



2024 AAEA Annual Meeting

New Orleans, LA 🌸 July 28-30, 2024
NEW ORLEANS MARRIOTT

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES





ABOUT AAEA

The Agricultural & Applied Economics Association (AAEA) is a not-for-profit association serving the professional interests of members working in agricultural and broadly related fields of applied economics.

AAEA members are primarily employed by academic departments and government agencies in the field of agricultural and applied economics. Their work focuses on a combination of teaching, research, and cooperative extension programs. Their research covers a broad range of topics, including commercial agriculture, natural resource and environmental economics, and economic and rural development.

AAEA Statistics:

Approximately 2,500 members consisting of

- 66% in academia
- 23% in government or international service
- 11% in the private sector

Vision Statement

AAEA will be the leading organization for professional advancement in, and dissemination of, knowledge about agricultural, development, environmental, food and consumer, natural resource, regional, rural, and associated areas of applied economics and business.

Mission Statement

To enhance the skills, knowledge, and professional contributions of economists who help society solve agricultural, development, environmental, food and consumer, natural resource, regional, rural, and associated applied economics and business problems.

Who Attends?

Most attendees work in academic departments, government agencies, NGOs, and in the private sector in the fields of agricultural and applied economics.

In Washington, DC we had over 1,700 attendees.

This year in New Orleans, LA we are expecting over 1300 attendees from 300 different organizations and 35 countries.

Exhibit and Sponsorship Opportunities

The Agricultural & Applied Economics Association (AAEA) invites you to connect with our members through exhibit and sponsorship opportunities at the 2024 Annual Meeting in New Orleans, LA. The 2024 Annual Meeting runs from Sunday, July 28 through Tuesday, July 30, with pre-conference events on Saturday, July 27, and post conference events on Wednesday, July 31. Creating a partnership with AAEA as a 2024 Annual Meeting exhibitor or sponsor provides a valuable opportunity to increase your recognition among the top professionals and students in the field of agricultural and applied economics.



EXHIBIT DETAILS

Each 10' x 10' Exhibit table includes:

- One 6' skirted table
- Two chairs
- Table top sign.
- One badge with meeting registration
- Wi-Fi in meeting/exhibit area
- Your organization will also be listed on the AAEA 2024 Annual Meeting:
 - Website
 - Mobile app
- You are also welcome to join AAEA in the following events:

Welcome Reception:

Sunday, July 28 7:00 pm – 8:00 pm

Exhibit Costs

One Exhibit Table.....	\$750
Additional Exhibit Table.....	\$350
Additional Meeting Registration.....	\$150

Exhibit Installation and Dismantling

Exhibit Setup

Sunday, July 28th 8:00 am – 5:00 pm

Exhibit Teardown

Tuesday, July 30th 4:15 pm – 6:15 pm

Exhibit Hours

Monday, July 29th 8:00 am – 5:00 pm

Tuesday, July 30th 8:00 am – 4:15 pm

Exhibitor Service Kit

You will receive an exhibitor service kit which will contain information on services available, including electrical and shipping information.

Hotel Rooms

The 2024 AAEA Annual Meeting will take place at the New Orleans Marriott. Room blocks have been secured and all rooms are on a first-come, first-served basis.

To make a hotel reservation under the AAEA room block or make modifications, call (504) 581-1000 and mention that you are part of AAEA Annual Meeting or click on link to make room reservations New Orleans Marriott. Deadline date for the AAEA group rate is: **Thursday, June 27, 2024 or when room block fills, whichever comes first.**

<https://book.passkey.com/e/50476455>

Room rates:

- King Room \$179.00
- Double/Double \$179.00

Liability

Agricultural & Applied Economics Association (AAEA), its officers, employees, volunteers, and agents will not be responsible for any injury, loss, or damage that occurs to, or on account of the exhibitor or exhibitor's employees or property prior, during, or subsequent to the period covered by the exhibit contract. The exhibitor assumes all responsibility and agrees to indemnify, defend, and hold blameless AAEA, its officers, directors, employees, volunteers, and agents against any claim and any or all cost, loss, or expense thereof arising out of the use of the exhibition premises. AAEA provides access to space, at a cost, to approved and registered exhibitors at AAEA's Annual Meeting. Acceptance of an exhibit is not to be construed or promoted as an endorsement by AAEA.



