

AAG 2021
Annual Meeting

VIRTUAL

April 7 - 11

SPONSORSHIP PROSPECTUS

Why AAG

The virtual American Association of Geographers (AAG) 2021 Annual Meeting is uniquely positioned to provide you with the most effective interactive environment to connect with high level geographers, GIS specialists, environmental scientists, and others who will share and discuss the latest in research and applications in geography, sustainability, and GIScience. The virtual annual meeting will feature thousands of highly pertinent presentations, posters, workshops, and field trips by leading scholars, experts, and researchers. The conference will attract thousands of geographers from the U.S., Canada, and nearly 60 other countries.

What a Sponsorship Offers

This is your opportunity to connect with influential geography professionals, from academia, government, and the private sector, who use and purchase the products and services you sell. Promote your brand and increase your visibility during a meeting that will feature more than 500 sessions, 2,500 abstracts, dozens of workshops, several virtual field trips, and an expected attendance of 4,500 people.

As a sponsor you can connect with geographers beyond the annual meeting through ad-retargeting and will receive discounts on exclusive sponsorship opportunities. Choose the sponsorship level that best fits your company's needs, consider if there are exclusive sponsorship, add-on advertising opportunities, or if your needs will be better matched with the add-on of a sponsorship of AAG webinars. All will enhance your visibility and help you get noticed among the geography community.

Sponsorship Levels

	PLATINUM	GOLD	SILVER	BRONZE
Investment	\$10,000	\$7,500	\$5,000	\$3,500
Full conference registrations	10	8	4	3
Logo recognition: online program, AAG Annual Meeting website	Yes	Yes	Yes	Yes
Dedicated Page on Virtual Platform	Yes	Yes		
Exhibit Booth	1 Complimentary Booth	1 Complimentary Booth	1 Complimentary Booth	50% off Booth Fee
Ad Retargeting of visitors to the AAG website	6 months; 100,000 impressions	3 months; 70,000 impressions	35,000 impressions (approx. 1-2 months)	15,000 impressions (approx. 2-4 weeks)
Discount on Exclusive Sponsorship Opportunities and Add-on Advertising	50%	30%	20%	10%

Exclusive Sponsorship Opportunities

Poster Competition Sponsorship — Investment \$5,000

Be the exclusive sponsor of one of the highest visibility events at AAG 2021! Your company logo will be displayed on each poster landing page and at the top of the e-poster web gallery.

Prominent Presentations — Investment \$5,000

Be the exclusive sponsor of the Honorary Geographer address and Executive Director's presentation; traditionally two of the biggest draws at the meeting. Opportunity to have a one-time pre-recorded message at the opening of sessions, your logo will appear on the website conference schedule alongside these sessions, and your logo will appear for the duration of each session.

Virtual Career Center — Investment \$5,000

This will be the virtual hub for job seekers, students, and professionals to interact and learn more about careers and professional development for geographers. Dozens of special sessions, workshops, and even virtual field trips related to careers and professional development will offer unparalleled opportunities to connect with geographers and increase your visibility. The career center, and each session will be branded with your logo, and we will work with you to offer virtual remarks to visitors to the career center and session tracks.

World Geography Bowl — Investment \$2,500

Graduate and undergraduate students will cheer on their Regional Division team during this round-robin competition being held online. As the exclusive sponsor, your company gains prominent recognition with the next generation of geographers. Showcase your company and products during breaks, and opportunity to welcome the students as well as provide congratulatory remarks to wrap-up the competition.

Add-On Annual Meeting Opportunities

NEW! Curated Specialty Group Tracks — *Investment \$1,500 - \$5,000 for each track*
AAG's 70 specialty groups are curating sessions that will provide you with the opportunity to align your corporate interests around topic areas. Pricing will depend on the number of sessions offered in each track. Your logo will appear on the website conference schedule alongside your sponsored track, and for the duration of each session in that track.

Sponsored Workshops — *Investment \$1,000 per session slot*

Bring attendees together for a virtual experience of your choice, and interact directly with attendees who want to learn more about your products and services. Each workshop topic must be approved by AAG. Interested in a larger workshop? See our Organize a Field Trip or Workshop page.

Focus Group — *Investment \$1,000*

Do you want to know what geographers think and use your products, services or publications? Find out by sponsoring a virtual focus group. Sponsor arranges time, date and location with AAG.

Custom Symposium — *Investment \$1,000/session*

Custom Virtual Symposium are an opportunity for companies and organizations to provide a learning experience to attendees. Sponsor determines content that must be approved by AAG. Sponsor is responsible for promoting their symposium and making all arrangements. Symposium are not permitted to compete with annual meeting education sessions and events.

