

ASSOCIATION FOR THEATRE IN HIGHER EDUCATION

EXHIBIT AND SPONSORSHIP OPPORTUNITIES





ATHE

ABOUT ATHE

Founded in 1986, the Association for Theatre in Higher Education (ATHE) is a comprehensive non-profit professional membership organization. An advocate for the field of theatre and performance in higher education, ATHE serves as an intellectual and artistic center for producing new knowledge about theatre and performance-related disciplines, cultivating vital alliances with other scholarly and creative disciplines, linking with professional and community-based theatres, and advocating for access and equity.

ANNUAL CONFERENCE

The annual ATHE conference brings together a global community of educators, artists, and administrators over four intense days of workshops, panel presentations, plenary sessions, social events, and performances. ATHE provides its membership with the latest in theatre and innovation, at the forefront of theatre practice and pedagogy.

ABOUT OUR MEMBERS

ATHE serves the interests of its diverse individual and organizational members, with a membership base from theatre or drama programs in primarily the United States, Canada, and the UK. ATHE membership is composed of a far-reaching assemblage of college and university decision makers including department chairs, administrators, and tenured professors as well as other educators, graduate students, and theatre practitioners.

- Approximately 1,000 members and 4,000 subscribers to ATHE discussion groups and monthly newsletter
- 650-800 conference registrations each year, including faculty members, graduate students, chairs and deans, and artistic professionals
- Past virtual attendance topped 1,000, reaching members internationally, and across programs and discipline interests





ATHE CONFERENCE

ATHE 2023 will bring together attendees for four days of shared experience at JW Marriott Hotel in Austin, TX, August 3-6. At this in-person conference, exhibitors and sponsors will receive visibility throughout the event, with the opportunity to connect with attendees, network with your target market, and showcase your products or services.

Reserve a space to promote your company to this broad audience of theatre educators, artists, and university administrators!

EXHIBIT OPPORTUNITIES

Early Bird Rates through March 31, 2023

One Table: \$475

Additional tables: \$100 each

Standard Rates after March 31, 2023

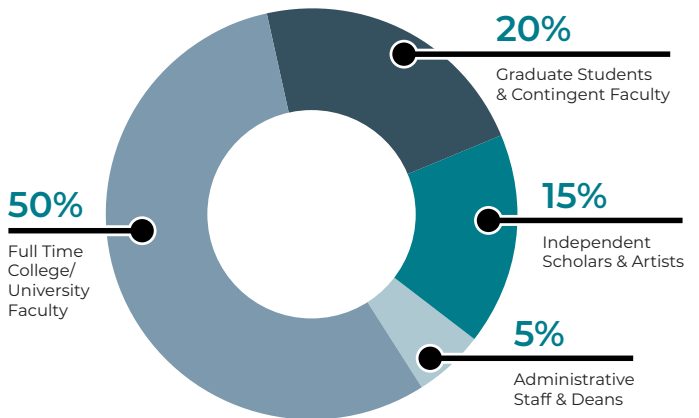
One Table: \$575

Additional Tables: \$150 each

(Includes one free conference registration.)

- Inclusion in our exhibitor area with one 6' table, table cloth, and one chair. Exhibit hours are tentatively set to run from Thursday at 6pm through Saturday at 5pm.
- Listing in our online conference program accessible to conference attendees and website visitors.
- Your logo, organization's description, and a link to your website posted on the ATHE exhibitor webpage two weeks after payment receipt until four weeks following the conference.
- One banner ad in email communications to conference registrants.

Conference Attendance



CONFERENCE ADVERTISING

You can also reach ATHE members by advertising in our conference program which is available digitally and accessible to all via internet download.

All advertising rates are for space only and require publication-ready ads (4-color or B&W) in either jpg or png form.