EXHIBITOR ONLY CONTRACT

Exact Company Name as it should appear in all listings:

Address _____

City _____ State/Prov _____ Zip _____ Country _____

Contact Name _____ Email _____

Phone Company _____ Company Website _____

Brief description of service/products offered by your organization (50 words max):

One Exhibit Table..... \$750 \$ _____

Name on Primary/Sessions Badge:

Additional Exhibit Table \$350 \$350 \$ _____

Additional Meeting Registration \$200 Quantity: \$200 \$ _____

Name for Additional Registration:

Name for Additional Registration:

Name for Additional Registration:

Payment Options

Check enclosed or in mail (U.S. funds drawn on a U.S. bank payable to AAEA)

Credit Card

Card Number _____ Expiration Date _____

Authorizing Signature _____ Date _____

Card Holder Name _____

E-mail _____

Return form to:

AAEA • 555 East Wells Street, Suite 1100 • Milwaukee, WI 53202
 with check or money order. Checks must be payable to AAEA in
 US dollars and drawn on a U.S. bank. Money orders accepted in
 U.S. dollars only OR Fax to (414) 276-3349

Questions? Contact Mary Annen at mannen@aaea.org or (414) 918-3190.

Cancellation Policy Any cancellations must be made in writing to AAEA (by mail to the above address, fax to (414) 276-3349, or e-mail to mannen@aaea.org). Cancellations received before June 3, 2024 will be refunded less a \$100 processing fee. No refunds will be made for cancellations received after June 3, 2024. If the AAEA Meeting is cancelled, all payments will be fully refunded



SPONSORSHIP OPPORTUNITIES

There are a variety of sponsorship opportunities available at the 2024 AAEA Meeting in New Orleans Marriott. This prospectus is designed to serve as a starting point, with leadership and staff happy to discuss the sponsorship opportunities in more detail. We will create a customized sponsorship package to match the interests and needs of your organization. Thank you for considering sponsorship with AAEA. If you have any questions or would like to explore our opportunities further, please contact Mary Annen at mannen@AAEA.org.

SPONSORSHIP BENEFITS

By sponsoring the 2024 Annual Meeting, you are supporting the profession in a direct and recognizable way. In addition, sponsors will receive:

- One complimentary Annual Meeting registration for sponsorships \$2,000 and above
- A link to your organization's website and your logo on the Annual Meeting website and Mobile App
- Space for a personalized message from your organization in the App

Your entire sponsorship will go directly to the function or event that you select; the association does not use any of the funds for administrative or overhead expenses. Also, your sponsorship package will be customized so that both organizations receive the maximum benefit from the partnership.

Here are a few examples of the opportunities available:

- **Mobile App:** (Shared Opportunities)
AAEA is creating a customized mobile app to help engage Annual Meeting attendees. The mobile app includes the meeting program. Features of the app will include a personal scheduling tool, speaker and attendee lists, maps, Twitter, and much more! By sponsoring the mobile app, your organization's logo would be advertised on the mobile application.
 - **\$5,000 Splash Screen Sponsor** (one opportunity).
Includes Sponsor benefits plus:
 - A full-page ad that displays when app is opened. Contact Mary Annen mannen@aaea.org for additional information on this premiere sponsorship.
 - **\$1,000 Banner Ad** (multiple opportunities)
Includes:
 - Placed on the main screen of the app for ultimate visibility.
 - A link to your organization's website and your logo on the Annual Meeting website and Mobile App
 - Space for a personalized message from your organization in the App
- **AAEA Welcome Reception: \$2,000** (Shared Opportunities)
The reception is open to all attendees and takes place immediately after the Gordon Rausser Keynote Address. The Welcome Reception is the premier event for attendees from all over the world to network, reconnect and create new relationships, and it is very well attended (approximately 1,100 attendees). **Sunday, July 28th**
Includes Sponsor benefits plus:
 - Mention in the Meeting app as a sponsor of Welcome Reception
- **Attendee Refreshment Break(s): \$2,000** (Shared Opportunities)
AAEA provides four refreshment breaks. The breaks are scheduled in the common area promoting networking and interaction among exhibitors and attendees.
Monday, July 29th and Tuesday, July 30th
Monday AM Break, Monday PM Break
Tuesday AM Break, Tuesday PM Break
Includes Sponsor benefits plus:
 - Mention in the Meeting app as a sponsor of an Attendee Break



