two (2) complimentary breakfast tickets are included for participation with attendees. Choose from the following:

- College and University Commission breakfast (college/university instructors and students)
- Dual Language Immersion Commission breakfast (for commission members and/or those who teach in dual language/immersion schools)
- *Grand Concours* breakfast (volunteer National French Contest local administrators)
- *Société Honoraire de Français/Jeunes Amis du Français* breakfast (teachers who sponsor the high school or middle/elementary honor societies *Société Honoraire de Français/Jeunes Amis du Français* in their schools).

Premium Coffee/Refreshment Break – Be the sponsor of a coffee/beverage break during one of four breaks throughout the convention. Includes recognition on the meeting website, in promotional emails, and the opportunity to address convention attendees prior to the *tombola* (prize drawing) that will be held during that break. Company logo will be displayed on tables throughout the room.

Coffee/Refreshment Break – Be the sponsor of a coffee/beverage break during one of four breaks throughout the convention. Includes recognition on the meeting website and in promotional emails. Company logo will be displayed on tables throughout the room.

Karaoke Sponsorship – Secure sole sponsorship of an evening of entertainment with karaoke taking place on Tuesday, July 8th (tentative). Includes recognition on the meeting website, in promotional emails, and the opportunity to address convention attendees before the first song is sung. Company logo will be displayed via print or projection throughout the room.

Contact events@frenchteachers.org to request additional information.

Sponsorships and exhibits can be purchased using the following link:

[Convention Registration](#)



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Rules and Regulations

Purpose – By providing opportunities to interact with a broad representation of teachers and university students interested in the advancement of French language teaching, this meeting allows exhibitors and corporate supporters to reach decision-makers who purchase your products and services. Therefore, the meeting organizers are committed to fostering and improving their relationship with exhibitors and sponsors to ensure the future success of programs. Guidelines for our interactions with exhibiting companies and other corporate supporters ensure that all parties are treated fairly and equitably while maintaining the rigor and integrity of our programs and activities.

Marketing and Sponsorship Opportunities – The AATF will publish a comprehensive guide to activities designed to elevate awareness of exhibiting companies and their products and services among AATF members. We encourage exhibitors to differentiate themselves from other companies competing for the time of our meeting attendees and to elevate your brand by being a meeting sponsor.

Exhibitor's Representative – The Exhibitor will name one (1) individual as the duly authorized representative in charge of the exhibit. This individual will assume responsibility for all arrangements with the AATF and the official meeting and general service contractor. In addition, this individual will receive all official correspondence from the AATF referring to the exhibit and will be responsible for communicating this information to registered personnel from the exhibiting company and other third-party contractors.

Exhibiting Personnel – All exhibitors must register for badges. Two complimentary full access badges are included per exhibit stand space. Additional badges may be purchased at discounted rates. Exhibitors who wish to attend the welcome luncheon or any other optional activity must register separately to attend these activities. Exhibitor personnel must register via the meeting registration site no later than Wednesday, June 18, 2025. Exhibit stands must be staffed at all times during official exhibition hours.

Exhibit Materials – The exhibitor agrees to arrange their exhibit so as not to obstruct or interfere in any way with the general view or the view of the exhibits or other exhibitors, or the free passage of spectators. No materials can be placed outside the confines of your booth. It is the decision of the AATF Management as to what constitutes such obstruction or interference and their decision is final. Should show management have to physically move an exhibit, the exhibiting company will be responsible for any and all related costs.

Exhibitor Emails – Each exhibitor or sponsor may have one dedicated email sent to the AATF membership. The content of the email may be designed by the exhibitor, but will be sent by the AATF, upon final approval by the exhibitor or sponsor. The AATF will not sell, rent, or give any exhibitor or sponsor the email addresses of AATF members, current and past. Exhibitors or sponsors may purchase a separate mailing list, if desired.

Admission – The meeting organizers shall have sole control over all admission policies at all times. Any person visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge while in attendance. Exhibitors are permitted inside the exhibition area three (3) hours prior to the exhibit hall opening and one (1) hour each day in order to prepare their exhibits.

Subletting of Exhibit Space and Prohibited Uses – Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors cannot exhibit or permit any merchandise or advertising materials to be exhibited in their space that are not a part of their own regular products. All applicable laws must be followed.

Use of the AATF and/or Meeting Logos – The AATF name, meeting name, and/or meeting logo may not be used without permission. The use of the AATF name and/or meeting logo may, on occasion, be associated with corporate support opportunities. Please contact the AATF at events@frenchteachers.org for information regarding how to obtain a review of your request.

Prizes and Giveaways – Exhibitors are permitted to run prize contests from within their own exhibit stand spaces without the use of any electronic sound amplification. Giveaways such as pens, note pads, candies, magnets, etc. may be distributed from your booth. Any planned giveaway item that is not standardly distributed at like exhibitions must be reviewed and considered for approval by the AATF. We encourage exhibitors to donate prizes to the AATF raffle, where exhibitor names and prizes will be announced. Please contact events@frenchteachers.org for more information.

