28th JOINT NATIONAL CONFERENCE
EXHIBITOR, SPONSORSHIP & ADVERTISING
INFORMATION
Building Connections with Professionals

Conference Dates: February 17-22, 2020
Set Up: Sunday, February 16, 2020

Dallas/Addison Marriott Quorum by the Galleria
14901 Dallas Parkway
Dallas, Texas 75244
Tel: 972-661-2800
Fax: 972-934-1731
SPONSORSHIP OPPORTUNITIES

Platinum Sponsor $100,000
- Official Conference Sponsor
- Sponsor up to five doctoral student awards who are invited to present their research
- Naming of students as scholars in honor of the organization
- Name recognition on all advertisements and conference materials
- Banner displayed at premium location during the conference
- Visibility on the Association’s website up to one year
- Sponsorship of Executive Director’s Awards Luncheon
- Premium space for advertisements in the program
- Booth space

Gold Sponsor $75,000
- Official Conference Co-Sponsor
- Sponsorship of the Pansy Jacobs Jackson Student Research Competition Awards Luncheon
- Name recognition on all conference related marketing materials
- Banner displayed at premium location during the conference
- Visibility on the Association’s website up to one year
- Recognition at Executive Director’s Awards Luncheon
- Full-page color advertisement in the Program booklet
- Booth space

Silver Sponsor $50,000
- Sponsor for NAAAS Distinguished Academic Scholars Award
- Name recognition on all conference related marketing materials
- Banner displayed at premium location during the conference
- Full-page color advertisement in the Program booklet
- Recognition at Executive Director’s Awards Luncheon
- Visibility on the Association’s website up to one year
- Booth space

Bronze Sponsor $25,000
- Sponsor for NAAAS Distinguished Cultural Impact Award
- Banner displayed at premium location during the conference
- Name recognition on all conference related marketing materials
- Full-page advertisement in the Program Brochure
- Recognition at Executive Director’s Awards Luncheon
- Visibility on the Association’s website up to one year
- Booth space
Copper Sponsor  $15,000

- Sponsor for Welcome Reception or Continental Breakfast
- Full page advertisement in the Program Brochure
- Recognition at Executive Director’s Awards Luncheon
- Visibility on the Association’s website up to one year
- Booth space

Other Opportunities for Support

- Continental Breakfast $5,000
- Conference Bags $5,000
- Sponsorship for the NAAAS Professional Development Workshop $5,000
- Lanyards with name badges $5,000
- Audio Visual support for conference $5,000
- Hospitality Suite $5,000
- Special Donations: Sponsor Evening Reception $5,000
- Sponsor Afternoon Social $5,000
- Student Memberships and Conference Attendance $250 each

Sponsorship Information – Check level of Contribution

☐ Platinum Sponsor  $100,000  ☐ Bronze Sponsor  $25,000
☐ Gold Sponsor  $75,000  ☐ Copper  $10,000
☐ Silver Sponsor  $50,000  ☐ Other  $_____

Pre-Conference Workshops – Check level of contribution

☐ Workshop I – Grant Writing  $5,000
☐ Workshop II – Becoming an Academic Scholar  $5,000
☐ Workshop III – Writing to Publish in an Academic Journal  $5,000

Don’t see the perfect sponsorship for your company/organization? Contact NAAAS & Affiliates to discuss a custom sponsorship package at 207-856-2500.

NAAAS & Affiliates Membership – Check level of contribution

☐ Life  $5,000
☐ Institutional  $1,000
☐ Professional  $300
☐ Student  $100
☐ Retiree  $100
EXHIBITOR INFORMATION

Network with 800-1,000 Professionals

The annual conference will be held in Dallas, Texas February 17-22, 2020. Based on previous conference attendance, we expect to register 800 presenters and an additional 2,000 attendees!

Exhibit Booth Details:

- Exhibit Space: One 6' table top
- Exhibitor Rates: $300 non-profits / $425 for profits
- Exhibitor Setup: Check-in and installation of exhibits is from noon until 5:00 pm on Sunday, February 16, 2020.
- Exhibitor Tear Down: Exhibitors are welcome to stay through the end of the conference which closes at 5:00 pm on Saturday, February 22nd. We ask that you stay through the last exhibit break on Friday, February 21st.

