Exhibitor and Sponsorship Opportunities

#AAEA2016  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.

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 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.
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):

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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

☐ Mobile App Splash Screen Sponsor .................................................. $5,000  $

☐ AAEA Welcome Reception ............................................................... $2,000  $

☐ Attendee Break(s) ........................................................................... $1,000  $

☐ Attendee Lunch Event .................................................................... $1,000  $

☐ Mobile App Banner Ad ..................................................................... $1,000  $

☐ AAEA Graduate Student Case Study Competition ............................ $1,000  $

☐ 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

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 May 25, 2016 will be refunded less a $100 processing fee. No refunds will be made for cancellations received after May 25, 2016.