About AACTE

The American Association of Colleges for Teacher Education (AACTE) is the leading voice on educator preparation. AACTE represents approximately 750 postsecondary institutions with educator preparation programs dedicated to high-quality, evidence-based preparation that assures educators are ready to teach all learners. AACTE’s members across the country prepare educators to meet the needs of every learner through innovative practice, rigorous programs, and continuous improvement.

Why Exhibit at the AACTE Annual Meeting

- Connect your company to approximately 2,000 top leaders in the education industry
- Meet face-to-face with key individuals influencing the development of the education industry
- Conference Community Center with exhibits located in the middle of AACTE’s Registration, Gallery, Lounge, and Concurrent Sessions
- Networking Events located in and around the Conference Community Center with exhibits
- 90% of 2019 Conference Attendees rated the Annual Meeting content as “Good” or “Excellent”
- 92% of 2019 Conference Attendees said they would recommend the Meeting to others
- 95% of 2019 Conference Attendees said they are likely to return for the 2020 Annual Meeting

Attendee Profile:

- 27% are top administrators (deans, assistant and associate deans, and chairs).
- 27% hold program leadership roles (chairs and program directors or coordinators).
- 23% are active teacher education faculty members (professors, instructors, & lecturers).

We invite you to participate and become a partner in a one of the largest and most comprehensive annual convening events of teacher preparation professionals. Make your selection now to take advantage of this exceptional opportunity.
Schedule At-A-Glance
(subject to change)

Exhibitor Set-Up
Thursday, February 27 – 10:00 a.m. – 5:00 p.m.

Please Note: A representative from all exhibiting companies/institutions must be checked in and booth set-up must begin no later than 3:00 PM.

Exhibitor Dismantle
Saturday, February 29: 4:00 p.m. – 7:00 p.m.

Hotel Accommodations
AACTE has reserved a block of rooms for attendees at the Atlanta Marriott Marquis ($199/night, single or double occupancy). Reservations can be made by visiting the hotel tab on AACTE’s Annual Meeting page at www.aacte.org/professional-development-and-events/annual-meeting. The hotel will sell out quickly. We recommend booking your reservation as soon as possible. Cut-off date to reserve your hotel at the discounted meeting rate is Friday, January 31, 2020.

Exhibit Sales and Show Management
The official AACTE representative for exhibit sales and show management is:

SAGE Publications, Inc.
Contact: Sajeevi Henry
Direct: (805) 410-7356
Email: Sajeevi.Henry@sagepub.com

Please contact Sajeevi to apply for your exhibit space and discuss all sponsorship opportunities.

General Service Contractor
GES Global Experience Specialists is the official service contractor. Approximately 90 days prior to the conference, each exhibitor will receive an electronic Exhibitor Service Kit.

All questions should be directed to Sajeevi Henry by e-mail at Sajeevi.Henry@sagepub.com or by phone at (805) 410-7356.

Space Assignment
Exhibit space will be assigned based upon receipt of application and payment (first-come, first-served). AACTE reserves the right to allocate space on any basis it deems necessary. Exhibitors will receive space confirmation within 2 weeks of receipt of reservations. Request for booth space will not be considered unless submitted on an Exhibit Space Application form. An application/agreement is not considered valid without payment.

Exhibits will be located in the Conference Community Center on the Marquis Level of the Marriott Marquis hotel.

Show Hours
Friday, February 28: 8:00 a.m. – 2:30 p.m.
  Breakfast: 8:00 a.m. – 9:00 a.m.
  Coffee Break: 10:00 a.m. – 10:30 a.m.
  Opening Reception: 5:30 p.m. – 7:00 p.m.

Saturday, February 29: 8:00 a.m. – 4:00 p.m.
  Breakfast: 8:00 a.m. – 9:00 a.m.
  Coffee Break: 10:00 a.m. – 10:30 a.m.
  Coffee Break: 2:00 p.m. – 2:30 p.m.

The Opening Reception will be held in the Conference Community Center immediately after the Deeper Dive Sessions.
EXHIBIT SPACE FEES

Booth Fees

- **In-Line/Premium Location**
  (8’ X 10’ – Booths 103, 104, 110, 118, 123, 125, 127, 129, 202, 203, 210, 212, 214, 216, 302, 305, 306) **$2,100**

- **In-Line/Corporate**
  (8’ X 10’ – All Other Booths) **$1,900**

- **In-Line/Government or Non-Profit**
  (8’ X 10’ – All Non-Premium Locations) **$1,150**

Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company, without the written consent of AACTE. All requests must be submitted in writing.

