



## Exhibitor and Sponsorship Prospectus

March 23 – 27, 2023

Denver, Colorado

*The American Association of Geographers (AAG) brings together  
members of the global geographic community*

We provide students, educators, practitioners, and partners with the resources they need to enter the field, develop their careers, and form professional friendships that can last a lifetime. Through annual and ongoing programs, events, and meetings, we aim to create a space in which all geographers—wherever they come from—will know they are valued, heard, and welcomed.

By taking care of our community, we ensure the health and vitality of the geographic discipline as it evolves to meet the challenges faced in today's world.

Thousands of geographers, GIS specialists, environmental scientists, and other leaders from the U.S. and around the world will meet at in Denver, Colorado and virtually, March 23 - 27, 2023 for the American Association of Geographers (AAG) [Annual Meeting](#). This meeting is uniquely positioned to provide you with the most effective 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. We expect the conference to attract some 6,500 geographers from the U.S. and nearly 60 other countries.



## Why exhibit?

- Have your brand, product, or service in front of the world's leading geographers
- Generate leads with geographers who make purchasing decisions for their organizations
- Renew relationships with existing customers
- Recruit potential employees
- Gain insight into the products and services used by these influential professionals

## Types of companies that should exhibit

- Universities
- Book and Journal Publishers
- Science & Technology Companies
- University Presses

## Past Exhibitors

AAAS Science & Technology	George Mason University	Texas State University
AGI / Earth Magazine	GIS Certification Institute	United States Senate
American Geosciences Institute	Guilford Press	Univer Consortium for Geographic Info Sci
American Meteorological Society	Haymarket Books	University of California Press
Applied Field Data Systems	Hexagon Geospatial	University of California – Davis
ARC Science Simulations	Indiana State University	University of Chicago Press
Arizona State University	International Geographical Union	University of Denver
Ashgate Publishing	MacMillan Learning	University of Georgia Press
Avenza Systems	MapStory	University of Maryland
Berghahn Books	McGraw-Hill Higher Education	University of Minnesota Press
Blue Marble Geographics	MDPI	University of Nebraska Press
Boston University	MIT Press	University of Redlands
Bureau of Land Management	National Geospatial - Intelligence Agency	University of Toronto Press
China Data Institute	National Oceanic and Atmospheric Administration	US Census Bureau
Clark Labs	NCI-Division of Cancer Control	US Geological Survey
Cornell University Press	Oxford University Press	US Geospatial Intelligence
Duke University Press	Pearson	Wiley
East View Geospatial	Pix4D	William & Mary
Eastern Michigan University	Routledge	Woodrow Wilson International
Edward Elgar Publishing	Rowman & Littlefield Publishers	WWHGD Working Group
Elsevier	SAGE Publications	
Esri	Scientists and Environment	
Expedia Group	Springer Nature	
Forrest T Jones	Temple University	
Gamma Theta Upsilon		

## Exhibit Hall Information

### Standard Booth Price

\$2,850 per linear 10x10 space, add \$150 for a corner booth

### Island Booth Prices

\$12,000 per 20x20 island space

\$18,300 per 20x30 island space

### Non-profit Booth Price

\$1,425 per linear 10' x 10' space, add \$150 for a corner booth

*\*AAG approved 501c (3) organizations only. University Press Publishers are not approved for this space. NON- PROFIT BOOTHS INCLUDE 2 TWO EXHIBIT-ONLY PASSES, and no full conference registrations.*