- **Flash Drives: \$1,000**

Distributed to all attendees at registration. Your organization will be remembered again and again as participants use this Flash Drive imprinted with your organization's logo. (Note: Sponsor is responsible for supplying these logo items and shipping to AAEA Business Office to arrive by July 1)

Includes:

- Mention in the Meeting app as sponsor of the Flash Drive
- A link to your organization's website and your logo on the Annual Meeting website and Mobile App
- Space for a personalized message from your organization in the App

- **Notepads: \$1,000**

Distributed to all attendees at registration. Your organization will be remembered again and again as participants use the Notepads imprinted with your organization's logo. (Note: Sponsor is responsible for supplying these logo items and shipping to AAEA Business Office to arrive by July 1)

Includes:

- Mention in the Meeting app as sponsor of the Notepads
- A link to your organization's website and your logo on the Annual Meeting website and Mobile App
- Space for a personalized message from your organization in the App

- **Stylus Pen Sponsor: \$750**

Distributed to all attendees at registration. Your organization will be remembered again and again as participants use this Stylus Pen imprinted with your organization's logo. (Note: Sponsor is responsible for supplying these logo items and shipping to AAEA Business Office to arrive by July 1)

Includes:

- Mention in the Meeting app as sponsor of the Stylus Pens
- A link to your organization's website and your logo on the Annual Meeting website and Mobile App
- Space for a personalized message from your organization in the App

Advertising Opportunities

AAEA has a variety of Advertising Opportunities. Review the exhibitor prospectus for additional details. We will also work with you to create a custom opportunity. Please contact Mary Annen mannen@aaea.org (414) 918-3190 to explore further opportunities.

Information Table flyer/brochure (\$250 per item).

Have a flyer or brochure placed on the AAEA information table. Table will be in the main foyer area and near registration. (Note: Vendor is responsible for supplying these logo items and shipping to AAEA Business Office to arrive by July 1). *PDF copy of flyer or brochure must be sent to and approved by AAEA prior to payment.*



SPONSORSHIP AND ADVERTISING CONTRACT

Exact Company Name as it should appear in all listings:

Address _____

City _____ State/Prov _____ Zip _____ Country _____

Contact Name _____ Email _____

Phone _____ Company URL _____

Name for Registration _____

Brief description of service/products offered by your organization (50 words max):

Sponsorships:

Submit ALL ad as press-ready, high resolution PDF file and all logos as JPG or PNG, at a minimum of 200 px wide or tall

New Listing for Sponsorships:

<input type="checkbox"/> Mobile App Splash Screen Sponsor	\$5,000	\$ _____
<input type="checkbox"/> Banner Ad.....	\$1,000	\$ _____
<input type="checkbox"/> AAEA Welcome Reception.....	\$2,000	\$ _____
<input type="checkbox"/> Attendee Break (indicate below)	\$2,000	\$ _____
Monday <input type="checkbox"/> AM Break, Monday <input type="checkbox"/> PM Break		
Tuesday <input type="checkbox"/> AM Break, Tuesday <input type="checkbox"/> PM Break		
Flash Drive (sponsor responsible for supplying)	\$1,000	\$ _____
Notepads (sponsor responsible for supplying)	\$1,000	\$ _____
Stylus Pen (sponsor responsible for supplying)	\$750	\$ _____
Other		\$ _____

Advertising Opportunities

<input type="checkbox"/> Information Table flyer/brochure	\$250	\$ _____
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Payment Options

- Check enclosed or in mail (U.S. funds drawn on a U.S. bank payable to AAEA)
- Credit Card

Card Number _____ Expiration Date _____

Authorizing Signature _____ Date _____

Card Holder Name _____

E-mail _____

Return form to:

AAEA • 555 East Wells Street, Suite 1100 • Milwaukee, WI 53202
with check or money order. Checks must be payable to AAEA in US dollars and drawn on a U.S. bank. Money orders accepted in U.S. dollars only OR Fax to (414) 276-3349.

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