PAA 2020
Exhibitor and Sponsor Prospectus
Dear Exhibitors,

The 88th PAA Annual Meeting will undoubtedly be one of our best Annual Meeting and Exhibitions to date, as our attendance continues to grow each year. The Exhibition will be April 22–25 at the Washington Marriott Wardman Park Hotel in Washington, DC. Don’t miss this opportunity to promote your organization to more than 2,500 attendees from around the world.

This packet includes complete information on our attendees, general meeting information, exhibit booths, sponsorship opportunities, advertising opportunities, floor plan, and exhibit application, including conditions and policy.

New for 2020, we have expanded sponsorship offerings and added premium booth placement pricing to create even higher value for your experience.

As always, we will work with any budget to help you achieve the most significant results.

For more information or to inquire about needs not outlined in this brochure, please contact Francesca Morton at francesca@popassoc.org. We appreciate your support of PAA and look forward to working with you to make this a successful event.

Warm Regards,

Francesca
# PAA2019 BY THE NUMBERS

## Attendees Area of Research

Attendees top four areas of research are **Health & Mortality** (HM); **Fertility, Family Planning, Sexual Behavior, and Reproductive Health** (FFSR); **Marriage, Family, Households, and Unions** (MFHU); and **Migration and Urbanization** (MU). FFSR has supplanted MFHU, which was the 2nd most common area of specialty in 2017 and 2018.

- **16%** Health and Mortality
- **16%** Fertility, Family Planning, Sexual Behavior, & Reproductive Health
- **13%** Marriage, Family, Households, & Unions
- **11%** Migration and Urbanization
- **11%** Economy, Labour Force, Education & Inequality
- **7%** Data & Methods
- **6%** Population & Aging
- **6%** Other
- **4%** Applied Demography
- **4%** Population, Development, & Environment
- **3%** Children & Youth
- **3%** Gender, Race, & Ethnicity

## Attendees Primary Field of Employment

- **57%** Academic
- **27%** Student
- **7%** Other
- **5%** Nonprofit
- **5%** Federal Government
PAA PAST EXHIBITORS LIST

- Abt Associates
- Add Health—Carolina Population Center
- American Population Panel
- Asian Demographic Research Institute, Shanghai University
- Association of Religion Data Archives
- Cambridge University Press
- Center for Economic and Social Research
- Center for Family & Demographic Research and National Center for Family & Marriage Research
- Center for Health Trends and Forecasts
- Center for Human Resource Research
- Center for Research on Child Wellbeing
- China Data Center
- Chitwan Valley Family Study (CVFS)
- Data Sharing for Demographic Research
- The DHS Program
- Eunice Kennedy Shriver National Institute of Child Health and Development (NICHD)
- FDA Office of Minority Health
- Gateway to Global Aging Data
- Guttmacher Institute
- Health and Retirement Study
- India Human Development Survey
- Institute of Social Science Survey, Peking University
- IUSSP
- Max Planck Institute for Demographic Research
- Mexican Migration Project & New Immigrant Survey
- Minnesota Population Center
- National Archive of Computerized Data on Aging (NACDA)
- National Bureau of Economic Research
- National Center for Health Statistics
- National Institute on Aging
- National Longitudinal Surveys
- National Research Center on Hispanic Children & Families
- NORC at the University of Chicago
- Panel Study of Income Dynamics
- Performance Monitoring and Accountability 2020
- Population Council
- Population Europe
- Population Reference Bureau
- Princeton University
- RAND Corporation
- Rstudio, Inc
- Russell Sage Foundation
- Springer
- STAR Project (Public Health Institute)
- UNICEF
- United Nations Population Division
- University of Maryland
- U. S. Census Bureau
- Wiley
- Wisconsin Longitudinal Study, UW-Madison
- Wittgenstein Centre (IIASA, VID / OEW, Wu)
Our members hail from 71 countries across the globe.