### Your booth space includes:

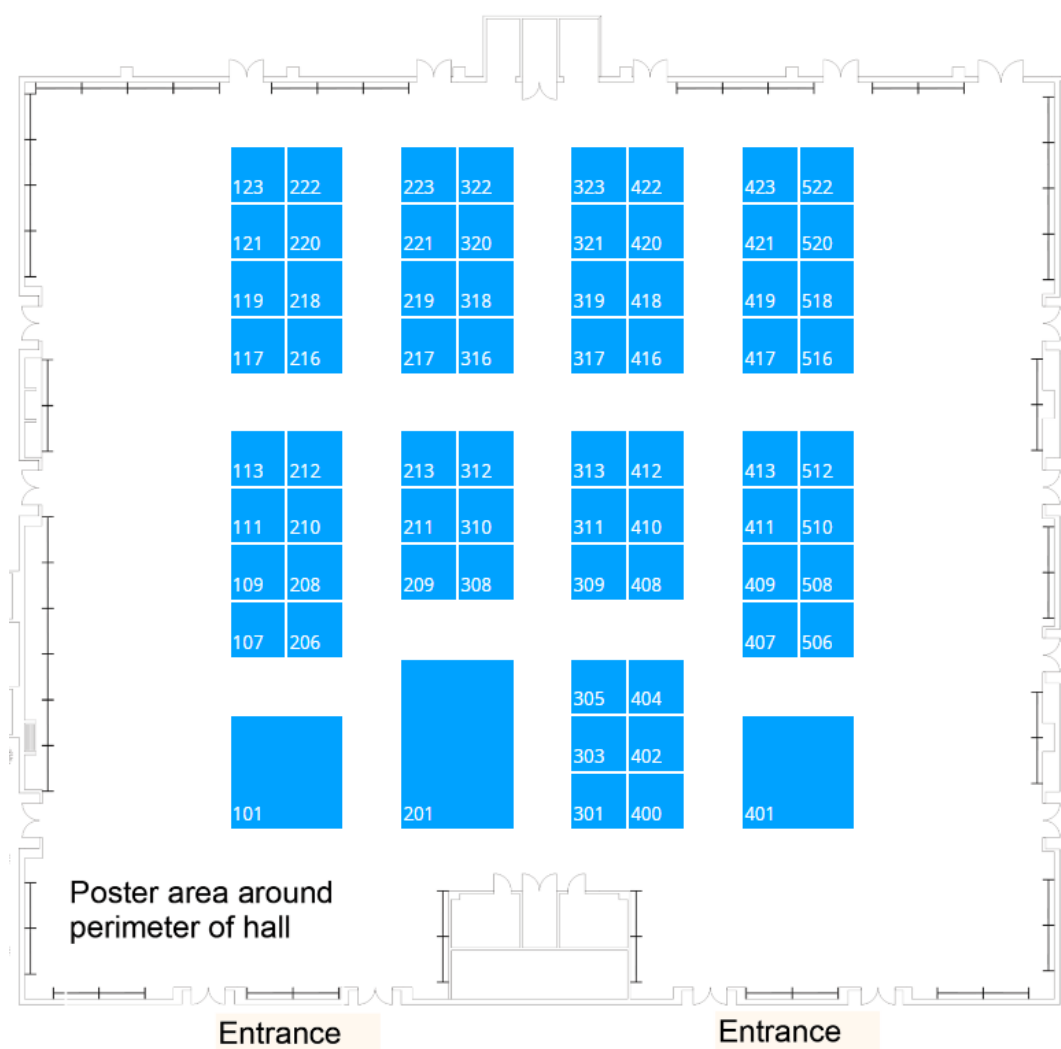
- 10'x10' booth space with 3' side rails and 8' back drape
- 7"x 44" identification sign
- Company name listed on meeting web site with link to company web site
- Two full complimentary meeting registrations per 10'x10' booth (Booth personnel presenting papers do not qualify for complimentary registrations.
  - NON-PROFIT BOOTHS INCLUDE 2 EXHIBIT-ONLY PASSES, and no full conference registrations.
- Online Exhibitor Resource Center
  - Company name and description
  - Company logo and website link

*Booth carpet, furniture (tables and chairs, etc.), lighting, electrical, internet, etc. are not included and must be purchased separately by the exhibitor.*

### CANCELLATION POLICY

Any exhibitor who cancels all or part of a purchased booth on or prior to December 21, 2022, will forfeit and pay to AAG, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's exhibit space. Any exhibitor who cancels all or part of purchased booth space after December 21, 2022, will not receive a refund and AAG will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether Show Management enters into a lease for the space involved. Cancellation requests must be submitted, in writing, to the Exhibits Manager. Any company that cancels all or part of a Sponsorship opportunity will not receive a refund and AAG will retain as liquidated damages all monies paid.