Size	Price
Inside Front or Back Cover 8.5" W x 11" H with bleeds	\$750
Full Page Interior 7" W x 10" H with no bleeds	\$600
Half Page Horizontal or Vertical 7" W x 4.75" H with no bleeds	\$400
Quarter Page 3.25" W x 4.75" W with no bleeds	\$225

Reserve exhibit and advertising space now by contacting Aimee Zygmanski at aimee@athe.org or 628.222.4088. Priority given to those who register by March 31, 2023.



SUPPORT ATHE AND ENHANCE YOUR CONFERENCE PRESENCE WITH THESE ADDITIONAL OPPORTUNITIES.

Programming Sponsor (4 available)

\$250 for 2023 Conference Exhibitors
\$400 for All Others

- Sponsorship of your choice of 1 conference event or offering (such as keynote, awards ceremony, workshop, performance).
- Feature your logo with supplied content rotating on introductory slides during your chosen event.
- Inclusion of your logo and organization name on all-conference programming webpage.

Experiential Sponsor* (4 available)

\$250 for 2023 Conference Exhibitors
\$400 for All Others

Host a concurrent session or book chat with a featured presenter or author.

- Event promoted in pre-conference marketing and in digital conference program.
- Event scheduled during concurrent sessions at in-person conference for all conference registrants to attend.

* Sponsor is responsible for any food and beverage or audio/visual at event.

Promoting Sponsor (3 available)

\$250 for 2023 Conference Exhibitors
\$400 for All Others

- Inclusion of your logo as a sponsor on conference email communications.
- Place a digital ad on ATHE's conference registration webpage.

Limited sponsorships available, so sign up early for the best selection!

Priority given to those who reserve by March 31, 2022. For more information on these opportunities or to customize your own, contact Aimee Zygmonski at aimee@athe.org or 628.222.4088.



YEAR-ROUND OPPORTUNITIES FOR PRESENTING SPONSORSHIPS

Premiere (1 available) – \$2,500

Receive top billing during our conference season, plus exclusive Premiere Sponsor benefits!

- Top billing for your organization on conference materials, including logo at registration table, on conference webpages and conference email communications.
- Exclusive sponsorship of your choice of 1 conference event or offering (such as keynote, awards ceremony, workshop, closed captioning etc.), including your content rotating on introductory slides during applicable programming.
- **Exhibit space at ATHE conference**, including up to 3 tables and 2 conference registrations.
- **12 advertising credits*** chosen from right to increase visibility during conference season and promote your organization to ATHE members all year.

Gold (2 available) – \$1,500

- Your logo on conference materials, including registration table signage, conference webpages, and conference email communications.
- Exclusive sponsorship of your choice of 1 conference event or offering (such as keynote, awards ceremony, workshop, closed captioning etc.), including your content rotating on introductory slides during applicable programming.
- **Exhibit space at ATHE conference**, including 2 tables and 1 conference registration.
- **7 advertising credits*** chosen from right to use during conference season or any time.

Silver (2 available) – \$1,250

- Your logo on conference materials, including registration table signage, conference webpages, and conference email communications.
- Exclusive sponsorship of your choice of 1 conference event or offering (such as keynote, awards ceremony, workshop, closed captioning etc.), including your content rotating on introductory slides during applicable programming.
- **Exhibit space at ATHE conference**, including 1 table and 1 conference registration.
- **4 advertising credits*** chosen from below to use during conference season or any time.

***Choose the advertising options that make sense for your organization!**

Each placement counts as 1 advertising "credit." Some exclusions/limitations may apply based on editorial discretion and ATHE communication schedule. Placement selections must be made with sponsorship purchase.

- Exclusive email sent to ATHE's database of over 3500 constituents (up to 4 for year)
- Quarter page ad in the digital program (use multiple credits for half or full page ads)
- Website banner ad on the ATHE web page of your choice for 3 months
- Banner ad or article in ATHE e-newsletter plus corresponding social media post

Partner with us by becoming an ATHE Presenting Sponsor. Opportunities are limited. Contact Aimee Zygmonski at aimee@athe.org or 628.222.4088.