Exhibitor Booth Includes:

- Six-foot table with two chairs, exhibitor badges and ribbons
- Listing as an exhibitor in the Conference Program
- Opportunity to participate in door prize drawings for attendees
- Disk or email file of conference attendee information sent after conference
- Continental breakfasts
- Lunch functions
- Evening receptions
ADVERTISING OPPORTUNITIES

Program Booklet Advertisements

Every attendee receives a Program Booklet at the National Conference. The booklet is referred to repeatedly during the conference and is used for future reference following the meeting. Each time an attendee opens the booklet, you have the likelihood of reaching them. Here is the perfect opportunity to advertise your organization and support NAAAS & Affiliates at the same time.

The following opportunities are available:

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page – Color</td>
<td>8&quot;w x 10&quot;h</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full-Page – B&amp;W</td>
<td>8&quot;w x 10&quot;h</td>
<td>$1,250</td>
</tr>
<tr>
<td>Half-Page – Color</td>
<td>8&quot;w x 4.75&quot;h</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half-Page – B&amp;W</td>
<td>8&quot;w x 4.75&quot;h</td>
<td>$850</td>
</tr>
<tr>
<td>Quarter Page – Color</td>
<td>4&quot;w x 2.375&quot;h</td>
<td>$750</td>
</tr>
<tr>
<td>Quarter Page – B&amp;W</td>
<td>4&quot;w x 2.375&quot;h</td>
<td>$600</td>
</tr>
<tr>
<td>Business Card – Color</td>
<td>2&quot; x 3.5&quot;</td>
<td>$500</td>
</tr>
</tbody>
</table>

The deadline is January 15, 2020 for receipt of the Application Form and full payment along with artwork formatted to size and in digital format. Acceptable formats include .pdf, .jpg, .png and .doc.

Bag Stuffers - $1,000/item

Another popular way to reach every attendee is with your special insert placed in the conference attendee bag, which is distributed to every conference attendee! Here is a way for your company to deliver a personal message.

Suggested bag stuffer ideas:

- Flyers, pamphlets, booklets
- Pens or pencils
- Notepads
- Lanyards
- Bottles of water with your logo
- Stress ball or other novelty gift
- Snack food items with your logo and attached business card

All Sponsorships over $10,000 are automatically included in the bag stuffers.

The deadline for receipt of the Application Form and full payment is January 15, 2020. Insert items must be received at the conference hotel no later than February 15, 2020 to ensure inclusion in all conference bags. Recommended shipment: 1,000 inserts.

IMPORTANT!

The advertising opportunities listed above are included in most conference sponsorships.

If you are planning to exhibit at the conference and are considering advertising, you may wish to review the sponsorship options to see what best suits your needs.

Please call NAAAS at 207-856-2500 with any questions.
# EXHIBITOR/ADVERTISER/SPONSOR REGISTRATION

**Instructions:** Fill out both sides completely. **Deadline is January 15, 2020.**

## Contact Information for Exhibitors, Advertisers, and Sponsors
- **Company Name:**
- **Mailing Address:**
- **City:**
- **State:**
- **Zip:**
- **Phone:**
- **Primary Contact:**
- **Email:**
- **On-Site Representatives:**

## Sponsorships
- **Platinum Sponsor** $100,000
- **Gold Sponsor** $75,000
- **Silver Sponsor** $50,000
- **Bronze Sponsor** $25,000
- **Copper** $10,000
- **Other** $

## Exhibit Booths
- **For Profit** $425
- **Non-Profit** $300

## Program Advertisements
- **Full-Page - Color** $1,500
- **Full-Page – B&W** $1,250
- **Half-Page - Color** $1,000
- **Half-Page – B&W** $850
- **Quarter-Page - Color** $750
- **Quarter-Page – B&W** $600
- **Business Card - Color** $500

## Other Marketing/Exhibiting Opportunities
- **Bag Stuffer (per item)** $1,000

## Payment Method
- **Check**
- **Purchase Order**
- **Visa**
- **MasterCard**
- **Discover**
- **AMEX**

**Credit Card #:**

**Exp. Date:**

**CVV#**

**Name on Card:**

**Signature:**

Remit Payment to: NAAAS & Affiliates, PO Box 545, Westbrook, ME 04098-0545
Contact Info: Tel: 207-856-2500 Fax: 207-856-2800
naaasconference@naaas.org · www.NAAAS.org
TERMS OF EXHIBIT CONTRACT

Please read carefully and sign below to indicate acceptance of the rules and regulations.