## Exhibit Floorplan



## Exhibit Hall Schedule

**March 23** — Exhibitor move-in from 8:00am to 5:00pm

**March 24** — Hall open from 9:00am to 5:00pm

**March 25** — Hall open from 9:00am to 5:00pm

**March 26** — Hall open from 9:00am to 1:30pm and Exhibitor move-out from 1:30pm to 6:30pm

## Booth Reservation Procedure

**Step 1** — [View the Floorplan](#)

**Step 2** — Choose an available booth. If you want to combine booths, please contact the Exhibits Sales Manager

**Step 3** — Rent the booth online

## Sponsorships

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 the meeting.

AAG 2023 recognizes multiple levels of support; all meeting advertising, sponsorships, receptions, and exhibit booths are sold individually but may be combined to achieve the listed supporter levels.

### Platinum Supporter

**Equal to or Greater than \$15,000**

- Six (6) full-conference registrations
- Platinum sponsor floor sticker in front of exhibit booth
- Logo listing in pre-conference marketing and onsite signage

### Gold Supporter

**Equal to or Greater than \$10,000**

- Four (4) full-conference registrations
- Gold sponsor floor sticker in front of exhibit booth
- Logo listing in pre-conference marketing and onsite signage

### Silver Supporter

**Equal to or Greater than \$7,500**

- Two (2) full-conference registrations
- Silver sponsor floor sticker in front of exhibit booth
- Logo listing in pre-conference marketing and onsite signage

### Bronze Supporter

**Equal to or Greater than \$5,000**

- One (1) full-conference registration

## Sponsored Educational Content

### **NEW! Roundtable Luncheon (60 minutes)**

**\$10,000 Exclusive**

The Roundtable Luncheon offers attendees the perfect opportunity to learn in an interactive, networking-style environment. The luncheon is set with banquet round tables with 1 topic per table of 10 attendees. AAG and the sponsor will choose the topics for each table. The topics will be displayed on table stanchions so attendees can easily see their options and choose accordingly. The sponsor can then provide a moderator for each table, should they desire. Attendees can eat lunch while they share knowledge on an industry hot topic face to face. Attendance limited to 60 people.

The sponsor can choose **ONE** of the following:

1. Have attendees stay at their table for 60 minutes to discuss 1 topic in-depth.
2. Have attendees switch tables at the 30-minute mark. Attendees can discuss 2 different topics for 30 minutes each.

***Benefits include:***

- Logo on website, app, and onsite signage
- Brief Introduction of your company to all attendees
- Table tent sign with your company logo on all tables
- Choice of discussion topics
- Choice to add moderators to each table

### **Sponsored Session or Workshop**

**\$2,000 each**

By hosting your own 80-minute session, 60 minutes of content, plus 20 minutes of Q&A, you can reach attendees in an educational manner. As a session sponsor, you agree to provide the title, description, and presenter(s), and you can choose the date and time for the session.

***Benefits include:***

- Logo on website, app, and onsite signage
- One conference registration
- Assigned session room with standard AV (projector, screen, microphone) in the room (must bring laptop)
- Session listing with speakers listed on website and app

### **NEW! "TED" Style Talk**

**\$1,000 each / 4 available**

Present a unique and refreshing educational session at the Annual Conference by hosting your own 10-minute TED-style talk. Four (4) TED-style talks will be scheduled during one (1) exclusive session at the conference. Attendees can enjoy a quick and fascinating educational session in this popular format.

***Benefits include:***

- Logo on website, app, and onsite signage
- Assigned session room with standard AV (projector, screen, microphone) in the room (must bring laptop)
- Session listing with speakers listed on website and app

## Annual Meeting Events

### Poster Session and Virtual Gallery

**\$15,000 Exclusive**

One of the most popular events of the meeting. We will have a combination of physical posters and e-posters that will be available for viewing on the conference website and digital devices. Your company name will be branded in BOTH areas for the greatest visibility.

***Benefits include:***

- Logo on website, app, and onsite signage
- Your logo displayed on the e-poster landing page
- Event listed on website and app

### Awards Celebration

**\$40,000 Exclusive or \$10,000 as an event sponsor**

This celebration will bring together award winners from 2020, 2021, 2022, and 2023 and be open to all meeting attendees. You will have the opportunity to be front and center with geographers who have made significant, ground-breaking contributions to the discipline and have been recognized for excellence by their peers.

