



# AMERICAN ASSOCIATION of GEOGRAPHERS

ANNUAL MEETING

## JOIN US IN NEW ORLEANS

APRIL 10-14, 2018

### ABOUT THE ANNUAL MEETING

As the largest geography conference in the world, the AAG Annual Meeting and Exhibit Hall will host as many as 9,500 geographers, GIS specialists, and environmental scientists from around the world.

Sessions will be organized across the full range of geographical research, including topics such as:

- Climate Change
- Human Rights
- GIScience
- Human Geography
- Physical Geography
- International Developments
- Migration & Immigration
- Elections and Geography

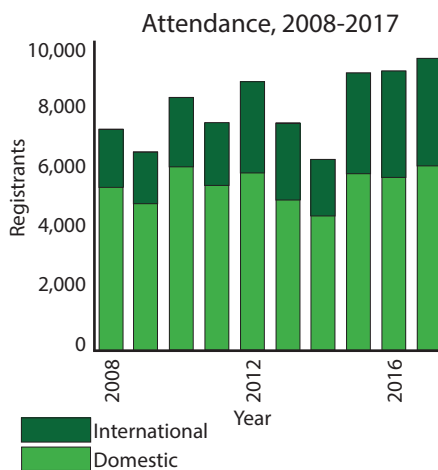
### 2018 SCHEDULE AND PROGRAM

- More than 7,000 presentations by leading scholars and researchers
- A high-traffic Exhibit Hall showcasing recent publications, new geographic technologies, and much more
- A large, interactive Jobs & Careers Center
- An international networking reception

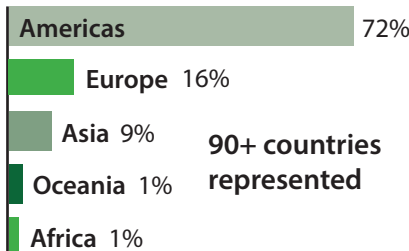
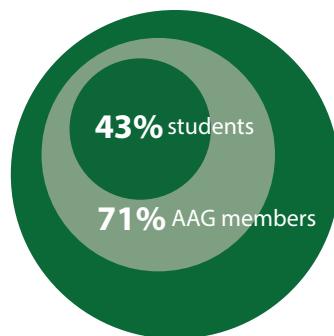
### ATTENDANCE & PAST MEETINGS

YEAR	CITY	REGISTRANTS
2017	Boston	9,423
2016	San Francisco	9,016
2015	Chicago	8,953
2014	Tampa	6,155
2013	Los Angeles	7,350
2012	New York	8,671
2011	Seattle	7,330
2010	Washington	8,144

### ATTENDEE DEMOGRAPHICS



#### 2017 Annual Meeting



### ABOUT THE AAG

The American Association of Geographers (AAG) is a nonprofit scientific and educational society founded in 1904. For more than 100 years the AAG has contributed to the advancement of geography. Its members from nearly 100 countries share interests in the theory, methods, and practice of geography, which they cultivate through the AAG's Annual Meeting, scholarly journals and the online AAG Newsletter. AAG members are geographers and related professionals who work in the public, private, and academic sectors.

### industries represented

- GIS/technology
- government
- academic
- publishing
- non-profit/NGO

90+ countries represented

## WHY PARTICIPATE?

The AAG Annual Meeting provides a dynamic forum for industry leaders to showcase the most recent trends in geographic ideas and technologies. With attendees from academia, government, business, and the nonprofit sector, finding your target audience at the AAG Annual Meeting is easy.

## HOW TO PARTICIPATE

Visit [annualmeeting.aag.org](http://annualmeeting.aag.org) for all available sponsorship, advertising, and exhibiting opportunities.

## SPONSORS RECOGNITION PACKAGES

Custom sponsorship opportunities available upon request.

	Platinum	Gold	Silver
10'x10' booth	<b>X (2)</b>	<b>X</b>	<b>X</b>
Complimentary Full Conference Registrations	<b>X (8)</b>	<b>X (4)</b>	<b>X (2)</b>
Logo recognition throughout the conference	<b>X</b>	<b>X</b>	<b>X</b>
Pre-show attendee list (mailing addresses only)	<b>X</b>	<b>X</b>	<b>X</b>
3-month advertisement on Annual Meeting website	<b>X</b>	<b>X</b>	
5 floor stickers directing attendee to your booth	<b>X</b>	<b>X</b>	
Mobile app banner advertisement	<b>X</b>		
One-page advertisement in printed program	<b>X</b>		
Tote bag insert	<b>X</b>		

## EXHIBITORS

### EXHIBIT HALL SCHEDULE\*

Tuesday, April 10	
8:00 am - 5:00 pm	Exhibitor move-in and installation
Wednesday, April 11	
9:00 am - 5:00 pm	Exhibit Hall open
Thursday, April 12	
9:00 am - 5:00 pm	Exhibit Hall open
Friday, April 13	
9:00 am - 1:30 pm	Exhibit Hall open
1:30 pm - 6:30 pm	Exhibitor dismantle and move out

\*subject to change

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

- Jack Dangermond, ESRI

*"All tradeshow claim to expose you to thousands of new clients, but most come with a hefty price tag and don't always pan out. The conference was well-organized, with a schedule that maximized the time attendees spent on the exhibition floor. The result was a 30% increase in registration in our online knowledge base within a week, and several solid leads that exposed Boundless into new areas."*

- Anthony Calamito, Boundless

## ADVERTISERS

### WEBSITE [annualmeeting.aag.org](http://annualmeeting.aag.org)

Cost per month	1x	3x	6x
	\$575	\$425	\$350



ad placement on **7** landing pages

**400x100 px**

optimized for mobile

**3,000** weekly visits

### GEOGRAM weekly email blast

Cost per email blast	1x	3x	6x
	\$650	\$575	\$425

CATEGORY	2018 Rates	
	Before Feb. 11	After Feb. 11
Regular Member	\$295	\$345
Student Member	\$155	\$195
Retired Member	\$155	\$195
International Member	\$425	\$475
Student Plus Member	\$225	\$265
Companion/Spouse	\$110	\$140
One Day Pass	\$225	\$265

**400x100 px**

**30,000+** subscribers

optimized for mobile

**27%** open rate

## EXHIBIT BOOTH RATES

Standard	Non-Profit	Island
<b>\$2,500</b> 10'x10'	<b>\$1,250</b> 10'x10'	<b>\$10,000</b> 18'x20'

## RECENT EXHIBITORS

corporate	publishers	government/nonprofit
Esri	Routledge	USGS
Boundless Geo	Wiley	NGA
Google	SAGE Publications	Census Bureau
Harris Geospatial	Penguin Random House	GISCI
Avenza Systems	Elsevier	Gamma Theta Upsilon