Exhibit Package

- Two Conference registrations per booth space or equivalent – additional registrations $249 each
- One 7” x 44” one-line ID sign
- One 6’ draped table
- 2 Side chairs
- 1 Wastebasket
- Exhibit area is fully carpeted
- Pre-registration attendee mailing list for one-time use only (Please Note: Registered Meeting attendees must opt-in to receive exhibitor and sponsor emails and/or mailings, and the list provided will include only those names that do so). AACTE must approve mailer.
- Listing on the conference web site, in the final conference program PDF (must meet publication deadline date) and the Event Planner

Partnership and Sponsorship Opportunities

We invite you to participate and become a partner in one of the largest and most comprehensive annual convening events of educator preparation professionals.

Sponsorship provides you the opportunity to demonstrate your products and services to approximately 2,000 key leaders influencing the growth of the education industry. Make your selection now to position your organization as a leading provider of services!

Please contact Sajeevi Henry by e-mail Sajeevi.Henry@sagepub.com or by phone at (805) 410-7356 for information on sponsorship opportunities. Sponsorships are sold via first right of refusal for the previous year’s sponsor. After that, all sponsorships are available on a first-come, first-served basis.
2020 INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Lanyards/Badge Holders: $8,500 — Logo printed on lanyards/badge holders given to all attendees at registration.

Attendee Bags: $8,500 — Sponsor logo printed with the AACTE logo on bags given to all attendees at registration.

General Sessions: $8,500 — Choose from 1 of 2 sessions to be held at the Atlanta Marriott Marquis. Sponsorship includes a branded kiosk highlighting your support and for use by your staff at key times around the Session, the opportunity to introduce the keynote speaker prior to the Session, and a seat drop with your material placed on the seats prior to the Session.

Coffee Cup Insulators: $4,500 — Attendees will have their coffee on the go while showcasing your company at the same time. AACTE will produce the insulators and provide up to 2,500 for usage.

Hand Sanitizer: $4,500 — Co-Branded with your logo and the AACTE logo, these hand sanitizers will be included in every attendee conference bag. AACTE will supply up to 2,500, with any extras to be provided to the sponsor for usage in their booth or promotional space.

Beverage Napkins: $4,000 — You will make an impact at every AACTE-sponsored breakfast, break, and reception with exclusive usage of beverage napkins co-branded with your logo and the AACTE logo. AACTE will produce the napkins and provide up to 10,000 for usage.

Bag Insert: $1,000 — Include a piece of literature or a giveaway of your choice in the onsite conference bag given to all attendees.

NEW this year! An opportunity to have your branding and messaging seen by attendees throughout the hotel.

Column Wraps: $2,500 for the first column, $1,500 for each additional column — Create exposure for your company by wrapping the main columns located at the foot of the escalator entering into the Conference Community Center on the Marquis Level.

Glass Clings: $5,000 — Have your branding and messaging seen in a high traffic area as attendees head toward the Opening and Closing Sessions on the Atrium Level.

Escalator Runners: $6,500 — Place your company’s message on the set of escalators that connect attendees from the Lobby Level to the Marquis Level where the Conference Community Center is located along with attendee registration, the Gallery, and many educational sessions.

AACTE NEWS 20

Featuring custom video content from the 2020 Meeting, AACTE News 20 will provide a daily recap of all Meeting activities! Coverage will include Daily News Headlines, Attendee Testimonials and highlights from both Education Sessions and the Conference Community Center. AACTE News 20 will be promoted to registered Meeting attendees and all AACTE members before, during and after the Conference!

Sponsorship opportunities for AACTE News 20 include:

Exhibitor Advertorial: $4,500 — Video segment (2-3 minutes) highlighting the sponsor organization; advertorial created on-site at the Meeting; posted on the AACTE News 20/Annual Meeting website and link to content given to sponsor; sponsorship fee includes all production costs.

Daily Overall Sponsor: $3,500 — Logo on the AACTE News 20 Video Player, recognition at the beginning and end of each video and an interview with your company representative included in that day’s video headlines; Exclusive sponsor for each day, sponsorship available for 2 days. Also included as part of the Premier Sponsor Package.

