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**ROOTING CHANGE**

CHICAGO  
**2024**

**A A**  
**T E**

AMERICAN ALLIANCE FOR  
THEATRE & EDUCATION

**CHICAGO, IL**

**ROOTING**

**CHANGE**

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**JULY 17-20, 2024**

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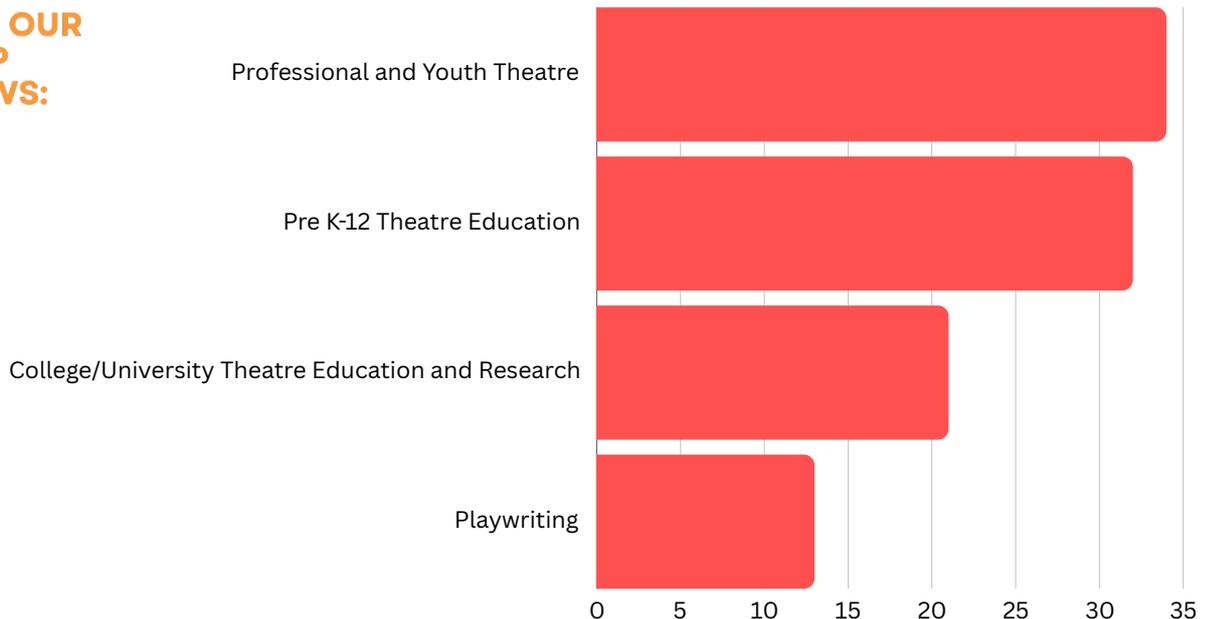
# AATE CONFERENCE PROFILE

2024 IS THE TIME TO BE SURROUNDED BY THE INSPIRING WORK OF LOCAL ORGANIZATIONS, ARTISTS, AND EDUCATORS FROM CHICAGO AMID A NATIONAL DIALOGUE. CHICAGO IS ROOTED IN COMMUNITY AND HAS ALWAYS BEEN A SEED FOR PROGRAMMING, THEATRE, AND INITIATIVES THAT EXPAND TO OTHER CITIES NATIONWIDE. FOR THIS YEAR'S CONFERENCE, WE SEEK TO EXPLORE HOW WE ROOT OUR MOVEMENTS FOR CHANGE IN LOCAL COMMUNITIES. HOW DO WE MAKE SPACE FOR NEW VOICES TO EXPAND ACCESSIBILITY? HOW DO WE RECLAIM SPACES TO DREAM UP NEW OPPORTUNITIES FOR THEATRE AND EDUCATION? JOIN US AS WE HIGHLIGHT YOUTH AND COMMUNITY VOICES THAT PROPAGATE CHANGE, AND PLANT SEEDS FOR CONTINUED GROWTH IN OUR FIELD. THE 2024 CONFERENCE, **ROOTING CHANGE** WILL TAKE PLACE IN **CHICAGO, IL JULY 17-20, 2024**, WITH AN ANTICIPATED ATTENDANCE OF OVER 300 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 INTEREST OF OUR MEMBERSHIP ARE AS FOLLOWS:



# BECOME A CONFERENCE SPONSOR



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 education. The 2024 Conference **Rooting Change!** Will take place at the **Swissotel Chicago, July 17-20, 2024**, with anticipated attendance of over 350 people. Conference events include workshops, panels, performances, keynote speakers, networking events, and receptions designed to encourage reflection on success 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.