***Benefits include:***

- Logo on website, app, and onsite signage
- Company Logo on the rotating slide presentation
- Opportunity to congratulate AAG's award winners
- Event listed on website and app

### Welcome Reception

**\$10,000 Exclusive**

Be the exclusive sponsor of the Welcome Reception that will draw hundreds of attendees. Be front and center as attendees' network and enjoy a beverage and light snack. Your company is sure to be remembered long after the party is over.

***Benefits include:***

- Logo on website, app, and onsite signage
- Cocktail napkins with company logo
- Push notification reminding attendees to attend the Welcome Reception
- Opportunity to welcome attendees
- Event listed on website and app

### Welcome Breakfast

**\$7,500 Exclusive**

Rise and shine for this welcome breakfast sponsorship. Support attendees with the most important meal of the day.

***Benefits include:***

- Logo on website, app, and onsite signage
- Placement of promotional materials on the tables
- Push notification reminding attendees to attend the Welcome Breakfast
- Opportunity to welcome attendees
- Event listed on website and app



## Career Center

**\$7,500 Exclusive**

As the sponsor of the AAG Jobs & Careers Center, your company can interact with top geographers who are seeking a new job opportunity. It is a central hub for students and job seekers to learn from professional geographers, network, and develop strategies for finding employment in geography-related occupations. The Jobs & Careers Center also offers panel sessions and workshops on careers and professional development, career mentoring sessions, career and educational resources, a job bank, and much more.

***Benefits include:***

- Logo on website, app, and onsite signage
- Complimentary recruiter's booth at the career center
- Host one (1) one-hour presentation at the career center
- Event listed on website and app

## Social Media Station

**\$5,000 Exclusive**

Attendees will enjoy getting together with colleagues for selfies and creating fun posts on their social media platforms from AAG 2023. Your logo on the step and repeat background will be seen on every post!

***Benefits include:***

- Logo on website, app, and onsite signage
- Your logo on the step and repeat background, along with the AAG logo

## Morning and Afternoon Refreshment Breaks **\$4,500 per break (multiple available)**

Taking a break is essential during any conference. As a Refreshment Break sponsor, you will help attendees recharge and be ready for their next learning experience.

***Benefits include:***

- Logo on website, app, and onsite signage
- Your logo on refreshment station signage during the break time
- Push notification alert prior to the break
- Event listed on website and app

## World Geography Bowl **\$5,000 Exclusive or \$2,500 as event sponsor (3 available)**

Gain prominent visibility with the next generation of geographers! Don't miss this exciting annual quiz bowl tournament during the annual meeting, featuring teams of graduate and undergraduate geography students representing each of the AAG's regional divisions.

***Benefits include:***

- Logo on website, app, and onsite signage
- On-stage opportunity to welcome and award students
- Opportunity to provide prizes for the student winners
- Event listed on website and app

## Brand Awareness

### Lanyards

**\$15,000 Exclusive**

Place your logo on all lanyards given to attendees, exhibitors, and staff members. Mobilize your company's logo throughout the annual meeting.

***Benefits include:***

- Logo on website, app, and onsite signage
- Name and Logo on lanyard

### Hotel Room Keys

**\$5,000 plus production fees**

Put your company's custom-branded graphic, along with the AAG logo, in the hand of every meeting attendee! The key cards will be given out at check-in and used to access hotel rooms throughout their stay, a wonderful ongoing reminder of your company and products. The sponsor is responsible for any additional hotel and production costs of the key cards.

***Benefits include:***

- Logo on website, app, and onsite signage

### Conference T-Shirt

**\$5,000 (sponsor provides T-shirts)**

Attendees will promote your brand and show their AAG pride when they wear their official AAG 2023 T-shirt during and many times after the annual meeting. This sponsorship drives traffic to your booth as attendees will be instructed to come to your exhibit booth to pick up their T-shirt.

***Benefits include:***

- Logo on website, app, and onsite signage
- Company name and logo on each T-shirt along with the AAG Logo

### Hydration Stations

**\$3,500 Exclusive**

Quench the thirst of attendees all day long. Water coolers will be available throughout the annual meeting spaces and in the exhibit hall. Combine this sponsorship with the reusable water bottles to help attendees stay hydrated!

