



AATE Sponsor/Exhibitor Prospectus

AATE's National Conference

“Divisions-Collisions-Coalitions”

New Orleans, LA – August 2-6, 2017

AATE Conference Profile

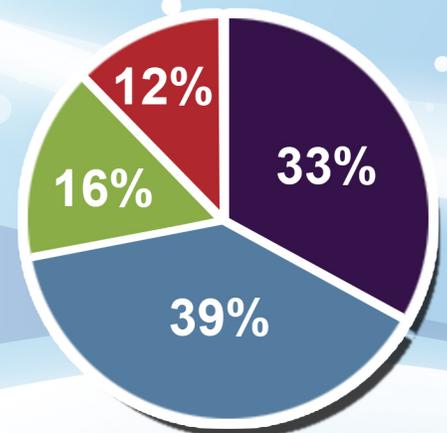
The American Alliance for Theatre and Education (AATE) is the leading member-based national organization serving the fields of theatre and education. AATE is unique in that it is the one place to reach a broad range of members committed to the fields of theatre for youth and theatre education. The 2017 Conference, “Divisions-Collisions-Coalitions” will take place at the Astor Crowne Plaza, August 2-6, 2017, 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.

AATE is comprised of:

- K-12 theatre educators
- teaching artists
- theatre directors and producers
- college/university students and professors

The interests of our membership are as follows:

- Pre K-12 theatre education
- Professional and youth theatre
- College/University theatre education and research
- Playwriting



AATE Sponsorship Opportunities

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.



Your Sponsorship Packages Includes:	Ensemble Sponsor \$750	Cameo Sponsor \$1500	Supporting Sponsor \$13000	Supporting Sponsor \$13000
Verbal Recognition at conference opening ceremonies				X
Coffee break sponsorship				X
One featured Company Ad to appear on AATE's National Conference Website			X	X
Large logo in sponsor listings of the National Conference Website with link			X	X
Complimentary 8x10 Exhibit Booth in high traffic area		X	X	X
Complimentary full page ad projected on a rotation at the Registration Table and during All Conference Events		X		X
Logo with link to appear in Guidebook banner		X	X	X
Complimentary conference registrations		X	X	X
Logo recognition, verbal recognition, and promotional material distribution at one Reception (attendance approx. 350-450)		X	X	X
Opportunity to place promotional material in conference bag given to all attendees at registration	X	X	X	X
Small logo in sponsor listings of the National Conference website with link	X	X		
20% discount on exhibit booth	X			

Monologue” Sponsor \$100 and up

- Breakfast 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.

STANDARD (RESERVE BY JULY 14)	NON-PROFIT (RESERVE BY JULY 14)
\$400.00 (SINGLE BOOTH)	\$300.00 (SINGLE BOOTH)
\$800.00 (DOUBLE BOOTH)	\$795.00 (DOUBLE BOOTH)
\$250.00 (LOYALTY RATE)*	\$250.00 (LOYALTY RATE)*

*For returning exhibitors only

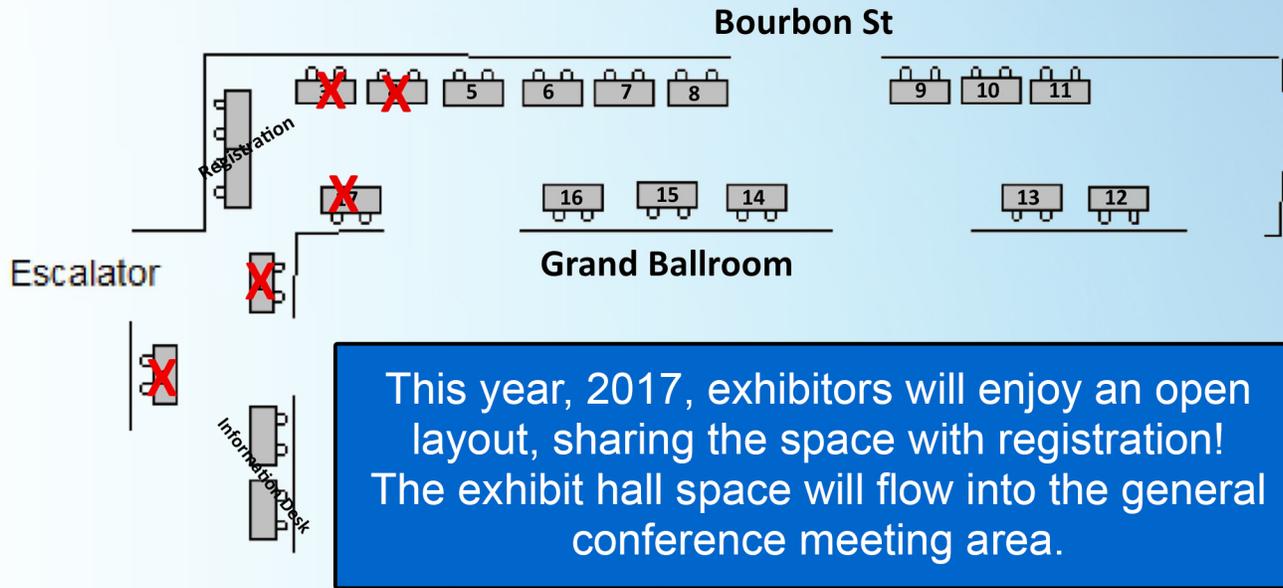
All exhibit reservations include:

- * 8' x 10' booth (double booth 20' wide)
- * 1 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)

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:

- Step 1: Attendees receive, upon arrival, a list of trivia questions (provided by Exhibitors) re: products/services/ offerings
- Step 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)
- Step 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!



