



EXHIBITOR, SPONSORSHIP AND ADVERTISING OPPORTUNITIES & AGREEMENT

PAA is proud to provide interested organizations with the opportunity to promote products and services to the population research community. We are happy to work with organizations of all sizes and budgets. If you can't find something that works for your needs, please contact Danielle Staudt at danielle@popassoc.org.

EXHIBIT BOOTHS

Organizations may purchase booth space to exhibit at the PAA 2017 Annual Meeting. Exhibitors receive the following benefits:

- 21 hours of exhibit time over four days,
- A listing on the PAA website and Annual Meeting program materials,
- one 6 ft. draped table, two chairs and a display sign,
- two full registrations for booth personnel per booth purchased.

One booth purchase is \$850 for PAA members and \$1000 for nonmembers. Two adjoining booths are \$1550 for PAA members and \$1800 for nonmembers. Additional booths are \$700 for PAA members and \$900 for nonmembers.

2017 Exhibit Hall Schedule

Wednesday, April 26	8:00 AM – 12:00 PM	Exhibit Hall Set-Up
	1:00 PM – 4:00 PM	Exhibit Hall Open
	6:30 PM – 9:30 PM	Welcome Mixer/Exhibit Hall Open
Thursday, April 27	7:45 AM – 6:30 PM	Exhibit Hall Open
Friday, April 28	8:00 AM – 4:15 PM	Exhibit Hall Open
Saturday, April 29	8:30 AM – 1:00 PM	Exhibit Hall Open
	1:00 PM – 3:00 PM	Exhibit Hall Tear Down

SPONSORSHIP OPPORTUNITIES

1) Exhibitor Passport: \$150

Attendees will receive a small booklet that they can take around to participating booths to be stamped. Once an attendee collects all the stamps, they will turn in their booklet to be entered into a drawing for a prizes worth up to \$500. Participating exhibitors will receive a stamp and recognition in promotional and onsite materials.

2) Booth & Sponsorship Package: \$1500 (one booth)/\$2000 (two booths)

This package includes an exhibit booth, half page advertisement in the Final Program, your organization's logo placed on the PAA website, online program, and promotional materials. Your organization will also be recognized for a \$100 donation to the PAA Fund and will receive a one-year organizational membership.

3) Name Badge Lanyards: \$3500 (Exclusive)

See your organization's name on every attendee by sponsoring the name badge lanyards.

4) **Conference Tote Bags: \$4000 (Exclusive)**

Last year, we brought back the very popular PAA tote bags that read, “Demographers...broken down by age and sex.” Your organization’s logo will be included in the design.

5) **Welcome Mixer: \$5000 (10 Opportunities)**

The Welcome Mixer is the opening event that kicks off the PAA Annual Meeting on Wednesday evening. Up to 10 organizations can support the Welcome Mixer and will be featured on signage and promotional materials.

6) **Signature Events: \$1500 (3 Opportunities)**

You can support PAA’s signature events including the Early Career Reception, Career Mentoring Luncheon and the Applied Demographers’ Reception. This is a great opportunity for your organization to reach out to a specific subset of the PAA attendees.

Advertising Opportunities

FINAL PROGRAM BOOK

You can advertise in the printed Final Program. The Final Program is handed out to each attendee and is used by attendees to plan their PAA Annual Meeting experience. Positions are available as follows:

Back Cover - \$1000 | Inside Front Cover or Inside Back Cover - \$750 | Full Page - \$600 | Half Page - \$450

Full page ads are 4” x 7”. Half page ads are 4” x 3.5”. Electronic files must be received by March 15, 2017.

FINAL PROGRAM – ONLINE and MOBILE APP (Exclusive)

Submit your electronic banner ad to post on the PAA Final Program Online or in the Mobile App. This is an exclusive advertisement for one organization only. Both ads are \$2500 and will be posted through the completion of the Annual Meeting. Contact Danielle Staudt (danielle@popassoc.org) for dimension details.

MAILING LISTS

Mailing lists of registered attendees are available for an additional cost. Please contact Lois Brown (lois@popassoc.org) for more information.

PAA Exhibit and Advertisement Policy

All items exhibited, advertised, sponsored, and/or sold under the auspices of the Population Association of America (e.g., at the Annual Meeting, in publications, on the website, or in direct communications) must be of a nature that they can reasonably be considered to be: (1) “tools of the trade” (e.g., original data, methods, publication outlets) for population research professionals acting in their professional capacities; (2) original research or original data related to population science and demography; or (3) of benefit to the PAA and its members. Only exhibits and advertisements that relate to research and professional fields of population science and demography may be displayed.