***Benefits include:***

- Logo at each water station

### Hand Sanitizer Stations

**\$3,500 Exclusive**

Help attendees stay safe when you sponsor hand sanitizer stations placed throughout the conference area and exhibit hall.

***Benefits include:***

- Logo at each hand sanitizer station



## Custom Branded Face Masks

**\$2,500 Exclusive**

Sponsor one of the most effective ways for attendees to stay healthy during the annual meeting! Sponsored masks include your logo, so attendees know your company is responsible for helping them stay safe. The sponsor is responsible for providing 4,000 face masks, which must be approved by AAG.

### *Benefits include:*

- Logo on website, app, and onsite signage
- Company Logo, along with AAG logo on face masks

## Reusable Water Bottle **SOLD!**

**\$2,500 (sponsor provides bottles)**

Keep attendees hydrated and headache-free. The reusable water bottles will have your logo on them. Attendees will be instructed to visit your booth to pick-up their bottle. Sponsor is responsible to provide 4,000 water bottles.

### *Benefits include:*

- Logo on website, app, and onsite signage
- Logo on reusable water bottles – environmentally friendly!!
- Water bottle redemption from your booth

## Onsite signage

### **'You are Here' Locator Signage**

**\$5,000 Exclusive**

Your sponsorship of this important wayfinding tool will make it easier for attendees to get where they're going during the annual meeting. You can also highlight the location of your booth on this sign. Your custom graphics are on the lower display panel – approx. 8' wide x 3' tall

### *Benefits include:*

- Logo on website, app, and onsite signage

### **Exhibit Hall Floor Stickers**

**\$2,000 Exclusive**

Place your custom message in front of attendees as they navigate the exhibit hall area. These floor stickers will feature your custom graphic and the AAG Logo. This package includes three (3) floor stickers with an approximate size of 3'x3'. Your custom graphics will be approx. 3' wide x 2' tall.

### **Registration Floor Stickers**

**\$2,000 Exclusive**

Place your custom message in front of attendees as they approach the registration counter. These floor stickers will feature your custom graphic along with the AAG logo. This package includes three (3) floor stickers with an approximate size of 3'x3'. Your custom graphics will be approx. 3' wide x 2' tall.

### **Directional Signage**

**\$1,500 each / 6 signs available**

Directional signs are used throughout the venue to help attendees navigate the conference. Your custom graphics can take the entire side of one double-sided navigational. Each sign is approximately 3' wide x 8' tall.



## Conference Venue Branding Opportunities

The Sheraton Denver Downtown and Hyatt Regency Denver will be the headquarter hotels for the 2023 AAG Annual Meeting with the meeting taking over the conference center and ballroom areas. Opportunities for branding at both hotels are available.

### Elevator Wraps \$3,500 each - 2 available



Elevator wraps are a great way to grab attention and offer a variety of custom ways to engage your attendees. Elevators are located in the Hyatt Regency Denver lobby and each package includes 3 elevator doors.

### Escalator Wraps



High Traffic, High Impact. Escalators are standout locations for signage because they are in high traffic areas as attendees navigate around the meeting at the Hyatt Regency Denver. This is a perfect location for showcasing your creative message, along with the AAG logo.

**Lobby → 3rd Floor Escalators**      **\$5,000 Exclusive**  
1 glass panel

**3rd Floor → 4th Floor Escalators**      **\$3,000 Exclusive**  
1 glass panel

### Column Wraps

As attendees navigate their way through the foyer area of the exhibit hall at the Sheraton Denver Downtown, column wraps are easily seen signage. Each column wrap has 4 top panel branding, with the AAG 2023 header and footer.

**Small Columns**    **\$2,200 each / 11 available**

**Large Columns**    **\$2,700 each / 11 available**



## Elevator Wraps

**\$3,500 / 4 available**

Elevator wraps are a great way to grab attention and offer a variety of custom ways to engage your attendees. Elevators are located in the Sheraton Denver Downtown on the Plaza Concourse level. Each package includes 3 elevator doors.



