

2014 AAEA Annual Meeting Minneapolis MN

July 27-29, 2014

2014 AAEA Annual Meeting Sponsorship Overview

The Agricultural & Applied Economics Association (AAEA) invites you to connect with our members through various sponsorship opportunities at the 2014 AAEA Annual Meeting in Minneapolis. Events at the 2014 Annual Meeting run from Saturday, July 26 through Wednesday, July 30. Creating a partnership with AAEA as a 2014 Annual Meeting sponsor provides a valuable opportunity to increase your recognition among the top professionals and students in the field of agricultural and applied economics.

Last year, the Annual Meeting drew in over 1,800 attendees from 300 different organizations and 35 countries. We're expecting close to 1,400 attendees in Minneapolis and even more international participation.

Opportunities

There are a variety of sponsorship opportunities available at the 2014 AAEA Annual Meeting in Minneapolis. 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. Here are a few examples of the opportunities available:

- **AAEA Graduate Student Case Study Competition.** 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.
- **Early Career Professionals Networking Reception.** AAEA is hosting a networking reception for our early career professionals on Sunday evening before the Keynote Address. The reception gives those new to the profession a chance to meet their peers as well as connect with more senior members. During the past few Annual Meetings this reception was well attended (approximately 300 early career professionals total), and we received very positive feedback from the attendees.
- **Mobile App.** AAEA is creating a customized mobile app to help engage Annual Meeting attendees. Features of the app will include a personal scheduling tool, speaker and attendee lists, maps, twitter and much more!
- **Virtual Meeting Attendance.** There are 195 sessions and 4 plenary sessions planned for the 2014 Annual Meeting. Virtual Meeting Attendance

would allow us to record and package the most popular sessions presented at the meeting and post them online for a larger audience. The online package will be available to all meeting attendees, as well as AAEA members who were unable to make it to Minneapolis (about 3,000 people).

- **AAEA Welcome Reception.** 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 mingle and network, and it is traditionally very well attended (approximately 1,100 attendees).
- **Attendee Break(s) or Lunch Event.** AAEA provides four breaks and one lunch to all attendees. The meals are served in a common space that is designed to facilitate networking and conversation.
- **AAEA President's Reception.** Each year, the President of AAEA invites all of AAEA's volunteer leaders and supporters responsible for the success of the organization to a private reception to show appreciation for their work. Around 200 association and professional leaders attend the reception.

Funding Levels

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. Please indicate the range of support you'd be willing to provide, and we will be in touch with you to customize your sponsorship package:

_____ \$500 - \$999

_____ \$1,000 - \$1,499

_____ \$1,500 - \$2,000

_____ \$2,000 and over

Are any of the above opportunities of interest to you and your organization? If so, please indicate which:

Sponsorship Benefits

By sponsoring the 2014 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
- Space for a personalized message from your organization in the Annual Meeting program
- Opportunity to address audience of the event or feature you are sponsoring

About AAEA

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.

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.

AAEA Statistics:

Approximately 2,500 members consisting of

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

Thank You

Thank you very much for considering AAEA. If you have any questions or would like to explore our opportunities further, please contact Brian Mondragon Jones at bmjones@aea.org.