Sponsorship Opportunities

**TITANIUM SPONSOR ($10,000)**
- 2 exhibit tables (2-6” Skirted Table, 2 chairs, 1 wastebasket per exhibit space)
- Four (4) full conference registrations to include participation in Pre and Co-Conferences offered during the Conference
- Sponsor of Welcome Reception
- Recognition on general on-site conference signage
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference program
- Complimentary full-page color ad inside front cover and/or inside back cover conference program (print ready must be supplied)
- Banner Ad on Conference App
- Recognition on conference web site pages, clickable to URL
- Logo on rotational on AAACE home page from commitment date until December 31, 2020
- Recognition in Welcome Newsletter email to attendees
- Exposure on AAACE social media
- President’s Reception honoring AAACE sponsors
- Recognition on PPT playing prior to Keynote sessions
- Recognition on conference web site pages, clickable to URL
- Recognition as sponsor in the conference program
- Complimentary 1/4 page ad in conference program (print ready must be supplied)
- Recognition on conference web site pages, clickable to URL
- President’s Reception honoring AAACE sponsors
- Recognition on PPT playing prior to Keynote sessions
- Recognition as sponsor in the conference program
- Recognition on conference web site pages, clickable to URL
- Complimentary full-page ad in conference program (print ready must be supplied)
- Recognition on conference web site pages, clickable to URL
- Logo on AAACE home page from commitment date until December 31, 2020

**PLATINUM SPONSOR ($5,000)**
- 2 exhibit tables (2-6” Skirted Table, 2 chairs, 1 wastebasket per exhibit space)
- Two (2) full conference registrations
- Lunch Sponsor (exclusive up to two)
- Recognition on general on-site conference signage
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference program
- Complimentary full-page ad in conference program (print ready must be supplied)
- Recognition on conference web site pages, clickable to URL
- Logo on rotational on AAACE home page from commitment date until December 31, 2020
- Recognition in Welcome Newsletter email to attendees
- Exposure on AAACE social media
- President’s Reception honoring AAACE sponsors
- Recognition on PPT playing prior to Keynote sessions
- Complimentary AAACE one time use only membership mailing list (physical addresses only)

**GOLD SPONSOR ($3,000)**
- 1 exhibit space (1-6” Skirted Table, 1 chair, 1 wastebasket per exhibit space)
- One (1) full conference registration
- Breakfast Sponsor (non-exclusive)
- Recognition on general on-site conference signage
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference program
- Complimentary half-page ad in conference program (print ready must be supplied)
- Recognition on conference web site pages, clickable to URL
- Recognition in Welcome Newsletter to attendees
- Exposure on AAACE social media
- President’s Reception honoring AAACE sponsors
- Recognition on PPT playing prior to Keynote sessions
- Recognition on conference web site pages, clickable to URL
- Recognition as sponsor in the conference program
- Recognition on conference web site pages, clickable to URL
- Complimentary business size ad in the onsite program (print ready must be supplied)
- Recognition on conference web site pages
- President’s Reception honoring AAACE sponsors
- Recognition on PPT playing prior to keynote sessions
- Recognition in Welcome Newsletter to attendees
- Exposure on AAACE social media

**SILVER SPONSOR ($2,000)**
- 1 exhibit space (1-6” Skirted Table, 1 chair, 1 wastebasket per exhibit space)
- One (1) full conference registration
- Break Sponsor (non-exclusive)
- Recognition on general on-site conference signage (meter boards)
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference program
- Complimentary AAACE one time use only membership mailing list (physical addresses only)
- Recognition on conference web site pages, clickable to URL
- President’s Reception honoring AAACE sponsors
- Recognition on PPT playing prior to Keynote sessions
- Recognition in Welcome Newsletter to attendees
- Exposure on AAACE social media
- Logo on AAACE home page from commitment date until December 31, 2020

**BRONZE LEVEL SPONSOR ($1,000)**
- 1 exhibit space (1-6” Skirted Table, 1 chair, 1 wastebasket per exhibit space)
- One (1) full conference registration
- Recognition on general on-site conference signage
- Sponsor badge ribbon for on-site representatives
- Recognition as sponsor in the conference program
- Complimentary business size ad in the onsite program (print ready must be supplied)
- Recognition on conference web site pages
- President’s Reception honoring AAACE sponsors
- Recognition on PPT playing prior to keynote sessions
- Recognition in Welcome Newsletter to attendees
- Exposure on AAACE social media

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**About the American Association for Adult and Continuing Education**

The mission of the American Association for Adult and Continuing Education (AAACE) is to provide leadership for the field of adult and continuing education by expanding opportunities for adult growth and development; unifying adult educators; fostering the development and dissemination of theory, research, information, and best practices; promoting identity and standards for the profession; and advocating relevant public policy and social change initiatives.
Exhibitor Schedule

Exhibiting at the AAACE Conference will connect you with a vibrant community who are interested in and actively contributing to the multi-disciplinary field of adult education. AAACE bridges the gap between theory and practice. This year’s exhibit area will be in the heart of the AAACE Community. Surrounding Connection Central and also near registration, we have made this year’s exhibit opportunity a place to be seen!