## Room Drops

**\$1,500 per hotel + hotel charges**

Your sales collateral reaches each attendee directly in their hotel room. Item can be placed under the door or inside the room depending on the item. Choose the peak night for maximum visibility. All drops must be approved in advance by AAG. Your company is responsible for all printing and shipping costs associated with the drop. When payment is received along with a sample of the drop, you will be given the appropriate hotel contact information so you may arrange for the delivery directly with the hotel.

### Available nights:

Thursday, March 23, 2023

Friday, March 24, 2023

Saturday, March 25, 2023

Sunday, March 26, 2023

### Hotels:

Hyatt Regency Denver

Sheraton Denver Downtown

## Digital Advertising Opportunities

### Annual Meeting Mobile App

Sponsoring the popular mobile app will give you prominent visibility as attendees use the app to navigate all Annual Meeting happenings – the complete scientific program, exhibitor listings, networking events, education/informational sessions and more.

- **Splash Page — \$5,000 Exclusive:** The splash page displays full screen each time a user opens the app.
- **Banner Ad — \$1,500 each - 3 available:** The banner ad displays at the base of the app dashboard.
- **Push Notifications — \$500 each - 3 per day:** Send out text alerts through the AAG 2023 app. With 100 characters, you can remind attendees to stop by your booth or attend your session.

### **NEW!** “Know Before You Go” Email Banner

**\$3,000 Exclusive**

Display your company's custom graphic banner (can be linked to an external URL) on the “Know Before You Go” Geogram email sent to all AAG Annual Meeting registrants. This helpful how-to will include all of the necessary information to ensure all attendees have a successful meeting experience. With more than 6,500 attendees, your custom graphic banner will reach them all. Banner ad specs are 400 x 100 pixels (JPG or PNG files at 300 dpi)

### **Sponsored E-blast**

**\$2,500 Each**

Promote your presence at AAG 2023 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! AAG will send the e-blast on your behalf to approx. 6,500 attendees. Eblast includes (1) one banner graphic and maximum 500 words with URL link, banner specs are approx. 750 pixels by 100 pixels. *Note: All e-blasts must be approved by AAG.*

### **Geogram E-Newsletter Banner Ad \$850 for one; \$700 each for three; \$550 each for six**

The Geogram is the e-newsletter used to communicate information to current and potential meeting attendees. The Geogram is sent to 15,000 registrants, members and subscribers with 6,500 opens per blast. Geograms are sent once a week, with increased frequency as the conference gets closer, including daily during the Annual Meeting. Banner ad specs are 400 x 100 pixels (JPG or PNG files at 300 dpi)

### **Geogram E-Newsletter Article**

**\$1,700**

The Geogram is the e-newsletter used to communicate information to current and potential meeting attendees and is sent to 15,000 registrants, members and subscribers with 6,500 opens per blast. The content limit is 150 words, plus a suggested title for the piece. You may provide a logo in JPG or PNG format. Please provide all URLs to link in text and specify one URL link for an action button at the end of the article. The deadline is 10 business days before expected send date. AAG reserves the right to amend copy for editorial or branding purposes with client approval.



## Sponsorship Opportunities Beyond the Annual Meeting

### Ad Re-Targeting

AAG's audience becomes your audience with retargeting. Get exclusive direct access to AAG's 38,000 average monthly website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online. Ad-retargeting can be used throughout 2023. Packages are:

- 150,000 impressions; approximately 6 months — \$7,200
- 90,000 impressions; approximately 3 months — \$5,200
- 40,000 impressions; approximately 1 month — \$2,800

### Geography Awareness Week

**\$3,500 / 4 available**

Be a part of AAG's nationwide celebration of the rich knowledge and practice of geography. Receive prominent recognition as AAG elevates geography on our social media platforms, with our audiences of students, teachers, faculty, GIS specialists, and other professional geographers. Dates are November 13-17, 2023. **Deadline is October 31, 2023.**

#### **Benefits include:**

- Your logo appears on the Geography Awareness Week web page
- Promotional materials will note your sponsorship
- Opportunity to welcome participants with a 2-minute recorded video

### Branded Featured Article in *AAG Newsletter*

**\$2,500**

Market your products and services directly to AAG 2023 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 10 times a year. Along with reaching 10,000 readers your article will be posted on the AAG website.

### AAG Webinars

**\$1,000/webinar**

AAG's virtual webinar series is underway throughout the year. Continue to reach geography students and faculty through AAG's career development and leadership series, or AAG's research methods training series.

