



# Exhibitor and Sponsorship Opportunities

Kansas City Marriott Downtown | July 26-28, 2020



#AAEAKC20 [www.aaea.org/meetings/2020-aaea-annual-meeting](http://www.aaea.org/meetings/2020-aaea-annual-meeting)



## ABOUT AAEA

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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?

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

In Kansas City, MO we are expecting 1,500 attendees from 300 different organizations and 35 countries.

## EXHIBIT AND SPONSORSHIP OPPORTUNITIES

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The Agricultural & Applied Economics Association (AAEA) invites you to connect with our members through exhibit and sponsorship opportunities at the 2020 Annual Meeting in Kansas City, MO. The 2020 Annual Meeting runs from Sunday, July 26 through Tuesday, July 28, with pre-conference events on Saturday, July 25, and post conference events on Wednesday, July 29. Creating a partnership with AAEA as a 2020 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 booth includes:

- 8' high back wall and 3' high side drape
- One 6' skirted table
- Two chairs
- One-line ID sign.
- One badge with meeting registration
- Wi-Fi in meeting/exhibit area
- Your organization will also be listed on the AAEA 2020 Annual Meeting:
  - Website
  - Mobile app
- You are also welcome to join AAEA in the following events:
  - Welcome Reception: Sunday, July 26, 7:00 – 8:00 pm
  - Closing Reception: Tuesday, July 28, 7:30 – 8:30 pm

### Exhibit Costs

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

### Exhibit Installation and Dismantling

Exhibit Setup: Sunday, July 26 8:00 am – 5:00 pm  
 Exhibit Teardown: Tuesday, July 28 4:15 pm – 6:15 pm

### Exhibit Hours

Monday, July 27 8:00 am – 5:00 pm  
 Tuesday, July 28 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 2020 AAEA Annual Meeting will take place at the Kansas City Marriott Downtown, in Kansas City, MO. 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 (816)421-6800 and mention that you are part of AAEA Annual Meeting or click on link to make room reservations [Kansas City Marriott Downtown](#). Deadline date for the AAEA group rate is: **Monday, June 29, 2020 or when room block fills, whichever comes first.**

### Room rates:

- King Room \$162.00
- Double/Double \$172.00

### 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

(Reserve by June 2, 2020 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 \_\_\_\_\_ Company Website \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

One Exhibit Booth.....\$750      \$ \_\_\_\_\_

Name on Primary/Sessions Badge:

Additional Exhibit Booth \$350 .....\$350      \$ \_\_\_\_\_

Additional Meeting Registration \$150 Quantity: .....\$150      \$ \_\_\_\_\_

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

**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 **June 2, 2020** will be refunded less a \$100 processing fee. **No refunds will be made for cancellations received after June 2, 2020.**

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



## SPONSORSHIP OPPORTUNITIES

There are a variety of sponsorship opportunities available at the 2020 AAEA Meeting in Kansas City, MO. 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 2020 Annual Meeting, you are supporting the profession in a direct and recognizable way. In addition, sponsors will receive:

- One complimentary Annual Meeting registration
- 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 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 26.**  
Includes Sponsor benefits plus:
  - Mention in the Meeting app as a sponsor of Welcome Reception
- **AAEA Closing and International Reception. \$2,000** (Shared Opportunities)  
The reception is open to all attendees and takes place immediately after the Galbraith Forum. The (approximately 700 attendees). **Tuesday, July 28th**  
Includes Sponsor benefits plus:
  - Mention in the Meeting app as a sponsor of the Closing and International 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 27th and Tuesday, July 28th**  
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



● **\*\*NEW\*\* 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 Sponsor Benefits plus:

- Mention in the Meeting app as sponsor of the Flash Drive.

● **\*\*NEW\*\* 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 Sponsor Benefits plus:

- Mention in the Meeting app as sponsor of the Notepads.

● **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 Sponsor Benefits plus:

- Mention in the Meeting app as sponsor of the Stylus Pens.

## 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@aea.org](mailto:mannen@aea.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.

**Floor Clings (\$3000)** Have your logo/message along with the AAEA Conference Logo displayed throughout the conference with floor clings. Floor clings will direct attendees to concurrent sessions and plenary events in the 2-Tower Kansas City Marriott. Footsteps or up to 3’x3’ floor clings will be seen through the AAEA Annual Meeting while directing attendees to sessions. AAEA will have the floor clings produced. Deadline for this advertising opportunity is June 15th. Artwork detail submission will follow once opportunity is received. By purchasing this advertising opportunity your company name will be mentioned during the opening ceremony at Gordon Rausser Keynote Address and during the closing ceremony at the Galbraith Forum

**AAEA Logo displayed outside on Kansas City Marriott Hotel (\$1500 per day) Shared opportunity**

Sunday, July 26th  Monday, July 27th  Tuesday, July 28th

This advertising opportunity will have the AAEA Logo displayed outside on the Kansas City Marriott. By purchasing this advertising opportunity your company name will be mentioned during the opening ceremony at Gordon Rausser Keynote Address and during the closing ceremony at the Galbraith Forum. Logo must be received by May 15th. Photos of logos displayed can be sent to you by contacting Mary Annen [mannen@aea.org](mailto:mannen@aea.org) (414) 918-3190 .



## SPONSORSHIP AND ADVERTISING CONTRACT

(Reserve by June 2, 2020 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 ad as press-ready, high resolution PDF file and all logos as EPS. Printed program book is black and white.

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"/> AAEA Closing and International 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		
**NEW** Flash Drive (sponsor responsible for supplying) .....	\$1,000	\$ _____
**NEW** Notepads (sponsor responsible for supplying) .....	\$1,000	\$ _____
Stylus Pen (sponsor responsible for supplying).....	\$750	\$ _____

### Advertising Opportunities

<input type="checkbox"/> Information Table flyer/brochure .....	\$250	\$ _____
<input type="checkbox"/> **NEW** Floor Clings .....	\$3,000	\$ _____
<input type="checkbox"/> **NEW** AAEA Logo displayed outside on Kansas City Marriott Hotel.....	\$1,500 per day	\$ _____



## 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:

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