### EXHIBITOR SCHEDULE

**EXHIBITOR HOURS**  
(Subject to Change)

<table>
<thead>
<tr>
<th>Day</th>
<th>Exhibit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday, October 28:</strong></td>
<td>8:30 am - 4:00 pm</td>
</tr>
<tr>
<td><strong>Thursday, October 29:</strong></td>
<td>8:30 am - 4:00 pm</td>
</tr>
</tbody>
</table>

**Load In / Load Out Hours:**

**Exhibitor Move-In**  
Tuesday, October 27 - 3:00 pm - 5:00 pm  
*(Installation and Set-Up of Table Materials **MUST** be completed by 5:00 pm on Tuesday)*

**Exhibitor Move-Out**  
Thursday, October 29 - 5:00 pm - 6:30 pm  
*(Dismantle and Move-Out **MUST** be completed by 6:30 pm)*

### EXHIBITION SPACE*

Exhibit space includes:
- 1 - 6 ft skirted table
- 1 chair(s)
- 1 wastebasket
- Booth I.D. Sign

Not included in booth fee:
- Furniture Rental *(above and beyond the table /2 chairs)*
- Electricity
- AV equipment or dedicated Internet line
- Material handling and labor
- Shipping and drayage
- Floral and other services

### SHIPPING TO AND FROM THE CONFERENCE

For those that need to ship their materials to the conference, you will need it appropriately labeled:

**Recipient / 2020 AAACE Conference (Dates: 10/27 - 10/30)**  
Peppermill Resort Spa Casino  
2707 S. Virginia St.  
Reno, NV 89502
Exhibitor Layout

Available June 1, 2020
CONFERENCE PROGRAM ADVERTISING

Advertising in the Conference program book provides an outstanding opportunity to reach your target audience. Circulation for the Conference program book is given to all attendees, with total circulation estimated at close to 400 attendees. Advertising in the conference program book is an excellent way to drive traffic to your exhibit space and potential customers to your business. The deadline for camera ready artwork is Friday, August 28, 2020.

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Non-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover (color) - SOLD OUT</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Back Cover (color) - SOLD OUT</td>
<td>$1,500</td>
</tr>
<tr>
<td>Interior Full Page Ad (black and white)</td>
<td>$600</td>
</tr>
<tr>
<td>Interior 1/2 Page Ad (black and white)</td>
<td>$300</td>
</tr>
</tbody>
</table>

FILE REQUIREMENTS:
- Ad must be print ready. AAACE is not responsible for designing or creating ads.
- PDF file preferred – created with “press quality” Acrobat Distiller settings
- Have all fonts embedded
- Resolution must be at least 300 dpi for all half-tone images (1200 for bitmapped images)
- All colors must be converted to gray-scale
- All ads must have a bleed

Ad Sizes:
- Full-page (bleed size) - 8.75" X 11.25"
- Full-page (trim size) – 8.5" X 11"
- Full-page (non-bleed) - 7.5" X 10"
- Half-page (horizontal – bleed size) - 8.75" X 5.625"
- Half-page (horizontal – trim size) – 8.5" X 5.5"
- Half-page (horizontal – non-bleed) – 7.5" X 5"
- Half-page (vertical – bleed size) – 4.375" X 11.25"
- Half-page (vertical – trim size) – 4.25" X 11"
- Half-page (vertical – non-bleed) – 3.75" X 10"
- 1/4 page (horizontal – non-bleed) – 3.75"X 5"

The Fine Print:
AAACE shall not refund, rebate, or credit any fees associated with advertising or sponsorship.
## Conference APP Advertising

### DIGITAL

<table>
<thead>
<tr>
<th>APP PAGE</th>
<th>Description</th>
<th>BANNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary Landing Page</td>
<td>Appears after opening screen.</td>
<td>$500</td>
</tr>
<tr>
<td>Schedule Page Watermark</td>
<td>A watermark of the advertiser's logo will appear on all APP My Schedule calendar pages.</td>
<td>$250 (logo watermark)</td>
</tr>
<tr>
<td>Rotating Banner Ad</td>
<td>Banner ads rotate at the top of the APP Dashboard page, and click through to a full-screen APP Landing Page.</td>
<td>$200</td>
</tr>
<tr>
<td></td>
<td>Artwork requirements for Banner Ad:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- 640 pixels x 110 pixels</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Only PNG or JPG</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- 72 dpi or higher</td>
<td></td>
</tr>
<tr>
<td>Multimedia Video Message</td>
<td>Sponsor video is downloadable from the Exhibitor Profile</td>
<td>$150</td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing</td>
<td>Upload your company's logo to the top of the app. Attendees see your mobile app exhibitor listing and on the APP's interactive tradeshow floor plan. As an additional benefit, you can upload product literature, show brochures, press releases, and other .pdf documents to the mobile APP. Save money on printing. Attendees download your information to their smart phones, or email them.</td>
<td>$150</td>
</tr>
</tbody>
</table>

- User metrics will be provided to APP Advertisers following the conference.