#### **Benefits include:**

- Your logo appears on the webinar website, and with the session(s) that you sponsor
- Promotional information will note your sponsorship

### Website Banner Ads

**\$1,500/month**

Receive prominent recognition with visitors to the AAG website who are seeking information about geography and are coming to the AAG website to learn more and get involved. AAG website has been averaging more than 56,000 to 96,000 visitors each month, depending on the time of year.

# Terms and Conditions

## Show Management

The exhibition is organized and managed by AAG. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AAG Board of Directors and the AAG Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the Sheraton Denver Downtown policies and procedures. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

## Assignment of Booth Space

Booths are assigned in order of applications received.

## Rates, Deposits and Refunds

Space will be rented at the rates listed on the application form. No application will be processed, or space assigned without a deposit in U.S. funds in the amount of 50% of the total cost or payment in full. Space must be fully paid for by December 21, 2022. If assigned space is not paid for by December 21, 2022., it may be reassigned at the discretion of Show Management. If an exhibitor cancels all or part of purchased booth space on or prior to December 21, 2022., AAG will retain 50% of total booth cost. Any exhibitor who cancels all or part of purchased booth space after December 21, 2022., will not receive a refund and AAG will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set for in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether or not the Show Management enters into a further lease for the space involved. In the event that acts of God, war, government regulation, disasters, fires, disease, strikes, terrorism or threats of terrorism, civil disorder, curtailment of transportation facilities preventing or unreasonably delaying at least 25% of the event attendees and guests from participating at the Event, or other similar cause, including emergency or nonemergency conditions, beyond the control of the parties making it inadvisable, illegal, impossible, or commercially impractical to hold the Event your full exhibit rental fees will be automatically transferred to the following year's national conference Event.

All cancellations must be submitted in writing to the AAG Exhibits Manager via e-mail at:

[AAG@discoverSB.com](mailto:AAG@discoverSB.com)

## Installation and Dismantle of Exhibits

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation and dismantle must occur only during the installation and dismantle times designated in the Exhibitor Services Manual. Any material not called for by said time and date will be shipped at the exhibitor's expense, by a carrier selected by the official drayage contractor. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.



## **Failure to Occupy Space**

Space not occupied by the time designated in the Exhibitor Services Manual will be forfeited by exhibitors and their space may be resold, re-assigned or used by the exhibit management without refund.

## **Contractor Services**

An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, internet service, furniture, etc. will be included in the Exhibitor Services Manual to be forwarded from the official contractor. An exhibitors' service counter will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will AAG or the Sheraton Denver Downtown assume responsibilities for loss or damage of goods consigned to the official contractor. Advance shipments of exhibit materials must be made to the official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, they will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Exhibitor Services Manual.

## **Union Labor**

Labor Rules and Regulations for Union Labor are made by local unions and may change at any time where union labor is required because of building or contractor requirements. It will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

## **Arrangement of Exhibits**

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor's expense.

## **Booth Design**

Each exhibitor will be provided with an official Exhibitor Services Manual by early 2023. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. If locations or building columns, utilities, or other architectural components of the facility are considerations in the design of an exhibit, it is the responsibility of the exhibitor to inspect the facility and verify all dimensions and measurements. Show Management will provide the most accurate information possible regarding the facility but cannot ensure all floor plan dimensions and measurements. All exhibit displays and exhibitor demonstrations will be contained within the confines of the rented space only. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestions caused by demonstrations or other promotions. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Displays should not exceed 8' in height in the rear 5' of their booth, nor exceed 4' in height in the front 5' of their booth. AAG does not permit end-cap booths, meaning 10'x20' spaces exposed to aisle on three sides at either end of an aisle. Exhibiting companies are responsible for furnishing, carpeting and cleaning their booths. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Any exhibit with raised flooring must be ramped. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor

Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition.

