



AAG ANNUAL MEETING

Advancing Geography in Partnership with You



2008 Exhibitor Prospectus

Boston, Massachusetts

April 15–19, 2008

Marriott Copley Place and
Westin Copley Place Hotel



ASSOCIATION *of*
AMERICAN GEOGRAPHERS

www.aag.org



Faneuil Hall Marketplace

The Association of American Geographers

ANNUAL MEETING
Boston • April 15–19, 2008

“The AAG Annual Meeting features some of the most advanced work being done in various geographic disciplines. Since geography is the basis of GIS, ESRI sees this event as a preview of the future of GIS technology.”

—Jack Dangermond
ESRI

ABOUT THE AAG

The Association of American Geographers (AAG) is the professional association representing leading practitioners, researchers, and educators in geography. Founded in 1904 as an educational and scientific society, its 10,000 members share interests in the theory, methods, and practice of geography and geographic education.

ANNUAL MEETING & EXHIBITION

As the largest geographic conference in the world, the AAG Annual Meeting and Exhibition hosts more than 6,500 geographers for 1,400 sessions comprised of more than 4,000 scientific presentations, workshops, and field trips.

Attendees also network, seek employment opportunities, and showcase their publications, software, projects, tools, mapping products, and curricular material during the expansive exhibition.

UNIQUE OPPORTUNITIES

The AAG Annual Meeting provides a dynamic forum for industry leaders and a showcase for the most recent trends in geographic technologies and ideas that impact your business.

As an exhibitor you also will have opportunities to:

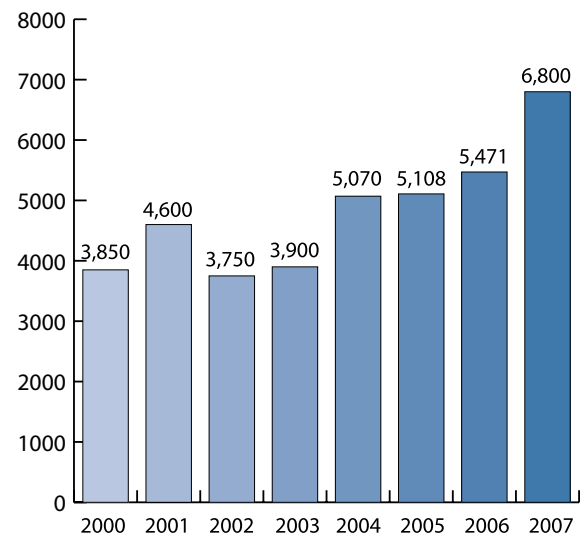
- Conduct focus groups and market research.
- Host training sessions or workshops—at your booth or in a classroom setting—to teach attendees how to better use your products or software
- Lead groups on a field trip in the area to demonstrate your tools
- Sponsor meeting events, activities, or services
- Target your advertising to highly specialized audiences

ATTENDANCE INFORMATION

Of all attendees at the Annual Meeting:

- 90% visit the Exhibit Hall more than twice; 89% of those visit exclusively to view the products and services offered by exhibitors
- 60% are there to make a purchase; more than 50% of those are primary purchasers for their organizations with annual budgets ranging from \$50,000 to \$5,000,000 (the average annual budget is more than \$195,000)
- 70% say that the exhibition influences their buying decisions
- More than 1,300 represent over 50 countries
- Over 500 are from the public or private sector, including more than 200 key decision makers in state and local government
- As many as 1,500 are advanced degree students expected to be in key decision-making position in the near future

Annual Attendance Rates



SOME PAST EXHIBITORS INCLUDE

- American Geographical Society
- American Meteorological Society
- Applied Field Data Systems
- Bellweather Publishing Ltd.
- Blackwell Publishing
- Bullfrog Films
- Columbia University Press
- DeLorme
- ESRI
- Elsevier
- McGraw-Hill Higher Education
- NASA Earth Science - Land Process Data
- National Council for Geographic Education
- National Geospatial-Intelligence Agency
- Prentice Hall
- Rand McNally Education
- University of Texas Press
- US Department of Agriculture
- USGS
- Routledge

BOOTH RATES

Rates are per 8'x10' booth. See the floor plan below.