These rules and regulations are part of the contract between NAAAS & Affiliates and the Exhibitor. Signature on this form constitutes acceptance with all rules and regulations. Interpretation of all rules and regulations is the responsibility of Exhibit Management. All decisions are final.

PAYMENT FOR SPACE: All applicants must be accompanied by payment for the full amount. Access to the exhibit area will not be allowed unless all fees are pre-paid in full.

BOOTH ASSIGNMENTS: Assignments to booth spaces will be based on sponsorship level, with reserved spaces held for sponsors. All other booth space will be determined on a first-come, first-served basis. Any exhibitor who occupies a reserved space will be moved. NAAAS & Affiliates management reserves the right to reassign space as needed.

CANCELLATION POLICY: Exhibitors requesting cancellation of registration and providing written notice to the NAAAS & Affiliates office no later than January 20, 2020 will receive a refund less a $100 administrative fee. Exhibitors who cancel after January 20, 2020 will not receive a refund.

INSTALLATION OF EXHIBITS: Exhibitor registration will be open between the hours of Noon and 5:00 pm on Sunday, February 16, 2020. No exhibitor arriving prior to Noon will be asked to wait until Noon to check in or select an exhibit space. Any exhibit space not occupied by 5:00 pm on February 16, 2020 will be considered forfeited by the exhibitor and no refund shall be paid, unless previous arrangements have been made. NAAAS & Affiliates may reassign such space at its discretion without any obligation to the exhibitor.

DISMANTLING EXHIBITS: The Exhibit Area will close at 5:00 pm on Friday, February 21, 2020. Exhibitors are asked not to dismantle before the end of the last exhibit break scheduled on Friday, February 21, 2020.

USE OF SPACE: Exhibitors may not assign, sublet, or share with any other company any part of the space allotted to them unless arrangements are approved by NAAAS & Affiliates prior to the event. Exhibitors must stay within their assigned space unless arrangements are made for additional tables or space. Amplifying devices that project sound beyond the exhibitor’s space are prohibited.

ADVERTISING & SALES: Advertising materials may not be distributed except at the exhibit table. All direct sales must comply with local and state regulations concerning licensing and taxes.

ACCEPTABILITY OF EXHIBITS: All exhibits must serve the interests of the conference attendees and shall be operated in a way that will not detract from other exhibits or the conference as a whole. NAAAS & Affiliates reserves the right to refuse or require the withdrawal of any exhibitor which it deems objectionable to its purpose, and to prohibit anything that, in its sole judgment, may be deemed to detract from the show in general.

FIRE, SAFETY & HEALTH REGULATIONS: The Exhibitor agrees to comply with local, city and state laws, ordinances, and regulations for fire, safety and health. Arrangement of booth should not hinder traffic flow through the aisles. No combustible material should be stored in or around the exhibit.

LIABILITY: It is agreed that neither NAAAS & Affiliates nor its host facility shall be liable for any damage to, or destruction of, any exhibit (or part of an exhibit), or disappearance of any exhibit (or part) or any property contained in and about the exhibit area. The exhibitor agrees to indemnify and hold harmless NAAAS & Affiliates and host facility and their employees and representatives from and against any and all liability for damage, injury, costs, or loss to all persons and claims arising out of or resulting from exhibitor’s use and occupancy of the exhibit area at the conference facility or any part thereof.

NON-DISCRIMINATORY CLAUSE: The Exhibitor has a policy of nondiscrimination based on race, gender, ethnicity, sexual orientation, religion, disability, and age.

AUTHORIZATION: I have read and agree to comply with the Terms of Exhibit Contract.

 Signature of Exhibitor’s Authorized Representative          Date