Our place or yours. Meet in Austin or online.

RE: ATHE

AUGUST 5–8, 2021

Exhibitor Opportunities
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 promoting access and equity.

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.

- Over 1,000 members and 5,500 subscribers to ATHE discussion groups and monthly newsletter
- 650-800 conference attendees each year, including 55% faculty members, 20% graduate students, 20% chairs and deans, and 5% artistic professionals
- 2020 virtual attendance topped 1,000, reaching members across multiple time zones, programs, and discipline interests

Cover photo courtesy Austin Convention & Visitors Bureau
ABOUT OUR 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.

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

EXHIBIT OPPORTUNITIES

This year’s ATHE Annual Conference will offer two options to participate. Join us virtually, and visit us at the JW Marriott, situated in the heart of downtown Austin, Texas. Both exhibit options will receive visibility throughout the event and allow the opportunity to connect with attendees, network with your target market, and showcase your products or service in both a virtual setting as well as in person.

VIRTUAL EXHIBIT GALLERY

Nonprofit/College: $300  
All others: $350  
(Includes one free registration for virtual conference attendance.)

- Inclusion in our virtual exhibitor showcase with a customized page for your company, offering visibility with your logo, downloadable PDFs, videos, and other information.
- Listing in our conference program provided to every attendee.
- Your logo and a link to your website posted on the ATHE sponsor page two weeks after payment receipt until four weeks following the conference.
- One banner ad in email communications to conference registrants.
- Participate in this year’s conference and receive 15% off our 2022 Conference in Detroit, MI at the Renaissance Hotel.

Add a Table-Top Exhibit at the In-Person Conference in Austin, TX

Nonprofit/College: $195  
All others: $225

If you are planning to join us in Austin for the conference, consider adding an in-person exhibit to your virtual placement. Includes one 6’ draped table and two chairs. Exhibit hours run from Thursday at 8pm through Saturday at 5pm.

Reserve exhibit space now by contacting Aimee Zygmonski at aimee@athe.org or 628-222-4088. Priority given to those who register by April 26, 2021.
SUPPORT ATHE and enhance your conference presence with these additional opportunities.

**Presentation Sponsor $250**
- Sponsor the conference Awards Ceremony, Keynote, or Plenary Sessions with credit given verbally during the introduction and closing. Your logo with supplied content on rotating introductory slides during the programming.
- Feature your logo and content in all-conference email during the conference, sent to all registered attendees.
- Promote your organization to conference attendees through email before or after conference. *(Sponsor to provide all content and graphical elements for one email communication to be sent to registered attendees by ATHE.)*

**Digital Sponsor $250**
- Include your logo and website link on our registration confirmation email sent to each attendee following conference registration.
- Place a digital ad on the footer of all virtual conference pages.
- Promote your organization to conference attendees through email before or after conference. *(Sponsor to provide all content and graphical elements for one email communication to be sent to registered attendees by ATHE.)*

**Experiential Sponsor $100**
Host a networking social hour* or “braindate” with a featured artist or scholar.
- Event promoted prior to conference and in the conference program.
- Ability to host/emcee the event or sponsor-only.
- Virtual and in-person options available.
* Sponsor is responsible for any food and beverage or audio/visual at event.

**Limited sponsorships available, so sign up early for the best selection!**
Priority given to those who reserve by April 26, 2021. For more information on these opportunities or to customize your own, contact Aimee Zygmanski at aimee@athe.org or 628-222-4088.

Please supply your organization logo and all digital advertising materials by June 1, 2021. Required format for digital/banner ads is as follows:

**Webpage ad**
Variable based on placement and orientation.

**Email banner ad**
Supply in JPG format sized to 625 x 200 pixels.

**Presentation slide**
Supply in JPG format sized to 1920 x 1080 pixels.
ADVERTISING OPPORTUNITIES

You can also reach ATHE members by advertising in our conference program, provided to all attendees and available for download on athe.org.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front or Back Cover (4-color) 8.5&quot; W x 11&quot; H with bleeds</td>
<td>$900</td>
</tr>
<tr>
<td>Full Page Interior (B&amp;W) 7&quot; W x 10&quot; H with no bleeds</td>
<td>$675</td>
</tr>
<tr>
<td>Half Page Horizontal or Vertical (B&amp;W) 7&quot; W x 4.75&quot; H with no bleeds</td>
<td>$450</td>
</tr>
<tr>
<td>Quarter Page (B&amp;W) 3.25&quot; W x 4.75&quot; W with no bleeds</td>
<td>$225</td>
</tr>
</tbody>
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All advertising rates are for space only and require ads in camera-ready, digital form. Required file format:
- PDF with all fonts outlined.
- B&W ADS should be in grayscale mode, and contain at least a 1px border, or one will be added at the advertiser’s expense.
- COLOR ADS are 4-color process and should be saved in CMYK mode (no spot colors, no RGB mode). 1/8” bleeds are accepted.
- Please supply all camera-ready artwork by June 1, 2021.

Year-Round Opportunities Available!

Options include:
- Place a digital banner ad in the monthly ATHE newsletter received by 5,500 constituents each month.
- Sponsor online workshop programming delivered to ATHE members throughout the year.
- Sponsor the ATHE Job Bank with your logo, digital banner ad, and link to your website from the ATHE Job Bank webpage.

If the exhibitor desires to cancel a portion of their exhibitor agreement, they must do so before June 1, 2021. ATHE will maintain 25% of the fee to cover administrative fees and the remaining amount will be applied towards exhibiting at the 2022 conference or other marketing/advertising options provided by ATHE. There will be no credits or refunds provided after June 1, 2021.

Reserve ad space now by contacting Aimee Zygmonski at aimee@athe.org or 628-222-4088. Priority given to those who sign up by April 26, 2021.