## **Subleasing of Space**

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

## **Exhibitor Conduct and Relevance**

All exhibits will be to serve the interest of the AAG members and must be pertinent to the attendees' professional interests. AAG reserves the right to restrict exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that AAG believes to be injurious to the purpose of AAG. Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by AAG to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

## **Exhibitor's Personnel**

All exhibitors must wear official AAG name badges and ribbons for exhibit hall admission. Exhibitors who need to work during non-show hours must obtain specific permission from AAG for entrance into the exhibit hall. Exhibitors are prohibited from sharing badges with anyone that is not officially registered for the conference. Violating this condition may result in loss of admittance for the person(s) sharing the badge. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Services Manual by exhibitor personnel. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden.

## **AAG Event Conduct Policy**

Exhibiting companies and booth personnel agree to review and adhere to all policies set forth in the AAG Event Conduct Policy found on the AAG website at [2023 AAG Annual Meeting - AAG](#)

## **Selling of Merchandise**

Sales of merchandise on the show floor is allowed. However, it will be the responsibility of the Exhibitor to ensure they follow the applicable sales tax regulations for Denver, Colorado. Details will be provided in the Exhibitor Service Manual.

## **Sound Devices, Light, and other Presentation Devices**

Public address, sound-producing or amplification devices that project sound must be kept at a conversation level and must not interfere with other exhibitors (70 decibels maximum at all times). Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. AAG reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited. Equipment for demonstrations must not, in the judgment of AAG, pose a radiation hazard. In addition, if the equipment has energy beams that might be potentially hazardous, such energy beams must be deactivated or made non-operative before installation.

## **Handout Materials**

Promotional giveaways and exhibit prize raffles will be permitted. All materials and prizes must have prior approval by AAG. All hand-out materials are expected to be of a professional nature. AAG reserves the right to disallow any material that they believe to be inappropriate. No Helium balloons or adhesive-backed decals are to be used or given away.

## **Solicitation of Exhibitors**

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of the AAG.

## **Fire, Safety and Health**

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibit must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

## **Storage**

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. AAG assumes no responsibility for damage or loss of packing boxes or crates.

## **Food and Beverage**

Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing.

## Liability and Security

AAG makes no warranty expressed or implied, that security measures will avert or prevent occurrences with may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. AAG will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident, or other causes. AAG will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Sheraton Denver Downtown its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Sheraton Denver Downtown, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/ or use of the exhibition premises, the Sheraton Denver Downtown any part thereof. The Exhibitor understands that the Convention Center does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility. The exhibitor will pay and save AAG, its Board, members, staff, and representatives, Denver, CO and the Sheraton Denver Downtown harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within to Convention Center or property adjacent thereto occasioned by an act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AAG, Denver, CO and the Sheraton Denver Downtown against any and all such claims or demands. Each exhibitor shall be responsible for securing and maintaining the following insurance coverage at the exhibitor's expense: Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of the State of Colorado, Commercial general liability insurance with policy limits of \$1,000,000 for combined single limited coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before March 23, 2023 through and including March 27, 2023 which shall include exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the AAG 2023 Annual Meeting; Other Insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

## Trademarks

AAG will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Sheraton Denver Downtown logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Convention Center marketing department.

## **Photographing of Exhibits**

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours, and cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request for permission to photograph the exhibit from outside the perimeter of the booth.

## **List Publications**

The list of AAG exhibitors, in whole or in part, shall not be published other than in AAG official publications.

## **Convention Center Use**

All AAG public function space in the Sheraton Denver Downtown is controlled by AAG. No function space will be released to exhibiting firms or to other commercial firms for social or other functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of AAG by exhibiting firms other than on the exhibit floor during the stated hours (see Rule 1) is expressly prohibited. Exhibitors may not use the convention center(s) to distribute literature, gifts, etc. to attendees. [EXHIBITOR] hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Convention Center, its owners, its operator and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole gross negligence of the Convention Center and its employees and agents. [EXHIBITOR] shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. The Convention Center, its owners, its operator, shall be included in such policies as additional named insures. In addition, [EXHIBITOR] acknowledges that neither the Convention Center, its owners, its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of [EXHIBITOR] to obtain business interruption and property damage insurance insuring any losses by [EXHIBITOR].

## **Violations**

Violation of any of these Rules and Regulations by the exhibitor of his or her employees or agents shall at the option of AAG forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to AAG all monies paid or due. Upon evidence of violation, AAG may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that AAG may incur thereby.

## **Severability**

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such invalid agreements or covenants were not contained herein.