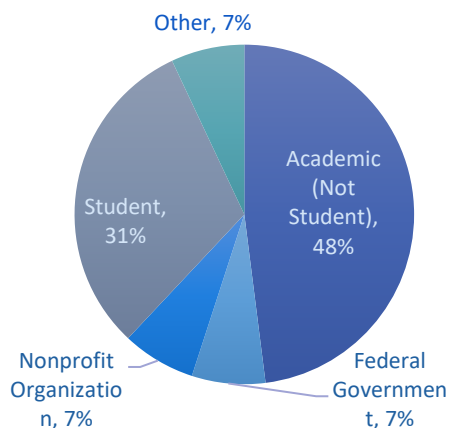
Exhibits, advertisements, sponsorships, or sales are subject to the approval of the Board of Directors or its designee. PAA reserves the right to refuse any application for exhibit space, advertising, sponsorship, or sales and to curtail or cancel any such exhibit, advertisement, sponsorship, or sale that does not conform to the above guidelines as interpreted by the Board of Directors. In addition, PAA reserves the right to decline exhibit, advertising, and sponsorship requests from organizations whose products and services may be viewed as competing with PAA programs or services.

Approved by the PAA Board of Directors August 2016

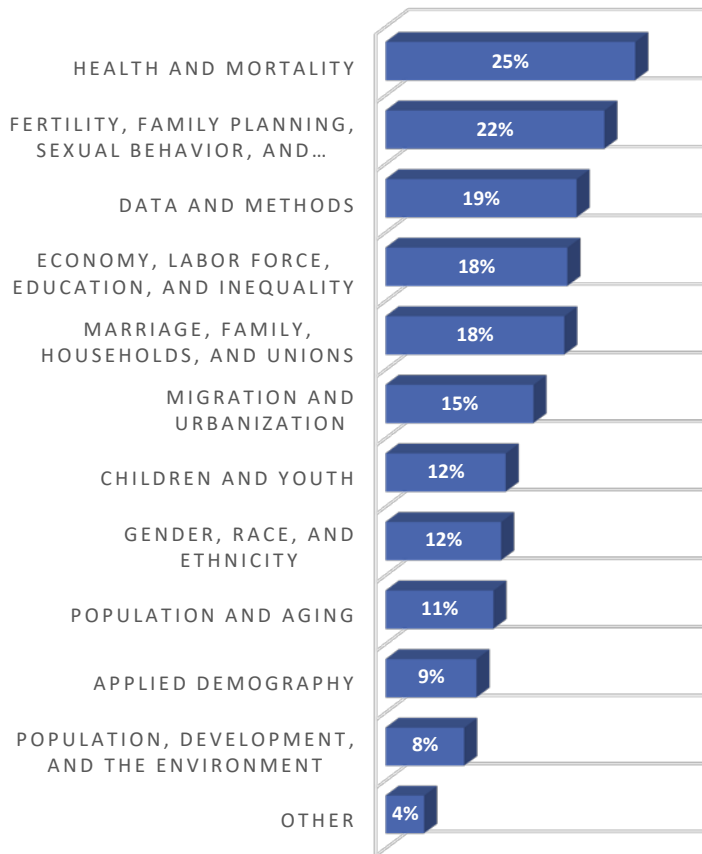
PAA ATTENDEE PROFILE

Here's a quick snapshot of the over 2700 people who attended the PAA Annual Meeting in 2016.