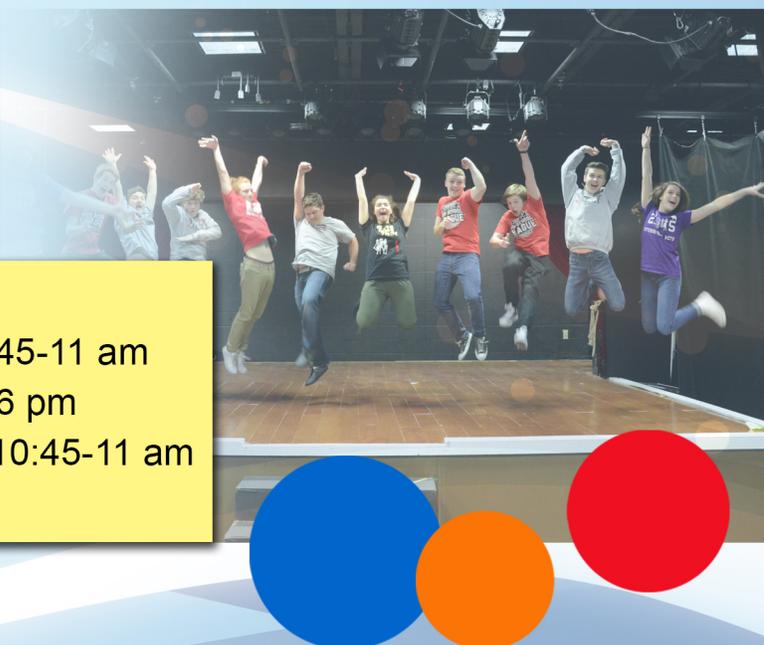
Conference Projection Advertising Specifications:

SIZE	PRICE	PROJECTED
Projected Ad	\$200	At the registration desk and in ALL Conference events.

Ads need to be sent in .gif, .jpg, or .png format (by email) to Alexis Truitt at alexis@aate.com by Monday, July 3rd. They will be shown in a PowerPoint format so a large clear ad is preferred. Please contact Alexis with any questions.

Exhibit Hall Hours:
 Thursday, August 3rd, 3-6pm (Exhibits Set Up)
 Friday, August 4th, 10am-6pm
 Saturday, August 5th, 10am-6pm

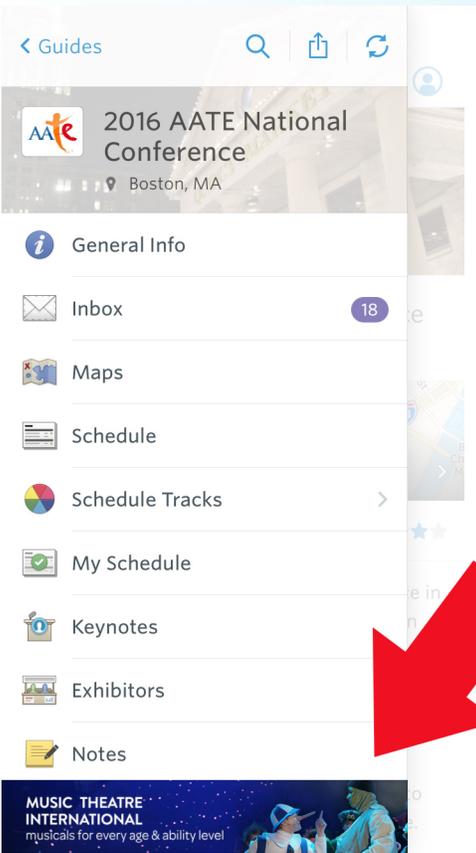
Exhibitor Special Events:
 Check Out Our Vendors, Friday, August 4th, 10:45-11 am
 Exhibitor Meet and Greet, Friday, August 4th, 5-6 pm
 Check Out Our Vendors, Saturday, August 5th, 10:45-11 am
 Exhibitor Raffle, Saturday, August 5th, 5-6 pm



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

2017 Sponsorship/Exhibit 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:

SIZE: Single (\$400) Double (\$800) Loyalty Rate (\$250)*

NONPROFIT:

SIZE: Single (\$300) Double (\$795) Loyalty Rate (\$250)*

*For returning exhibitors only!

I would like to add on: an electrical connection for 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: _____

Sponsorship

PROJECTED AD: \$200

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 \$220)

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.

2017 Sponsorship/Exhibit Reservation Form

Contact Details

Company: _____ Address: _____

Contact Name: _____ Phone: _____

Order Date: _____ Email: _____

Payment Information

Company (if applicable) _____

Billing Contact (name on card) _____

Billing Address _____

Billing Phone Number _____ Email for receipt _____

Check # _____ (circle one) Visa M/CAMex Discover

Credit Card # _____ Sec. Code _____ Exp. _____

Reservation Information (If applicable)

Representative at Booth _____

Email _____ Phone Number _____

Upon confirmation, you'll be sent a link to your listing on Guidebook where you can 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/ad-terms).

Signature _____ Date _____

If you have any questions about your Reservation Form or Billing, please contact Alexis Truitt at:
www.aate.com or 202-909-1194

Thank you for your interest and support of AATE.