2023 ATHE ANNUAL CONFERENCE EXHIBITOR, ADVERTISEMENT, AND SPONSORSHIP POLICIES

Exhibit Space

All demonstrations and exhibits must be confined to the contracted space. Exhibit space must be set-up, remain intact, and dismantled per the official times outlined in the exhibitor kit. ATHE is not responsible for any materials left by the exhibitor.

• Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the exhibiting facility of associated facilities, booth equipment, or the property of others caused by the exhibitor.

ATHE shall have the right to prohibit any exhibit or part of an exhibit which in its opinion is not suitable to or in keeping with the character or purpose of the exhibition. Questionable exhibits shall be modified at the request of the ATHE staff. Exhibitors shall reflect their company's highest standard of professionalism while maintaining their in-person or virtual booth and/or attending any sessions. No exhibitor shall assign, sublet, or share the whole or any part of their physical or virtual space.

Assignment of Space

ATHE will be working with the hotel on the placement of all conference events including the placement of exhibit tabletops for maximum exposure. ATHE will assign all tables taking into consideration registration date, conference sponsorship, supporting members and payment. During registration, you will have an opportunity to list any competitors that you do not wish to be placed nearby.

Deadlines

In-person exhibit space is available on a first-paid, first-served basis and all purchases must be completed through the online form on the ATHE website. All purchases must be made by June 1, 2022. Once purchased, the main contact for the company will be provided with exhibitor details.

Registering Your Company Representatives

One complimentary conference registration is included in your exhibit purchase. Registration instructions will be provided by ATHE in May. Additional representatives who wish to participate must register and pay the published exhibitor attendee rate.

Insurance and Disclaimer

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify, and save the hotel, its owners, and its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the hotel and its employees and agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this exhibit agreement, in an amount not less than \$2 million combined single limit for personal injury and property damage. The hotel, its owners, and its operator shall be included in such policies as additional named insured's. In addition, exhibitor acknowledges that neither the hotel, its owners, nor its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

Security

Security will be provided for any hours when the exhibit area is closed should exhibits be placed in an open area. The furnishing of security shall not increase the liability of ATHE. ATHE, the official service contractors, the exhibit facility, representatives and/or employees thereof will not be responsible for injury, loss of damage that may occur to the exhibitor, or the exhibitor's employees or property, from any cause whatsoever, prior, during or subsequent to the period covered by the application/contract.

Promotion of Sponsorship or Exhibit

Use of the ATHE logo in any promotions of the conference is subject to approval by ATHE. Please submit any proposed ads that use the ATHE logo to the ATHE Executive Director Aimee Zygmanski at aimee@athe.org.

Photo Consent

As part of our mission to provide education, best practices, and other information from leaders in their fields, speakers, panelists, and audience members should be aware that we

may record all or part of the events we organize, including comments from speakers, panelists, and audience members. The resulting raw and edited materials, including still photographs, video and audio recordings, and associated verbatim transcripts, may be used by ATHE without restriction, in press releases, white papers, conference collateral, websites, and other publications. By attending our events, you acknowledge that you are in a public place and that attendees (including ATHE volunteers) may capture your image in photos and videos. Nevertheless, ATHE encourages event attendees to exercise common sense and good judgment and respect the wishes of other attendees who do not wish to be photographed at events. ATHE uses photos and videos taken at its event for a variety of purposes, including publication on the ATHE website. If you see any photos of yourself or any personal information about yourself on athe.org that you would like removed, please contact info@athe.org

Marketing

All print and electronic ads must be provided in publication-ready, digital format by May 16. For ads not received by that date, ATHE cannot guarantee fulfillment.

Cancellation

If one desires to cancel any portion of their agreement, they must do so before June 2, 2023. ATHE will maintain 25% of the fee to cover administrative fees and the remaining amount will be applied towards an agreement at the 2024 conference or other marketing/advertising options provided by ATHE. There will be no credits provided after June 2, 2023.

For all exhibitor changes, including revisions to attendees and cancellations, please contact Devon@athe.org.

For all changes or cancellations to digital or printed ads and or sponsorships, please contact Michelle@athe.org.