

Exhibitor and Sponsorship Opportunities



2021 AAEA & WAEA Joint Annual Meeting
AUGUST 1–3, 2021 • AUSTIN TEXAS

#AAEAus21

www.aaea.org/meetings/2021-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.

In Austin, TX we are expecting 1,300 attendees from 300 different organizations and 35 countries.

Exhibit and Sponsorship Opportunities

The Agricultural & Applied Economics Association (AAEA) invites you to connect with our members through exhibit and sponsorship opportunities at the 2021 Annual Meeting in Austin, TX. The 2021 Annual Meeting runs from Sunday, August 1 through Tuesday, August 3, with pre-conference events on Saturday, July 31, and post conference events on Wednesday, August 4. Creating a partnership with AAEA as a 2021 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 2021 Annual Meeting:
 - Website
 - Mobile app
- You are also welcome to join AAEA in the following events:

Welcome Reception:

Sunday, August 1 7:00 pm – 8:00 pm

Closing Reception:

Tuesday, August 3 7:30 pm – 8:30 pm

Exhibit Costs

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

Exhibit Installation and Dismantling

Exhibit Setup

Sunday, August 1st 8:00 am – 5:00 pm

Exhibit Teardown

Tuesday, August 3rd 4:15 pm – 6:15 pm

Exhibit Hours

Monday, August 2nd 8:00 am – 5:00 pm

Tuesday, August 3rd 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 2021 AAEA Annual Meeting will take place at the JW Marriott Austin, in Austin, TX. 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 (512) 474-4777 and mention that you are part of AAEA Annual Meeting or click on link to make room reservations JW Marriott Austin. Deadline date for the AAEA group rate is: **Thursday, July 8, 2021 or when room block fills, whichever comes first.**

<https://www.aaea.org/meetings/2021-aaea-annual-meeting/registration-travel/hotel>

Room rates:

- King Room \$199.00
- Double/Double \$199.00

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

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). Cancellations received before **June 2, 2021** will be refunded less a \$100 processing fee. **No refunds will be made for cancellations received after June 2, 2021.** If the AAEA Meeting is cancelled, all payments will be fully refunded.

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

SPONSORSHIP OPPORTUNITIES

There are a variety of sponsorship opportunities available at the 2021 AAEA Meeting in Austin, TX. 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 2021 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 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, August 1st**

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, August 3rd**

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, August 2nd and Tuesday, August 3rd

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** Mask: \$1,000**

Distributed to all attendees at registration. Your organization will be remembered again and again as participants wear the mask 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) This sponsorship is available for up to three sponsors.

Includes Sponsor Benefits plus:

- Mention in the Meeting app as sponsor of Mask.

- ****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@aaea.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.*

SPONSORSHIP AND ADVERTISING CONTRACT

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 JPG or PNG, at a minimum of 200 px wide or tall

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 Mask (sponsor responsible for supplying).....	\$1,000	\$ _____
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	\$ _____
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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 _____

Email _____

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
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