



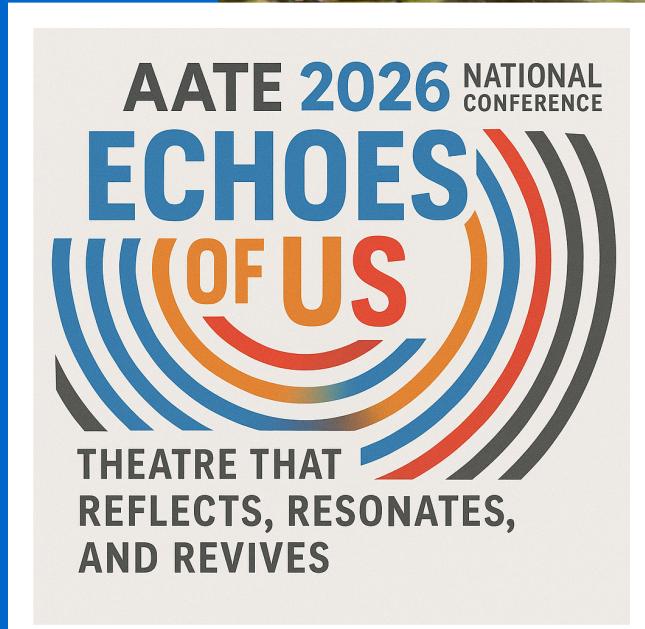
Echoes of Us: Theatre that Reflects, Resonates, and Revives

Greenville, SC

July 29-August 1, 2026



Website:
www.ate.com/2026



AATE CONFERENCE PROFILE

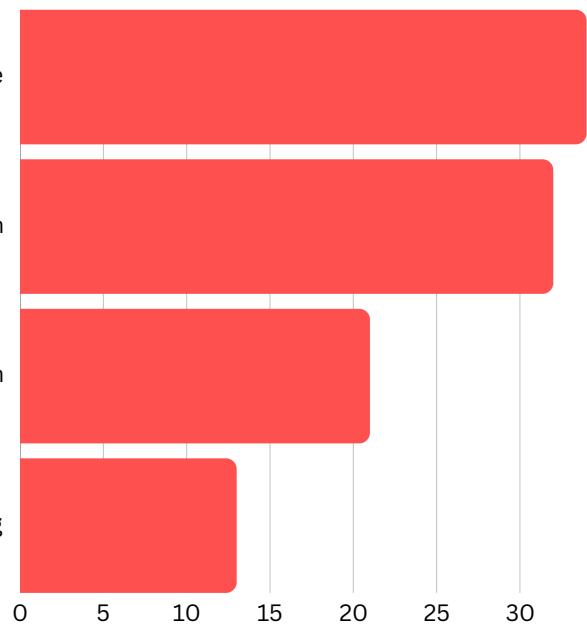
IN 2026, WE WELCOME AATE TO GREENVILLE, SOUTH CAROLINA, A CITY OF COMPLEX HISTORIES AND POWERFUL ARTISTRY. IN THIS THREE DAY CONFERENCE, WE WILL CELEBRATE LOCAL ARTISTS, PRACTITIONERS, AND EDUCATORS WHOSE WORK HAS NOT BEEN SEEN AT THE NATIONAL LEVEL. IN THIS TIME OF MOMENTOUS CHANGE, THE WORK OF ARTISTS AND EDUCATORS HAS NEVER BEEN MORE IMPORTANT. THROUGH OUR THEME ECHOES OF US: THEATRE THAT REFLECTS, RESONATES, AND REVIVES, WE INVITE ARTISTS, EDUCATORS, AND THEATRE PRACTITIONERS TO SHARE LESSONS, PRACTICES, AND CREATIVE JOURNEYS. JOIN US AS WE LEARN FROM THE ECHOES OF OUR MEMORIES AND DREAMS, HONORING THE PAST AND IMAGINING THE FUTURE. THE 2026 CONFERENCE, **ECHOES OF US: THEATRE THAT REFLECTS, RESONATES, AND REVIVES** WILL TAKE PLACE **JULY 29-AUGUST 2, 2026**, WITH AN ANTICIPATED ATTENDANCE OF OVER 250 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:

Professional and Youth Theatre



Pre K-12 Theatre Education

College/University Theatre Education and Research

Playwriting

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 2026 Conference [Echoes of Us: Theatre the Reflects, Resonates, and Revives!](#) Will take place at the

The Hyatt Regency Greenville , July 29-August 2, 2026, with anticipated attendance of over 250 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.

