



AAEA ANNUAL MEETING

BOSTON

MASSACHUSETTS



2016 July 31 - August 2

BOSTON MARRIOTT COPLEY PLACE

## Exhibitor and Sponsorship Opportunities

#AAEA2016 [www.aaea.org/meetings/2016-aaea-annual-meeting](http://www.aaea.org/meetings/2016-aaea-annual-meeting)



## 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.

Last year, the Annual Meeting drew in over 1,300 attendees from 300 different organizations and 35 countries. We are expecting close to 1,300 attendees in Boston, MA.

## EXHIBIT AND SPONSORSHIP OPPORTUNITIES

The Agricultural & Applied Economics Association (AAEA) invites you to connect with our members through exhibit and sponsorship opportunities at the 2016 Annual Meeting in Boston, MA. The 2016 Annual Meeting runs from Sunday, July 31 to Tuesday, August 2, with pre-conference events on Saturday, July 30, and post conference events on Wednesday, August 3. Creating a partnership with AAEA as a 2016 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.



## Sponsorship Opportunities

There are a variety of sponsorship opportunities available at the 2016 AAEA Meeting in Boston, MA. 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](mailto:mannen@aaea.org).

## Sponsorship Benefits

By sponsoring the 2016 Annual Meeting, you are supporting the profession in a direct and recognizable way. In addition, sponsors will receive:

- One complimentary Annual Meeting registration
- Your organization's logo on all promotional materials and selected meeting signs
- 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](mailto:mannen@aaea.org) for additional information on this premiere sponsorship.

- **\$1,000 Banner Ad** (multiple opportunities)

Includes Sponsor benefits plus:

- Placed on the main screen of the app for ultimate visibility.

- **AAEA Welcome Reception: \$2,000** (Shared Opportunities)  
The reception is open to all attendees and takes place immediately after the Keynote Address. The Welcome Reception is the premier event for attendees to network, reconnect and create new relationships, and it is very well attended (approximately 1,100 attendees). Sunday, July 31.

Includes Sponsor benefits plus:

- Mention in the mobile app as sponsor of Welcome Reception
- Banner Ad in the mobile app

- **Attendee Break(s): \$1,000** (Shared Opportunities)  
AAEA provides four refreshment breaks in the exhibit foyer. The breaks are scheduled in the common area promoting

networking and interaction among exhibitors and attendees. Monday, August 1 and Tuesday, August 2, 8 am & 2:15 pm

Includes Sponsor benefits plus:

- Mention in the mobile app as sponsor of an Attendee Break

- **Attendee Lunch Event: \$1,000** (Shared Opportunities)  
Attendees are invited to the Tuesday lunch. The meal is served in the Ballroom Foyer where attendees can network with each other and visit with exhibitors. The common space is designed to facilitate networking and conversation.

**Tuesday, August 2** Includes Sponsor benefits plus:

- Mention in the mobile app as sponsor of the Attendee Break

- **AAEA Graduate Student Case Study Competition: \$1,000** (Shared Opportunities)  
The competition is hosted by the Graduate Student Section of AAEA, and co-sponsored by the Agribusiness Economics and Management section of AAEA. Approximately 25-30 graduate students participate in the 2-day competition, and the winning team is recognized at the AAEA Awards Ceremony. Sponsorship would support travel assistance for competitors, meals, and/or cash awards for winners. Includes Sponsor benefits plus:
  - Mention in the mobile app as sponsor of the Case Study Competition.

**Customized Opportunities:** AAEA is happy to work with you on a customized sponsorship package. If you have any questions or would like to explore our opportunities further, please contact Mary Annen [mannen@aaea.org](mailto:mannen@aaea.org).



## SPONSORSHIP CONTRACT

(Reserve by May 25, 2016 to be included in the conference program book)

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):

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### SPONSORSHIPS:

Submit all logos as press-ready and in EPS format. Printed program book is black and white.

<input type="checkbox"/> Mobile App Splash Screen Sponsor .....	\$5,000	\$ _____
<input type="checkbox"/> AAEA Welcome Reception .....	\$2,000	\$ _____
<input type="checkbox"/> Attendee Break(s) .....	\$1,000	\$ _____
<input type="checkbox"/> Attendee Lunch Event .....	\$1,000	\$ _____
<input type="checkbox"/> Mobile App Banner Ad .....	\$1,000	\$ _____
<input type="checkbox"/> AAEA Graduate Student Case Study Competition .....	\$1,000	\$ _____
<input type="checkbox"/> Customized Opportunity .....		\$ _____

### PAYMENT OPTIONS

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

**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](mailto:mannen@aaea.org)). Cancellations received before **May**  
**25, 2016** will be refunded less a \$100 processing fee. No refunds  
 will be made for cancellations received after May 25, 2016.