Virtual "Help" Desk — *Investment \$1,500*

Attendees will use this practical tool to help them when they are having trouble navigating or using the virtual conference website. Your logo will appear on the Help Desk icon.

Pre-recorded product demonstration — *Investment \$1,000 (limited number available)*

Provide attendees with your valuable information during a 30-minute product demonstration and Q&A with attendees. You will receive contact information of attendees who participate.

Branded Article in AAG Newsletter — *Investment \$2,500*

Market your products and services directly to AAG 2021 attendees and AAG members in a featured AAG newsletter article. Your article may include photos, testimonials, videos, or other multimedia approved by AAG. The AAG Newsletter is distributed monthly, and reaches 12,000 readers and is posted on the AAG website.

Sponsored e-blast — *Investment pre-show \$1,500 and post-show \$2,000 (3 available)*

Promote your presence at AAG 2021 with a pre-show e-blast or remind attendees about your products and services post-show. This opportunity is limited so you will want to jump on the chance! You create the content and AAG will send the e-blast on your behalf. All promotions must be approved by AAG.

Annual Meeting Website Banner Ads — Investment see rate chart below

The Annual Meeting website, annualmeeting.aag.org, is the go-to place for all meeting information prior to the conference. Attendees must visit the site to register, find hotel and other meeting information, and to view the program schedule. Ads will be placed on seven landing pages within the Annual Meeting site. Website graphics may be GIF, PNG, or JPG format at 300dpi, 400x100px. Premium placements are available during peak website traffic months for an additional \$100/month, first-come first-serve.

Geogram e-newsletter — Investment see rate chart below

The Geogram is the e-newsletter used to communicate information to current and potential meeting attendees. The Geogram is sent to 32,000 recipients, with 8,000 opens per blast. Geograms are sent once a week, with increased frequency as the conference gets closer.

Geogram graphics may be GIF, PNG, or JPG format at 300dpi, 400x100px. Premium placements are available for high readership blasts for an additional \$50/blast, first-come first-serve.

AAG Annual Meeting Website and Geogram Rates

	Dimensions	1 month	3 months	6 months
Website (cost per month)	<i>W x H in pixels</i>	<i>Per month</i>		
Rectangle	400 x 100	\$575	\$425	\$350
Geogram (cost per blast)		<i>Per blast</i>		
Rectangle	400 x 100	\$650	\$575	\$425

AAG Webinars: An Add-On Opportunity Beyond the Annual Meeting

NEW!! AAG Webinars — Investment \$1,000/webinar

AAG's new series of professional development webinars regularly draw between 100 and 400 participants. There are seven webinars scheduled for the winter and spring of 2021. Be a sponsor and continue to get noticed by influential geographers outside of the AAG Annual Meeting. Upcoming webinars are: January 27, 2021, "Building a Strong Professional Network;" February 10, 2021, "Geography, Demography, and Enrollments in US Higher Education through the 2020s;" and March 10, 2021, "GISP Certification Workshop for Students." Your logo will be included in online promotions and visible during the session, and you will be mentioned as the sponsor in introductory remarks.

For questions or to reserve your sponsorship, please contact Julie Ische at jische@aag.org or 703-622-0209.

AAG Sponsorship Reservation Form

Company name _____
(Name of organization as you would like it to appear in conference website listings)

Address _____

Contact _____ Phone _____
(person who will receive all conference information)

Title _____ Email _____

Sponsorship Name _____ Investment _____

Sponsorship Name _____ Investment _____

Sponsorship Name _____ Investment _____

Sponsorship Total _____ **Total Invoice** _____

You will be invoiced and will receive your confirmation letter by email to the address provided above.

Company logo: I agree to submit my company logo to the sponsorship manager via email within 1 business week of signing the sponsorship agreement. If my company logo changes at any point, I will notify the sponsorship manager immediately and send the new logo. Due to production time of certain items, if a logo change occurs it is not guaranteed that the item can be printed with the new logo. Please check with the sponsorship manager for individual items' production times.

Cancellation Policy: No refunds due to sponsorship cancellation will be granted. Sponsor is obligated to pay any outstanding balance due on sponsorship as outlined in the sponsor application. Please send requests to Julie Ische at jishe@aag.org.

Authorization: All applications must be signed in order to confirm sponsorship reservations. By signing, we agree to abide by all rules and regulations as printed on the Sponsorship Rules and Regulations document.

AAG reserves the right to restrict who may sponsor at the conference and prohibit activities that it deems inappropriate or unprofessional. In addition, AAG reserves the right to prohibit any company, association, or entity from sponsoring at the conference that has products or services that compete with the products and services AAG provides. If found in violation, a sponsor may be asked to leave the conference and no refund will be provided.

(Sponsor authorized signature)

(AAG authorized signature)

(Sponsor printed name)

(AAG printed name)

(Date)

(Date)