Your Sponsorship Includes

		\$10000 ASL Interpreter Sponsor	\$8000 University Sponsor	\$6000 Networking Reception Sponsor	\$5,000 Organization Sponsor	\$3000 Lanyard Sponsor	\$2500 Fellowship Sponsor	\$2500 A/V Sponsor	\$2000 Conference Bag Sponsor	\$1500 Master Class Sponsor	\$1000 Hand Fan Sponsor	In-Kind Donation
Logo displayed on slides before sessions begin												X
Sponsor spotlight on AATE social media												X
Opportunity to welcome attendees at sponsored event												X
Acknowledgment in post-event newsletter & annual report												X
Logo to Appear on Registration Check-In Kiosk and Mobile App												X
Complimentary Conference Registration(s)					X (1)	X (1)	X (2)	X (5)	X (8)	X (10)	X (10+)	
Complimentary 6X2 Exhibit Booth in High Traffic Area					X	X	X	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	X	X	X
Verbal Recognition at Conference Opening Ceremonies		X	X*	X	X	X	X	X	X	X**	X	X
Promotional Material Distribution at One Reception (Attendance approx.. 250-300)	X	X	X	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	X	X	X
20% Discount on Exhibit Booth (for \$1,000–\$2,500 levels only)	X	X	X	X	X	X	X					

*Recognition is given at sponsored workshop

** Recognition is given at sponsored event



AMERICAN ALLIANCE FOR
THEATRE & EDUCATION

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

Join us for an inspiring four-day conference that explores the evolving landscape of theatre and education. From the changing of the theatrical guards to the shattering of harmful practices, the theatre and education fields have shifted rapidly into a more inclusive, dynamic, and just form. Yet our history matters. The voices of leaders with decades of experience matter. The foundations on which we build matters. What do we do with this push and pull? As we navigate the complexities of our art form, this conference aims to cultivate a dialogue about how we can honor our past while boldly stepping into the future. Whether you are a seasoned practitioner or new to the field, you'll find valuable perspectives and practical tools to enrich your teaching and practice.

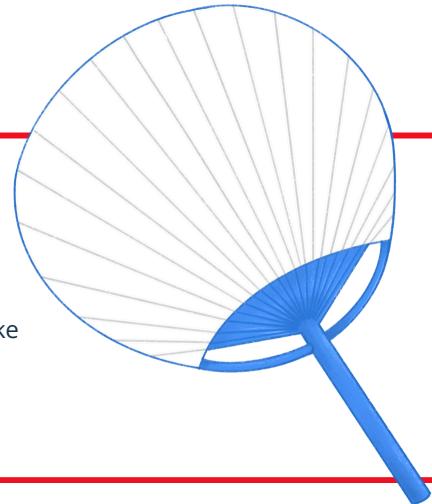
SPONSORSHIP OPTIONS

\$1000

FAN SPONSORSHIP

Keep Your Brand in Their Hands!

Beat the Greenville heat while keeping your brand front and center! Sponsor our **Conference Hand Fans** and give every attendee a cool, practical keepsake featuring your logo. Perfect for exploring downtown Greenville, bustling exhibit hall, and photo-worthy moments, these fans will showcase your support for the arts and education community while offering conference-goers a much-needed breeze.



\$1500

MASTER CLASS SPONSORSHIP

Support the Conference's Most In-Demand Learning Experience

Sponsor a **Master Class at Conference** and align your brand with the conference's premier professional development sessions. These intensive, hands-on experiences give theatre educators, artists, and students access to expert instructors and transformative training—and your sponsorship makes it all possible.

\$2000

EXCLUSIVE BAG SPONSORSHIP

Be the Brand They Carry Everywhere

Make a lasting impression by sponsoring the **Official Conference Tote Bag**—the one item every attendee receives and uses throughout the event and beyond! Your logo will be prominently displayed on a high-quality, reusable bag filled with conference materials, giving your brand visibility in every session, exhibit hall, and city street after the conference ends.

\$2500

FELLOWSHIP SPONSORSHIP

Pay It Forward with AATE!

Help make Conference accessible to everyone. Your support provides **students, faculty, community-based artists, and independent participants** with accommodations, transportation, meals, a one-year AATE membership, and full conference registration. Together, we can remove barriers and ensure **equity, diversity, and broad accessibility** throughout the theatre education community.

\$2500

A/V SPONSORSHIP

Power Every Presentation with Your Support

Sponsor the **Audio/Visual Technology** for Conference and ensure every session shines with **high-quality screens, projectors, and sound**. Your support keeps presentations running smoothly, helps attendees engage fully, and puts your brand behind the technology powering the entire conference experience.

Be the reason every voice is heard and every idea shines!

\$3000

EXCLUSIVE LANYARD SPONSORSHIP

Put Your Brand Front and Center—All Conference Long!

