

### CONFERENCE PROFILE

The American Alliance for Theatre and Education (AATE) is the leading member-based national organization serving the fields of theatre and education. AATE is unique in that it is the one place to reach a broad range of members committed to the fields of theatre for youth and theatre education. The 2018 Conference, “Rise Up!” will take place at the **Hyatt Regency Minneapolis, August 1-5, 2018**, with anticipated attendance of over 400 people. Conference events include workshops, panels, performances, keynote speakers, networking events, and receptions designed to encourage reflection on successes and challenges in the field and facilitate the setting of goals for the future. Do not miss your opportunity to connect with and participate alongside this highly engaged audience.

THE AMERICAN ALLIANCE FOR THEATRE AND  
EDUCATION

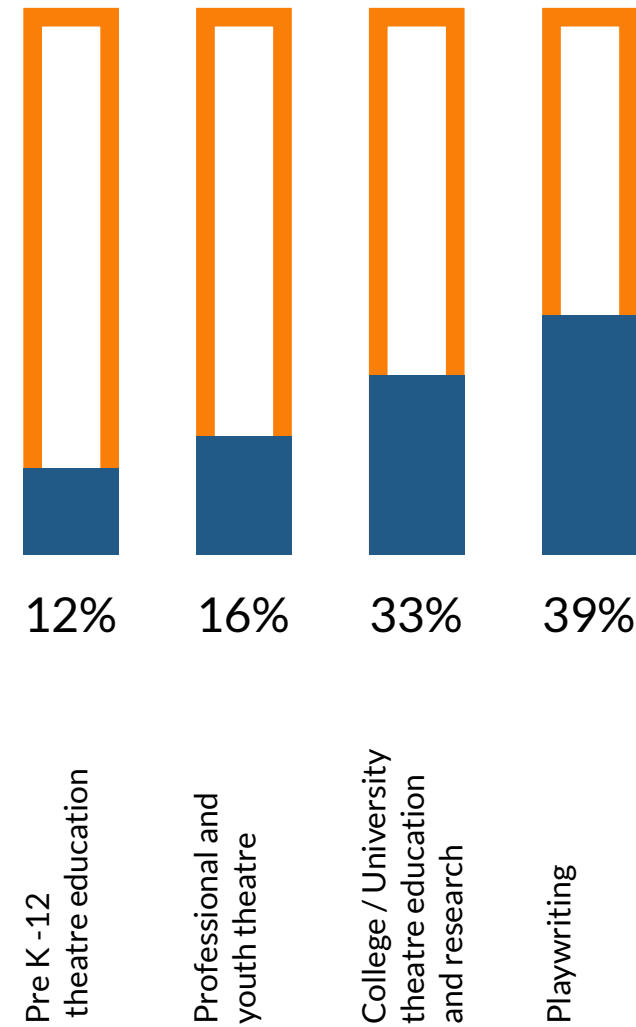


### AATE IS COMPRISED OF:

- K-12 THEATRE EDUCATORS
- TEACHING ARTISTS
- THEATRE DIRECTORS AND PRODUCERS
- COLLEGE/UNIVERSITY STUDENTS / PROFESSORS
- PLAYWRIGHTS
- RESEARCHERS
- ADMINISTRATORS



### THE INTERESTS OF OUR MEMBERSHIP ARE AS FOLLOWS:



2018  
NATIONAL CONFERENCE

# AATE SPONSORSHIP OPPORTUNITIES

YOUR SPONSORSHIP PACKAGES INCLUDES	ENSEMBLE SPONSOR \$750	CAMEO SPONSOR \$1500	SUPPORTING SPONSOR \$3000	LEADING SPONSOR \$5000
Verbal Recognition at conference opening ceremonies				✓
Coffee break sponsorship				✓
One featured Company Ad to appear on AATE's National Conference Website			✓	✓
Large logo on sponsor listings Of the National Conference Website with link			✓	✓
Complimentary 8x10 Exhibit Booth in high traffic area		✓	✓	✓
Complimentary full page ad projected on a rotation at the Registration Table and during All Conference events		✓	✓	✓
Logo with link to appear in Guidebook Banner		✓	✓	✓
Complimentary conference registration		✓	✓	✓
Logo recognition, verbal recognition and promotional material distribution at one Reception (attendance approx. 350-450)		✓	✓	✓
Opportunity to place promotional material in conference bag given to all attendees at registration	✓	✓	✓	✓
Small logo in sponsor listings of the National Conference website with link	✓	✓		
20% discount on exhibit booth	✓			

WE KNOW HOW IMPORTANT IT IS FOR YOU TO CONNECT WITH OUR ATTENDEES SO WE HAVE CREATED A NUMBER OF AFFORDABLE SPONSORSHIPS DESIGNED TO INCREASE YOUR EXPOSURE. HERE ARE SOME OF THE WAYS OUR GENEROUS SPONSORS CAN SUPPORT OUR WORK.