2024 is the time to be surrounded by the inspiring work of local organizations, artists, and educators from Chicago amid a national dialogue. Through the conference theme of “**rooting change**,” AATE will explore how we root our movements for change in local communities. At the conference, we will explore topics including how to make space for new voices and expand accessibility and how to reclaim spaces to dream up new opportunities for theatre and education. Attending the AATE 2024 National Conference in Chicago, a city rooted in change and community, provides an opportunity to highlight youth and community voices that propagate change, and plant seeds for continued growth in the theatre and theatre education field.

Your Sponsorship Includes	In-Kind Donation	\$600 Workshop Sponsor	\$1000 Conference Bag Sponsor	\$1500 Lanyard Sponsor	\$2,000 Sponsor	\$3,000 Sponsor	\$5,000 Sponsor	\$10,000 ASL Interpreter Sponsor	Reception Sponsorship: Based at Market Value
Citation for support from AATE presented at Awards Ceremony								X	X
Complimentary Full-Page Ad Projected During All Conference Events							X	X	X
Logo to Appear on Registration Check-In Kiosk and Mobile App						X	X	X	X
Complimentary Conference Registrations					X	X	X	X	X
Complimentary 8x10 Exhibit Booth in High Traffic Area					X	X	X	X	X
Opportunity to Place Promotional Materials in Conference Bag Given to All Attendees at Registration				X	X	X	X	X	X
Verbal Recognition at Conference Opening Ceremonies		X*	X	X	X	X	X	X	X**
Promotional Material Distribution at One Reception (Attendance approx. 350-450)	X	X	X	X	X	X	X	X	X
Logo in Sponsor Listings of the National Conference Website with link	X	X	X	X	X	X	X	X	X

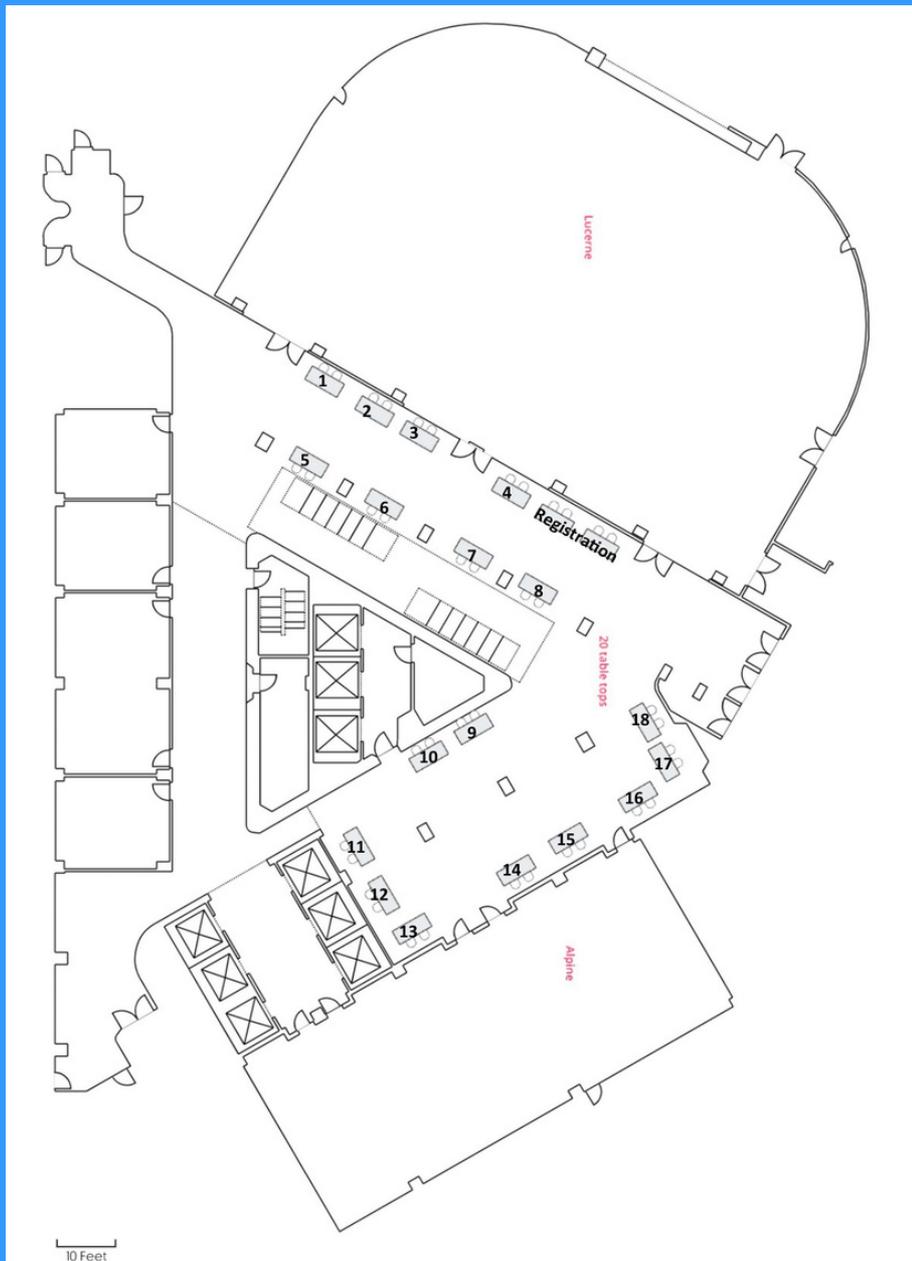
\* Recognition is given at sponsored workshop