Sponsor the **official conference lanyards** for all **250 participants** and ensure your logo is seen every day, by every attendee. As the exclusive lanyard sponsor, your branding will be prominently displayed on the one item participants wear at all times—connecting them to sessions, events, and each other.

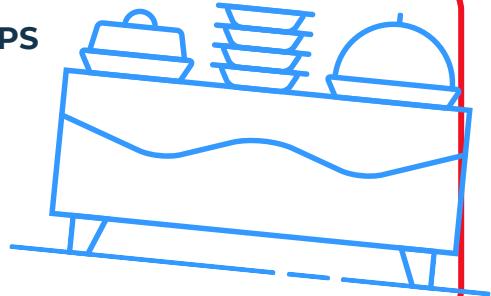
SPONSORSHIP OPTIONS

\$6000

ALL ATTENDEE NETWORKING RECEPTION SPONSORSHIPS

**WEDNESDAY AND SATURDAY NIGHT EVENTS
(LIMIT 1 SPONSOR PER RECEPTION)**

Sponsor the **All Attendee Networking Reception** and put your brand at the heart of Conference's most anticipated social events! These lively receptions bring together the participants for an evening of connection, collaboration, and celebration—creating lasting memories with your name front and center.



\$5000

ORGANIZATION SPONSORSHIP

Bring Your Whole Team to Conference

With the **Organizational Sponsorship**, your company or organization can send your **entire staff** to the AATE National Conference. This package offers a cost-effective way to provide professional development, team-building, and networking opportunities for everyone—while showcasing your organization's commitment to theatre education on a national stage.

\$8000

UNIVERSITY SPONSORSHIP

***Invest in Your Students—
Invest in the Future***

With the **University Sponsorship**, your institution can cover conference registrations for your entire class to attend Conference. Give emerging theatre educators and artists the opportunity to connect, learn, and showcase their talents—while highlighting your university as a proud supporter of the next generation of theatre education leaders.

\$10000

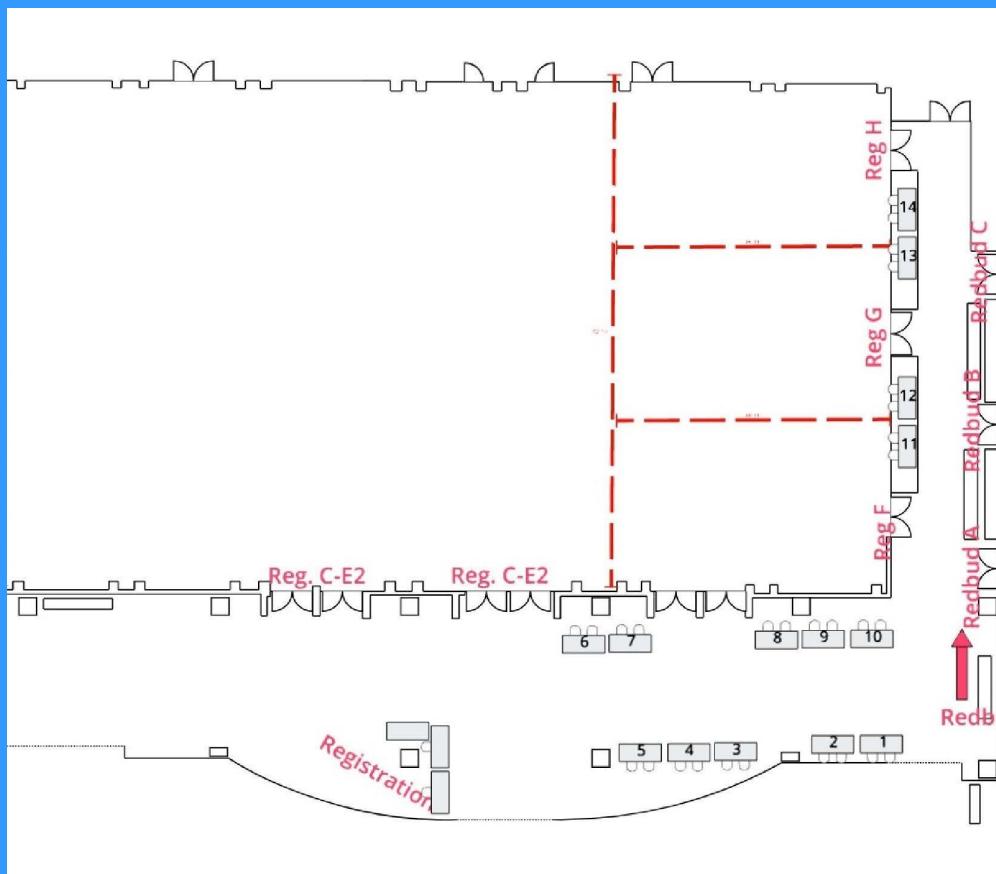
ASL SPONSORSHIP

Help Us Make Conference Accessible to All

Sponsor **American Sign Language (ASL)** Interpretation for Conference and ensure every attendee can fully engage in sessions, keynotes, and networking events. Your support provides **professional ASL interpreters** throughout the conference, fostering accessibility, inclusion, and equity for Deaf and hard-of-hearing participants.