Super Premium Booth.....	SOLD OUT	\$2,500
Premium.....	SOLD OUT	\$2,300
Regular Booth.....		\$2,000
Non-Profit Booth.....		\$1,000

Space is available for two 16'x20' islands at \$12,500 and \$15,000.

For additional information or to reserve your exhibit space, contact:
Robert Andelman
 202-234-2450 ext. 21
 randelman@aag.org

WORKSHOP OPPORTUNITIES

A well organized training session or workshop designed around your products and services is an excellent opportunity to gain attention. Similar workshops have been well received by meeting attendees.

As an exhibitor, there is no additional charge to present a workshop. Attendees pay a nominal fee to offset participation costs, however.

The AAG also encourages vendors to organize joint sessions to maximum their benefits.

Space is limited, so contact the AAG soon to learn more. Contact Robert Andelman at 202-234-1450 ext. 21 to get started today.



Harborfest Drummers

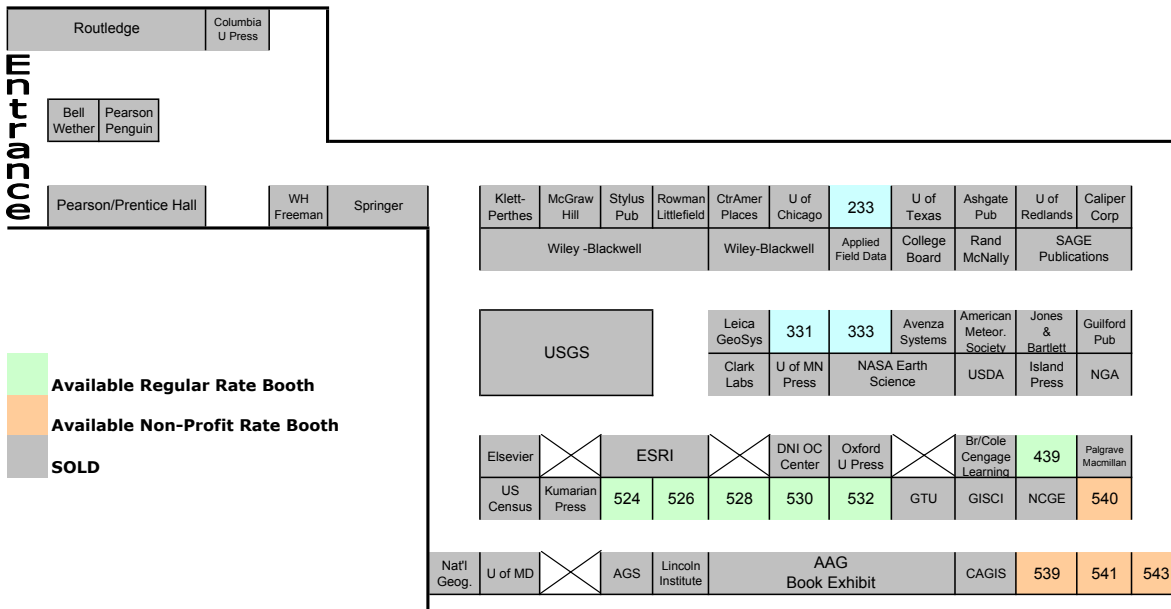
“For nearly two decades, Blackwell has been proud to exhibit at the Association of American Geographers Annual Meeting. Exhibiting at the AAG gives us unparalleled access to the world’s leading geographers and provides a unique and important forum for showcasing our publications in geography and beyond.”

–Terrie Teleen
 Blackwell Publishers

CORPORATE MEMBERSHIP

AAG Corporate Membership will help meet your publicity needs with customized benefits, including discounts on exhibit booth space, complimentary memberships for employees, and a wide variety of additional marketing opportunities. Contact Robert Andelman at 202-234-1450 ext. 21 to create a package for your company.

EXHIBIT HALL FLOOR PLAN



1000000000



MARK YOUR CALENDAR

Start planning now for the following AAG Annual Meetings:

March 22–27, 2009

Las Vegas, Nevada
Riviera Hotel and Casino



April 14–18, 2010

Washington, DC
Marriott Wardman Park



Association of American Geographers
1710 Sixteenth Street NW
Washington DC 20009

NON-PROFIT
U.S. POSTAGE
PAID
PERMIT 0045
WASHINGTON DC