Rehearsing the Possible: Practicing Reparative Creativity

ATHE 2022

DETROIT, MICHIGAN I July 28 – 31

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 advocating for 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.

- Approximately 1,000 members and 4,000 subscribers to ATHE discussion groups and monthly newsletter
- 650-800 conference attendees each year, including faculty members, graduate students, chairs and deans, and artistic professionals
- 2020 and 2021 virtual attendance topped 1,000, reaching members across multiple time zones, programs, and discipline interests
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.

EXHIBIT OPPORTUNITIES
After two years of remote engagement, ATHE 2022 promises to bring attendees together for four days of shared experience at the Renaissance Hotel in Detroit, MI July 28–July 31. 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’s products and services to this broad audience of theatre educators, artists, and university administrators!

Exhibit Booth

Early Bird Rates through March 31, 2022
One Table: $475
Additional tables: $100 each

Standard Rates after March 31, 2022
One Table: $575
Additional Tables: $150 each

(Includes one free conference registration.)

• Inclusion in our exhibitor hall with one 6’ table with table cloth and one chair. Exhibit hours are tentatively set to run from Thursday at 6pm through Saturday at 5pm.
• Listing in our conference program provided to attendees.
• 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.
• Participate in this year’s conference and receive 15% off our 2023 Conference in Austin, Texas at the JW Marriott Hotel.

Reserve exhibit space now by contacting Aimee Zygmanski at aimee@athe.org or 628.222.4088. Priority given to those who register by March 31, 2022.
SUPPORT ATHE

Presenting Sponsor (4 available)
$250 for 2022 Conference Exhibitors
$400 for All Others
• Sponsor the Awards Ceremony, Keynote, Plenary or Virtual Sessions with credit given verbally during the introduction and closing.
• Feature your logo with supplied content on rotating introductory slides during the programming.
• Inclusion of your logo and organization name on signage near the registration table and on all-conference programming webpage.
• 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 (1 available)
$400 for 2022 Conference Exhibitors
$600 for All Others
• Include your logo and information on an introductory slide for select conference sessions to air virtually throughout the fall and winter, following the 2022 in-person conference.
• Place a digital ad in the ATHE email communication and monthly e-newsletter used to promote virtual access of recorded content.
• 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.)

Promoting Sponsor (3 available)
$250 for 2022 Conference Exhibitors
$400 for All Others
• Include your logo and website link on our registration confirmation email sent to each attendee following conference registration.
• Place a digital ad on ATHE’s conference registration webpage.
• Inclusion of your logo and organization name on signage near the break/snack tables and on all-conference programming webpage.
• 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* (4 available)
$200 for 2022 Conference Exhibitors
$350 for All Others
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.
* 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 March 31, 2022. For more information on these opportunities or to customize your own, contact Aimee Zygmanski at aimee@athe.org or 628.222.4088.
ADVERTISING OPPORTUNITIES

You can also reach ATHE members by advertising in our conference program, provided to attendees and available for download on athe.org. Contact us about additional opportunities for promotion on our mobile programming app.

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<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Inside Front or Back Cover (4-color)</td>
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**Year-Round Opportunities Available!**

**Options include:**

- Place a digital banner ad in the monthly ATHE newsletter received by approximately 4,000 constituents each month.
- Sponsor online 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.

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 May 16, 2022.

All print and electronic ads must be provided in publication-ready, digital format by May 16. Sizes and formats vary; additional information will be provided following purchase. If the exhibitor desires to cancel a portion of their exhibitor agreement, they must do so before June 1, 2022. ATHE will maintain 25% of the fee to cover administrative fees and the remaining amount will be applied towards exhibiting at the 2023 conference or other marketing/advertising options provided by ATHE. There will be no credits or refunds provided after June 1, 2022.

Reserve ad space now by contacting Aimee Zygmonski at aimee@athe.org or 628.222.4088. Priority given to those who sign up by March 31, 2022.