\*\* Recognition is given at sponsored event

(For In-Kind and \$500-\$750 Sponsorship Levels as an additional benefit we would like to offer a 20% Discount on the purchase of an Exhibit Booth)

For Questions Please Contact  
Alexis Truitt at  
alexis@aate.com

# ALL EXHIBIT BOOTHS INCLUDE



- 1 TABLE AND 2 CHAIRS
- 6' X 30" BOOTH (DOUBLE BOOTH 12' WIDE)
- PARTICIPATION IN EXHIBITOR TRIVIA SCAVENGER HUNT
- ONE (1) REGISTRATION TO ATTEND CONFERENCE EVENTS
- NATIONAL CONFERENCE ATTENDEE LIST (EMAILED AFTER THE CONFERENCE)
- COMPANY NAME & BOOTH NUMBER LISTED IN THE ELECTRONIC
- CONFERENCE PROGRAM

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# OTHER EXHIBITOR OPPORTUNITIES

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## Exhibitor Spotlight

Take advantage of the opportunity to tell Conference attendees about your organization or product. During one of the Conference Keynotes (Thursday, July 18th, 4:15pm and Saturday, July 20th, 9:45am) we will assign days, each exhibitor will have 3 minutes to speak to the group all together, there are limited spots available for this opportunity. Give attendees the scoop on discounts, products, contests, and where to find you on the exhibitor floor. You must be a registered exhibitor to participate. Participation in the Exhibitor Spotlight is \$200.

## Sponsor a Table

Sponsor a table at the networking events. Place a targeted 8 1/2X11" message at one of the all-Conference networking events. The cost to sponsor a table is \$100.



### EXHIBIT HALL HOURS:

THURSDAY, JULY 18TH, 8AM-11AM (EXHIBITOR SET UP)

FRIDAY, JULY 19TH, 8:30AM-6:30PM

SATURDAY, JULY 20TH, 9AM-5PM

### EXHIBITOR SPECIAL EVENTS:

EXHIBITOR MEET AND GREET, THURSDAY, JULY 18TH 6-7PM

CHECK OUT OUR VENDORS, SATURDAY, JULY 20TH 11:15-11:30AM

EXHIBITOR RAFFLE, SATURDAY, JULY 20TH 4:15-4:45PM

2024

# Sponsor/Exhibitor Form

## SPONSORSHIP LEVELS

- \$10,000 ASL Interpreter Sponsor
- \$5,000 Sponsor
- \$3,000 Sponsor
- \$2,000 Sponsor
- \$1500 Lanyard Sponsor
- \$1000 Conference Bag Sponsor
- \$600 Workshop Sponsor
- In-Kind Donation
- Reception Sponsorship: Based at Market Value

Sponsorship Total:

## 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.

# Booths and Other Opportunities

- 1 Booth (\$600)
- 2 Booths (\$1100)
- 3 Booths (\$1600)

I would like to add on an electrical connection for my booth(s):  (\$140)

**Booth #** Please see page 4 for options.

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):

Exhibit Booth Subtotal:

## OPPORTUNITIES

- \$200 Exhibitor Spotlight
- \$100 Sponsor a Table
- Thursday, July 18th
- Saturday, July 20th

Opportunities Subtotal:

Total for Sponsorship/Booth/Other Opportunities:

# Contact Details & Payment Info

Company:

Address:

Contact Name:

Phone:

Order Date:

Email:

Company:

Name on CC:

Billing Address:

Billing Phone:

Email for Receipt:

Check #:

Select One: Visa  M/C  Discover  Amex

Credit Card:  Sec. Code

Exp.

## 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 support of AATE!