### 'MONOLOGUE' SPONSOR \$100 AND UP

- Reception sponsorship \$3000
- ASL interpretation/accessibility sponsorship \$3000
- Computer Cafe sponsorship \$2000  
*(The café is a place for people to connect as well as to catch up on work while they are attending the conference.)*
- Session Audio Visual sponsorship \$1000
- Conference bag sponsorship \$600
- Lanyard sponsorship \$500
- Workshop sponsorship \$500
- Bag insert \$100





## EXHIBITOR OPPORTUNITIES AND RATES

One of the highlights of every AATE National Conference is the exhibit hall. Our exhibit hall is unlike any other--small enough that attendees get to spend time at every booth, yet large enough to give attendees access to a wide array of products and services. In addition, we arrange for incentives for attendees to visit each booth, such as our exhibitor reception and "Trivia Scavenger Hunt" promotion. The exhibit hall will be open for the first two and a half days (Thurs, Fri, Sat) to give maximum exposure within a limited timeframe.

## WHAT MAKES THE AATE EXHIBIT EXPERIENCE UNIQUE?

AATE's Exhibit Hall is about more than making sales. While many of our attendees make purchases during conference, the primary goal of this important area is to highlight valuable resources that continue to advance the field of theater and education by serving the practical, artistic and theoretical needs of theater artists and educators. AATE seeks to develop long term relationships with exhibitors by providing opportunities to network and participate in conference events in addition to product exposure, and continues to offer visibility to returning exhibitors throughout the year. This year, AATE will introduce a mid-year conference flashback, highlighting conference exhibits products six months after the event to help members keep these valuable resources in mind even once they've returned to their classrooms, theaters and desks.

### EXHIBIT BOOTH RATE

**\$500 per table**



## EXHIBITOR TRIVIA SCAVENGER HUNT

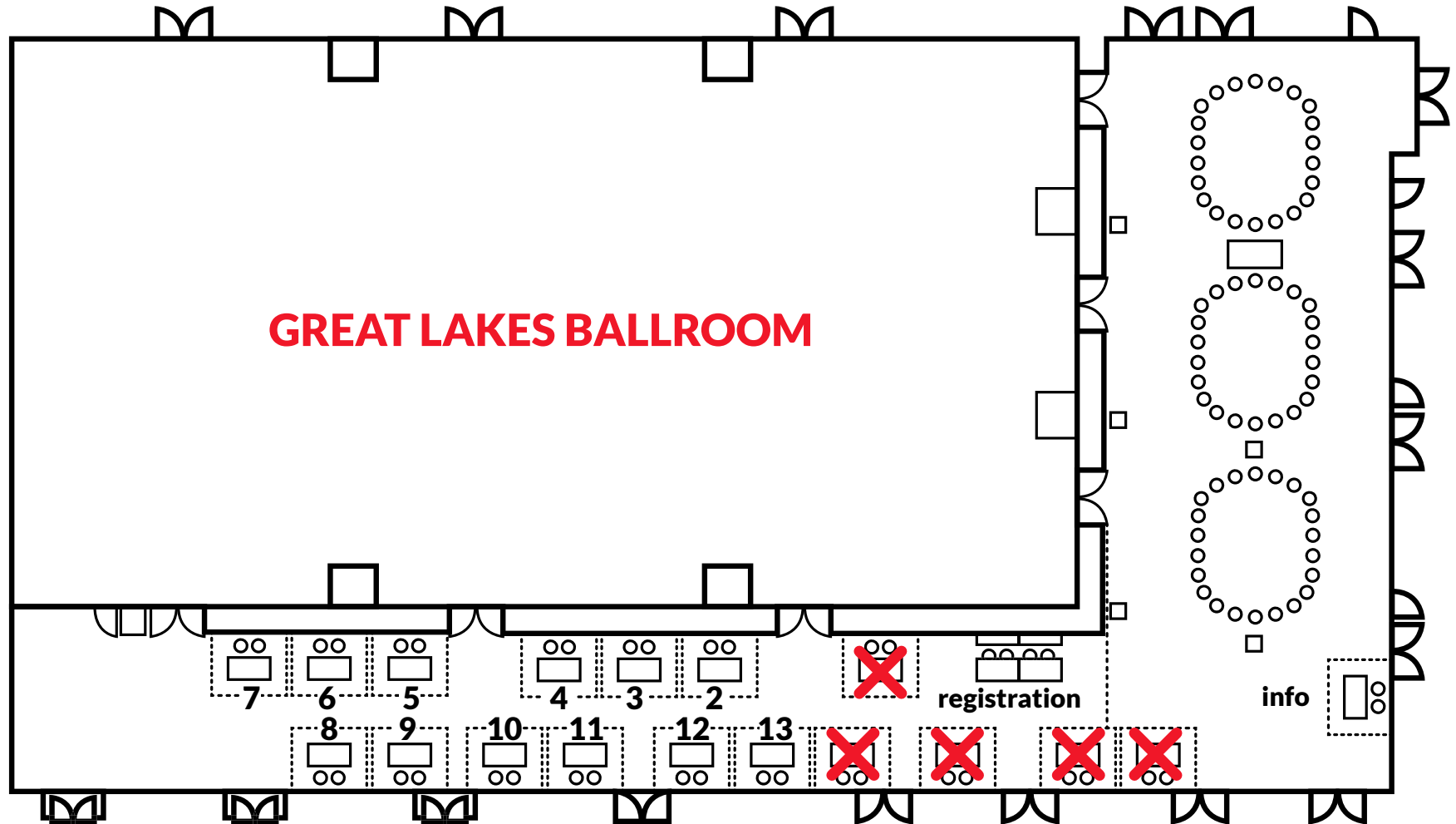
In order to provide even more engagement and meaningful conversations between our valued exhibitors and attendees, AATE orchestrates an “Exhibitor Trivia Scavenger Hunt”. Here’s how it works:

- 1** Attendees receive, upon arrival, a list of trivia questions (provided by exhibitors) re: products/services/ offerings
- 2** Attendees stop by each booth to ask the question(s) of the exhibitor and hopefully engage in discussion about the products/services/offerings (each question requires an answer and a stamp)
- 3** Exhibitors will be encouraged to donate a raffle prize. Attendees will enter completed trivia forms for a chance to win raffle prizes. Winners are announced at the close of the exhibit hall. Previous grand prizes have been ipads!



## ALL EXHIBIT RESERVATIONS INCLUDE:

- 6' x 30" table and 2 chairs
- Company name & booth number listed in the electronic conference program (Guidebook)
- One (1) registration to attend conference events
- Participation in Exhibitor Trivia Scavenger Hunt
- National Conference Attendee List (emailed after the conference)

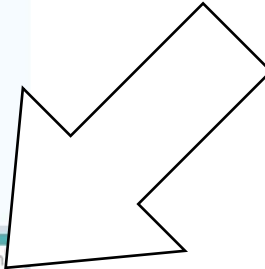
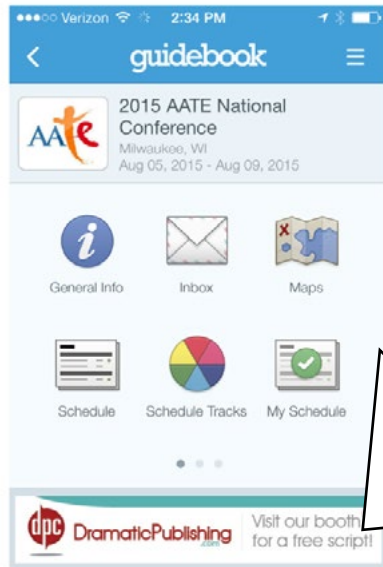


**THIS YEAR, 2018, EXHIBITORS WILL ENJOY AN OPEN LAYOUT, SHARING THE SPACE WITH REGISTRATION! THE EXHIBIT HALL SPACE WILL FLOW INTO THE GENERAL CONFERENCE MEETING AREA.**

## ADVERTISING OPPORTUNITIES

## GUIDEBOOK BANNER ROTATION

In an effort to go more green AATE has moved the program book to an online format. We will be utilizing the App, Guidebook, again this year. The Guidebook App will contain the full conference program and all associated conference information; therefore attendees will refer to this resource frequently throughout their conference experience. Consider placing an ad to maximize your exposure in the banner of AATE's National Conference Guidebook. As shown here:



