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@aaea.org.