2022 AAEA Annual Meeting
JULY 31 – AUGUST 2, 2022 • ANAHEIM, CA

Exhibitor and Sponsorship Opportunities

#AAEAna22  www.aaea.org/meetings/2022-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 Anaheim, CA 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 2022 Annual Meeting in Anaheim, CA. The 2022 Annual Meeting runs from Sunday, July 31 through 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 2022 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 2022 Annual Meeting:
  - Website
  - Mobile app
- You are also welcome to join AAEA in the following events:
  Welcome Reception:
  Sunday, July 31  7:00 pm – 8:00 pm

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

Exhibit Installation and Dismantling
Exhibit Setup
Sunday, July 31st 8:00 am – 5:00 pm
Exhibit Teardown
Tuesday, August 2nd 4:15 pm – 6:15 pm
Exhibit Hours
Monday, August 1st 8:00 am – 5:00 pm
Tuesday, August 2nd 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 2022 AAEA Annual Meeting will take place at the Anaheim Marriott in Anaheim, CA. 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 (714) 750-8000 and mention that you are part of AAEA Annual Meeting or click on link to make room reservations Anaheim Marriott. Deadline date for the AAEA group rate is: Thursday, July 7, 2022 or when room block fills, whichever comes first.

https://book.passkey.com/go/AAEA2022

Room rates:
- King Room  $225.00
- Double/Double $225.00

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 of 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, 2022 will be refunded less a $100 processing fee. No refunds will be made for cancellations received after June 2, 2022. 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 2022 AAEA Meeting in Anaheim, CA. 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 2022 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, July 31st
  
  Includes Sponsor benefits plus:
  - Mention in the Meeting app as a sponsor of Welcome 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 1st and Tuesday, August 2nd
     - 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 these 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 mann@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:

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

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

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

☐ Attendee Break (indicate below) ............................................................ $2,000  $

- Monday ☐ AM Break, Monday ☐ PM Break
- Tuesday ☐ AM Break, Tuesday ☐ 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  $

Other ................................................................................................. $ ____________

Advertising Opportunities

☐ Information Table flyer/brochure .................................................. $250  $

Exhibitor and Sponsorship Opportunities
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 ________________________________

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