Music Licensing/Audio Presentations – The exhibitor shall be responsible for securing any and all necessary licenses or consents for: (a) any performances, displays and/or other uses of copyrighted works or patented inventions; and (b) any use of any name, likeness, signature, voice and/or other impression; and (c) other intellectual property owned by any third party that is used directly or indirectly by the exhibitor. The exhibitor agrees hereby to indemnify, defend, and hold the AATF harmless from and against any claim of liability and any incident or resulting loss, cost, and/or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights and/or the rights of privacy or publicity of any third party. The use of loudspeakers, recording equipment, television sets, computers, radios, and/or the use of machinery or any device that is of sufficient volume to annoy neighboring exhibitors will not be permitted.

Accessibility for Persons with Disabilities – The representatives of each exhibiting company will be responsible for making their exhibits accessible to persons with disabilities. It is

understood that the meeting organizers will be held harmless by the exhibiting company for the failure of its representatives to comply with this requirement.

Security and Insurance – The Palmer House Hilton will provide security in and around the exhibit hall from move-in through move-out and will exercise reasonable care for the protection of exhibitors' materials and displays. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss, theft, and/or damage of any kind. The meeting organizers or any officer, its agents, staff members, the convention center, and/or the official service decorator will not be liable for the safety of the exhibitors' property, agents, and/or employees from theft and/or damage by fire, accident, or any other causes. Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (liability and fire/theft) in such amounts as deemed appropriate to comply with its obligations here-under and for its own protection.

Limitations and Liability – Exhibitors and/or their agents may not allow any articles to be brought into the exposition or any act performed on the premises that would invalidate the insurance or increase the premium of the policies held by the management of the convention center, the official general services contractor, and/or the meeting organizers; nor permit anything to be done by their employees and/or their agents through which the premises, property, or equipment of the AATF, the official general services contractor, the convention center, and/or other exhibitors will be damaged. The exhibitor and/or the exhibiting company will be held liable for any damage resulting from such violation. All space is leased subject to these restrictions. The meeting organizers have the right to terminate an exhibitor's rights pursuant to this contract at any time after discovery of a violation of this provision.

Exhibitor agrees to protect, save and keep the meeting organizers, the Palmer House Hilton, and the official general services contractor forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, company employees, or agents, and to strictly comply with the applicable terms and conditions contained in the agreement between the meeting organizers, the Palmer House Hilton, and the official general services contractor regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the meeting organizers, the Palmer House Hilton, and the official general services contractor against and from any and all loss, cost, damage, liability, or expense that arises out of, from or by reason of any act or omission of exhibitor, company employees, and/or its agents.

Fire Regulations – All materials used in the exhibit area must be flameproof and fire-resistant to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crêpe paper, corrugated paper, flameproof or otherwise, will not be permitted. All displays are subject to inspection by the local fire prevention authority. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Absolutely no storage of any kind will be permitted behind an exhibitor's booth.

Character of Exhibit and Meeting - The character of the exhibit is subject to the approval of the meeting organizers. The right is reserved by the AATF to refuse contracts not meeting the standards required or expected, as well as the right to curtail exhibits, or parts thereof, which reflect against the character of the meeting. This reservation applies to persons and their conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitations, that affect the character of the exhibit.

Violations - Each exhibitor, company agents, and employees agree to abide by the contract conditions/rules and regulations set forth herein, or any subsequent amendments or interpretations. Violation of any of these regulations on the part of the exhibitor, company employees, or agents shall annul the right to occupy space, and such exhibitor will forfeit all monies that may have been paid. Upon evidence of violations, the meeting organizers may re-enter and take possession of the space occupied by the exhibitor and may remove all personal items at the exhibitor's risk. The exhibitor shall pay all expenses and damages that the meeting organizers may incur thereby as a result.

Cancellation and Refund Policy - Notification of cancellation must be made in writing. If the contract is canceled prior to Tuesday, April 30, 2025, a refund of the total amount contracted, less 50% (USD), will be issued, or the exhibitor fees will be applied to the 2025 convention. For any cancellation received for exhibition space that is unpaid, a payment of 50% of the total amount of the exhibition space shall be paid to the AATF. No refunds will be issued after April 30 at which point all sales are final, and any exhibit payments owed will be demanded.

Meeting Cancellation - In the event of exhibition cancellation due to fire, strikes, government regulations, or other causes beyond the control of the meeting organizers, the AATF shall not be held liable for failure to hold the 98th AATF Convention as scheduled and the AATF shall determine the amount of the exhibit fees to be refunded, if any.

Hotel Accommodations - It is a violation of the AATF exhibit contract to make reservations for sleeping rooms outside of the official meeting hotel block without written permission from the AATF. Exhibitors are required to support the AATF by reserving accommodations in our room block. Please see the AATF website (frenchteachers.org) for the link to reserve accommodations. An audit will be conducted. Violating companies will be banned from exhibiting for one year.

Questions related to exhibit booth rental, rules, mailing lists, booth furnishings, payment, cancellation, and more should be sent by email to the AATF events@frenchteachers.org