Video Player Banner Ads: $1,000 — Banner Ad rotating on the AACTE News 20 Video Player, with a link to sponsor website or designated landing page. Also included as part of the Featured Sponsor Package.
AECTE is excited to again offer sponsorship packages for the 72nd Annual Meeting. These sponsor packages are designed to increase your exposure and create awareness with Meeting attendees prior to, during and after the Meeting! All packages referenced below include designated booth space and:

- Preferred booth location in the Conference Community Center and adjacent to Food & Beverage areas
- Pre and Final Attendee Mailing List
- Additional Conference registrations
- Logo on the AACTE Annual Meeting Website and Event Planner
- Sponsor recognition in Conference Program PDF
- Logo on sponsor signage in high traffic areas
- Logo included in slide show prior to General Sessions and Deeper Dive Sessions
- Literature placed in AACTE Gallery

**General Sponsor: $4,500**
benefits outlined above, plus:

- 8x10 Premium booth
- Tote Bag Insert – your literature placed in bags given to attendees
- 4 Conference registrations

**Featured Sponsor: $7,500**
benefits outlined above, plus:

- 8x20 booth
- Full Page Ad in Conference Program PDF
- Meeting Space for Sponsored Education Session adjacent to the Conference Community Center (includes meeting room and basic A/V – all other services requiring additional charges are the responsibility of the sponsor)
- Tote Bag Insert – your literature placed in bags given to attendees
- 6 Conference registrations
- One Video Player Banner Ad with AACTE News 20

**Premier Sponsor: $15,000** – Only 2 available!
Includes Featured Sponsor benefits outlined above, plus:

- 16x20 booth
- Coffee Break served near your booth area
- 8 Conference registrations
- One Daily Overall Sponsor of AACTE News 20 (only 2 available, so secure yours quickly!)
Application/Contract for Exhibit Space, Sponsorship & Advertising

Please complete and return this form to reserve your exhibit space, sponsorship, and/or program PDF advertising. All information must be clear and legible and list the company name as you want it to appear on all listings and signs.

Contact Information (exhibit contact will receive all correspondence and information pertaining to the event.)

Contact Person __________________________ Company Name __________________________
Address ________________________________
City __________________________ State _______ Zip ____________
Phone ________________________________ Fax ________________________________
E-mail ________________________________ Company URL __________________________

Company Description:
Please email your company name and website exactly as you would like it listed, along with a fifty-word description, to sajeevi.henry@sagepub.com.

Authorization to Exhibit:
By signing this application, I/We agree to the rules, regulations, and services provided on the AACTE website and also in this prospectus.

Signed __________________________ Printed Name __________________________ Date ____________

Total Number of Booths Requested

- In-Line/Premium Location (8’ X 10’)
  @ $2,100 = Total Amount Due
- In-Line/Corporate (8’ X 10’)
  @ $1,900 = Total Amount Due
- In-Line/Government or Non-Profit (8’ X 10’)
  @ $1,150 = Total Amount Due
- Additional Badge(s)
  @ $249 = Total Amount Due

Preferred Booth Location
1. __________________________
2. __________________________
3. __________________________

Payment by Check
- Check Enclosed

Online Application & Payment: All credit card payments must be submitted via a secure online form. Please click here to submit your application and credit card payment information.

Please make check payable in US funds to SAGE. Forward all payments to:
Donna Jarrett
RE: AACTE 2020
SAGE
2455 Teller Road
Thousand Oaks, CA 91320

Total Cost
Total Cost Due __________________________
Amount Enclosed __________________________

Sponsorship Opportunities – please check the appropriate box

- Premier Sponsor: $15,000
- Featured Sponsor: $7,500
- General Sponsor: $4,500
- Lanyards/Badge Holders: $8,500
- Attendee Bags: $8,500
- General Session: $8,500
- Coffee Cup Insulators: $4,500
- Hand Sanitizer: $4,500
- Beverage Napkins: $4,000
- AACTE News 20 Exhibit Advertorial: $4,500
- AACTE News 20 Daily Overall Sponsor: $3,500
- Column Wraps: $2,500 (first column)
- Column Wraps: $1,500 (each additional)
- Glass Clings: $5,000
- Escalator Runners: $6,500
- AACTE News 20 Video Player Banner Ads: $1,000
- Final Attendee Mailing List (for confirmed exhibitors only): $500

If an exhibitor desires to cancel this agreement, exhibitor must provide notice of cancellation in writing; Exhibitor shall be liable for exhibit fees upon cancellation as follows: If written cancellation notice is received more than 90 days prior to the show date, then exhibitor is liable for 25% of exhibit fees. If written cancellation notice is received 60 to 90 days prior to show date, then exhibitor is liable for 50% of exhibit fees. If written cancellation notice is received less than 60 days prior show date, then exhibitor is liable for 100% of exhibit fees.

Sponsorships for this event are assigned on a first-come, first-served basis. It is understood that exhibitors and sponsors are responsible for providing SAGE with all company logos for use with their sponsorship. All company logos are subject to approval by show management. The applicant agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid or due management under terms of this agreement.

Rules Accepted and Agreed

Signature __________________________ Date __________________________
Title ____________________________

Please direct completed applications and questions to Sajeevi Henry by e-mail Sajeevi.Henry@sagepub.com or by phone (805) 410-7356.