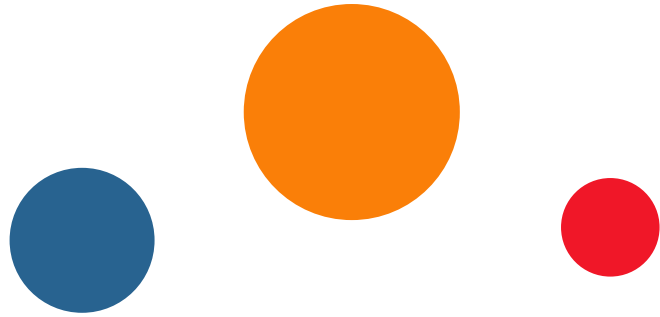
**RATE PER INSERTION**

**\$500**



**2018**  
**NATIONAL CONFERENCE**





## CONFERENCE PROJECTION ADVERTISING SPECIFICATIONS

<b>SIZE</b>	<b>Projected Ad</b>
<b>PRICE</b>	<b>\$250</b>
<b>PROJECTED</b>	<b>At the registration desk and in ALL Conference events.</b>



Ads need to be sent in .gif, .jpg. or .png format (by email) to Alexis Truitt at alexis@aate.com by **Monday, July 2nd**. They will be shown in a PowerPoint format so a large clear ad is preferred. Our advertisers from last year can be found [HERE](#). Please contact Alexis with any questions.

## EXHIBIT HALL HOURS

**August 2nd (Thur)**, 12-5:30pm (Exhibits Set Up and Open)

**August 3rd (Fri)**, 10am-5pm

**August 4th (Sat)**, 10am-5:30pm



## EXHIBIT SPECIAL EVENTS

**August 2nd (Thur)**, 3:30-4:30pm - Exhibitor Meet and Greet

**August 3rd (Fri)**, 11:15-11:30 am - Check Out Our Vendors

**August 4th (Sat)**, 10:45-11am - Check Out Our Vendors

4:30-5:30pm - Exhibitor Raffle



**2018**

**NATIONAL CONFERENCE**

## 2018 SPONSORSHIP / RESERVATION FORM

### SPONSORSHIP

- LEVEL
- ☐ Leading (\$5,000)
- ☐ Supporting (\$3,500)
- ☐ Cameo (\$1,500)
- ☐ Ensemble (\$750)
- ☐ Monologue (\$100 - \$3,000)

Event/Opportunity requested: \_\_\_\_\_  
(if applicable)

A. Sponsorship Subtotal: \_\_\_\_\_

### EXHIBIT BOOTH

#### STANDARD

☐ Booth (\$500)

I would like:

☐ 1 Booth      ☐ 2 Booths      ☐ 3 Booths

I would like to add on: an electrical connection to my booth:

☐ \$100

#### BOOTH#

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_

\*due to placement of electrical outlets in conference hall, booth requests cannot be guaranteed

Raffle prize donation: \_\_\_\_\_

Trivia question (it should be something related to your organization)

\_\_\_\_\_  
\_\_\_\_\_

B. Exhibit Booth Subtotal: \_\_\_\_\_

## ADVERTISING & OTHER OPPORTUNITIES

PROJECTED AD: ☐ \$250

GUIDEBOOK AD: ☐ \$500

### MEMBERSHIP

☐ I'm already an AATE Member (take 15% off above prices for advertising only)

☐ I can't believe I'm not yet an AATE member, please join me now and give me that discount! (add \$250)

Price per: \_\_\_\_\_ Quantity: \_\_\_\_\_

C. Ads/Other Subtotal: \_\_\_\_\_

Line (Lines A-C) Total Due: \_\_\_\_\_

AATE Questions? Contact Alexis Truitt at 202-909-1194 or via email at alexis@aate.com  
AD MATERIALS: All advertising materials should be sent via email to alexis@aate.com

## CONTACT DETAILS

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Order Date: \_\_\_\_\_

email: \_\_\_\_\_

## PAYMENT INFORMATION

Company (if applicable): \_\_\_\_\_

Billing Contact (name on the card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Phone Number: \_\_\_\_\_

Email for the Receipt: \_\_\_\_\_

Check# \_\_\_\_\_ (circle one) Visa M/C Amex Discover

Credit Card: \_\_\_\_\_ Sec.Code: \_\_\_\_\_ Exp: \_\_\_\_\_

## RESERVATION INFORMATION (IF APPLICABLE)

Representative at Booth: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Upon confirmation, you will be sent instructions on how to submit a 150-word company description and logo.

## CONTRACT AGREEMENT

By signing below, I certify that I am the authorized representative of the Advertisers and have read and agreed to the Terms and Conditions ([www.aate.com/adterms](http://www.aate.com/adterms)).

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

If you have any questions about your Reservation Form or Billing, please contact Alexis Truitt at:

[alexis@aate.com](mailto:alexis@aate.com) or 202-909-1194  
Thank you for your interest and support of AATE.