ALL EXHIBIT BOOTHS INCLUDE



- **1 TABLE AND 1 CHAIR**
- **6'X2' BOOTH**
- **PARTICIPATION IN EXHIBITOR TRIVIA SCAVENGER HUNT**
- **ONE (1) REGISTRATION TO ATTEND CONFERENCE EVENTS**
- **NATIONAL CONFERENCE ATTENDEE LIST (EMAILLED AFTER THE CONFERENCE)**
- **COMPANY NAME & BOOTH NUMBER LISTED IN THE ELECTRONIC CONFERENCE PROGRAM**

OTHER EXHIBITOR OPPORTUNITIES

Exhibitor Spotlight

Take advantage of the opportunity to tell Conference attendees about your organization or product. During one of the Conference Keynotes (Thursday, July 30th, 4:15pm and Saturday, August 1st, 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 8.5X11" message at one of the all-Conference networking events. The cost to sponsor a table is \$100.

Bag Stuffer

Place a flyer, handout, or physical item (promotional give away) in the Conference bag. The cost for this opportunity is \$100.



EXHIBIT HALL HOURS:

THURSDAY, JULY 30TH, 8AM-11AM (EXHIBITOR SET UP)

THURSDAY, JULY 30TH, 11AM-7PM

FRIDAY, JULY 31ST, 9:45AM-3:45PM

SATURDAY, AUGUST 1ST, 9AM-5PM

EXHIBITOR SPECIAL EVENTS:

EXHIBITOR MEET AND GREET, THURSDAY, JULY 29TH 6-7PM

CHECK OUT OUR VENDORS, SATURDAY, AUGUST 1ST 11:15-11:30AM

EXHIBITOR BINGO SATURDAY, AUGUST 1ST 4:15-4:45PM

2026

Sponsor/Exhibitor Form

SPONSORSHIP LEVELS

<input type="checkbox"/>	\$10,000 ASL Sponsor	<input type="checkbox"/>	\$2500 Fellowship Sponsor
<input type="checkbox"/>	\$8000 University Sponsor	<input type="checkbox"/>	\$2500 A/V Sponsor
<input type="checkbox"/>	\$6000 Networking Reception Sponsor	<input type="checkbox"/>	\$2000 Conference Bag Sponsor
<input type="checkbox"/>	\$5,000 Organization Sponsor	<input type="checkbox"/>	\$1500 Master Class Sponsor
<input type="checkbox"/>	\$3,000 Lanyard Sponsor	<input type="checkbox"/>	\$1000 Hand Fan Sponsor
<input type="checkbox"/>	In-Kind Donation		

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.

2026

Ad Order Form

AATE AD OPPORTUNITIES

Ads need to be in .gif, .jpg, or .png format (by email) to Alexis Truitt at alexis@aate.com by Wednesday, July 15th. They will be shown in a PowerPoint format so a large clear ad is preferred (even for the PDF Program Ad). Please contact Alexis with any questions.

\$250 Projected Ad

\$100 PDF Program Ad

Total:



 **NYU | STEINHARDT**

Program in Educational Theatre

Educational Theatre at NYU Steinhardt builds on your performing skills to help you become an educator in schools, cultural institutions, and community settings. Learn how to develop and evaluate transformative theatre arts programs with:

- Supervised teaching placements and internships at New York City schools and cultural institution
- A comprehensive and balanced curriculum that encompasses drama education, theatre for young audiences, play production, and applied theatre
- Experience in traditional and nontraditional performance spaces, including the historic Provincetown Playhouse
- Focused study abroad opportunities
- A diverse network of peers and mentors, all deeply committed to social justice

Our internationally renowned faculty promote the development of a grounded aesthetic while expanding your pedagogical knowledge. They will prepare you to make a tangible difference applying your craft to educational and outreach spaces throughout the world. Scholarships are available.

Visit: <https://steinhardt.nyu.edu/music/edtheatre>

Email: jonathan.jones@nyu.edu

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): (\$100)

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

Ads:
\$250 Projected Ad
\$100 PDF Program Ad

\$100 Bag Stuffers

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).

Signature:

Date:

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

Thank you for your support of AATE!