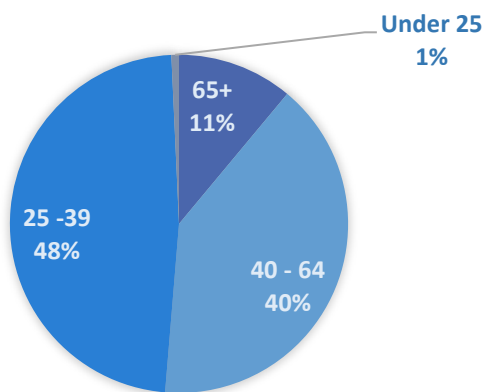
Primary Field of Employment



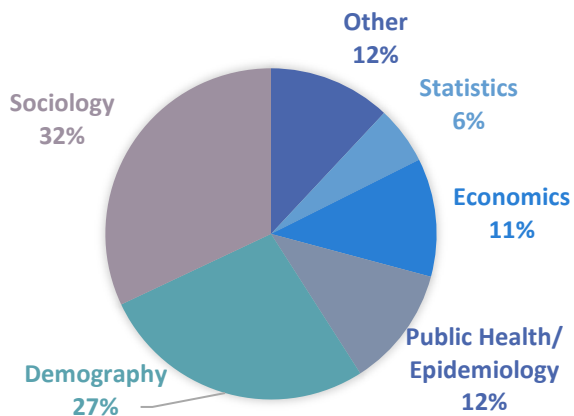
AREA OF SPECIALIZATION



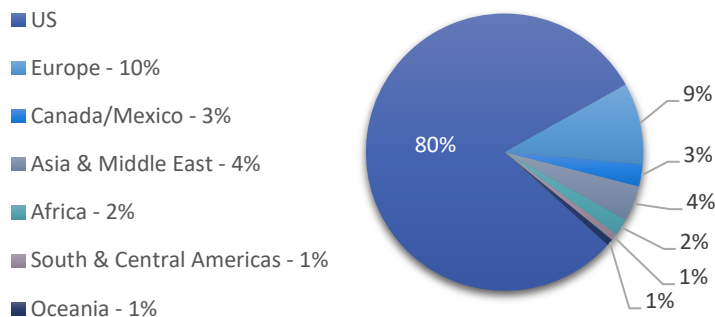
PAA ATTENDEE AGE



FIELD OF STUDY



Attendees Location



ORDER INFORMATION

Organization: _____

Address: _____

City, State, Postal Code: _____ Country: _____

Telephone: _____ Organization General Email: _____

Contact Name: _____ Contact E-mail: _____

Please select the options below that you wish to purchase. Fill in the amount due on the line on the right and total the amount in the total due box at the bottom of the form.

		Amount Due
EXHIBITS		
	1 Booth: \$850/\$1000 1 st Choice: _____ 2 nd Choice: _____ 3 rd Choice: _____ 4 th Choice: _____	
	2 Booths: \$1550/\$1800 1 st Choice: _____ 2 nd Choice: _____ 3 rd Choice: _____ 4 th Choice: _____	
	Additional Booths: \$700/\$900 1 st Choice: _____ 2 nd Choice: _____ 3 rd Choice: _____ 4 th Choice: _____	
	Name on ID Sign: (Limit 44 characters)	
	I ___ do ___ do not want my multiple booths to be adjoining.	
SPONSORSHIP		
	Exhibitor Passport: \$150	
	Booth & Sponsorship Package – One Booth: \$1500 1 st Choice: _____ 2 nd Choice: _____ 3 rd Choice: _____ 4 th Choice: _____	
	Booth & Sponsorship Package – Two Booths: \$2000 1 st Choice: _____ 2 nd Choice: _____ 3 rd Choice: _____ 4 th Choice: _____	
	Name Badge Lanyards: \$3500	
	Conference Tote Bags: \$4000	
	Welcome Mixer: \$5000	
	Signature Event: \$1500 Which Event? _____	
ADVERTISING		
	Final Program Print Ads: Select Position Below	
	___ Back Cover: \$1000	
	___ Inside Front Cover: \$750	
	___ Inside Back Cover: \$750	
	___ Full Page: \$600	
	___ Half Page: \$450	
	Final Program – Online Ad: \$2500	
	Final Program – Mobile App: \$2500	
	TOTAL AMOUNT DUE:	

METHOD OF PAYMENT

Bill Me Check Credit Card Wire Transfer TOTAL AMOUNT TO CHARGE: _____

Card Number: _____ Exp. Date: _____

Name on Card: _____

Billing Address: _____

Authorized Signature: _____

Please call me for credit card information.

Terms, Conditions, and Other Information

For Exhibitors: Exhibitor assumes responsibility and agrees to indemnify and defend the Population Association of America (PAA) and the Hilton Chicago and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither PAA nor Hilton Chicago maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

If purchasing a booth, an exhibitor kit, will be provided will include information on shipping, custom furnishings, electrical, communications services, union regulations, etc., will be provided by Freeman Companies, the official decorator.

For all orders: There is a \$150 processing fee for all cancellations. No refunds will be granted after December 31, 2016.

An order confirmation of your purchase will be sent after receipt of payment and acceptance of your order.

I have read and understand the above stated information:

Signature

Date

Submit this completed agreement with payment via email to Danielle Staudt at danielle@popassoc.org. Exhibit space, sponsorships, and ads will be sold until sold out or March 15, 2017, whichever comes first.