90% of PAA members participate in PAA annual meetings.
PAA Annual Meeting encourages like-minded people to promote and showcase the newest offerings, tools, and solutions.

- **GAIN** access to the population research community. All exhibitors have full access to the Annual Meeting and any open receptions.
- **GROW** public awareness about your organization.
- **ENGAGE** and meet face to face with population researchers, scholars and professionals.
- **CREATE** new collaborations with peers.
- **NETWORK** and establish new relationships.

### EXHIBIT PROFILE

Population researchers, scholars, and professionals seek out information from the following sectors:

- Population Centers
- Digital Technology Industry
- Research Institutions
- Software Developers
- University Presses
- Textbook Publishers
- Recruiters/ Job Services
- NGOs
- Funding Foundations
- Publishers
- Fellowships
- Government Think Tanks
- Media / Research Tools
EXHIBIT BOOTH RATES & INFORMATION

EXHIBITORS RECEIVE:

- 25 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
- 8’ × 10’ booth set up with 8’-high black back drape and 3’-high black side dividers
- Two full complementary registrations for booth personnel per booth purchased
- Access to the Exhibitor Lounge
- 7” × 44” two-line sign with organization name/booth number
- Around-the-clock security
- WiFi

Please note that food and electricity are separate; please place your order with the contracted hotel and our preferred A/V provider, BAV.

EXHIBITOR BOOTH RATES

TYPE OF SPACE: | RATE:
---|---
One Corner Booth (near posters) | $1,150
One Inline Booth (near posters) | $1,000
One Standard Booth | $950
One Corridor Booth | $900
One Unmanned Display (back wall near snacks) | $700
Two Corner Booths (near posters) | $2,000
Two Inline Booths (near posters) | $1,700
Two Standard Booths | $1,600
Two Corridor Booths | $1,350
Two Unmanned Displays (back wall near snacks) | $900
LOCATION
Marriott Wardman Park
2660 Woodley Road NW
Washington, DC 20008

EXHIBITOR REGISTRATION
Wednesday, April 22: 9 A.M. – 4 P.M.
Wednesday, April 22: 6 P.M. - 9 P.M.
Thursday, April 23: 7 A.M. - 5 P.M.
Friday, April 24: 7 A.M. - 4 P.M.
Saturday, April 25: 8 A.M. -11 A.M.

EXHIBITOR HOURS

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, April 22</td>
<td>8:00 A.M. – 4:00 P.M.</td>
<td>Exhibit Hall Set-Up</td>
</tr>
<tr>
<td></td>
<td>6:00 P.M. – 9:00 P.M.</td>
<td>Welcome Mixer/Exhibit Hall Open</td>
</tr>
<tr>
<td>Thursday, April 23</td>
<td>8:00 A.M. – 6:00 P.M.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>Friday, April 24</td>
<td>8:00 A.M. – 4:00 P.M.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>Saturday, April 25</td>
<td>8:30 A.M. – 12:00 P.M.</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td></td>
<td>12:00 P.M. – 2:00 P.M.</td>
<td>Exhibit Hall Tear Down Starts</td>
</tr>
</tbody>
</table>

IN THE EXHIBIT HALL
- Social Media Lounge
- Newbie Corner
- History Corner
- PAA Workstation Lounge with Charging Stations
BECOME A SPONSOR

Our Annual Meeting allows our exhibitors the opportunity to connect with members and attendees throughout the year, share their products and services, and show their support for PAA. Our sponsors gain an edge over competition through enhanced awareness and product visibility.

WHAT DOES A SPONSOR GAIN?

Recognition on PAA Annual Meeting materials (all sponsorship packages)

$5,000 and up (★★★★)
*Booth space included
- Prominent logo placement on signage and in publications
- Free ad in PAA e-newsletter, PAA This Week, sent to our members weekly (500 × 200 pixels)
- Full page ad in printed program
- Two additional free registrations
- 10% discount on the following year’s Annual Meeting
- Preregistration mailing list
- Advertisement on PAA Twitter and Facebook page (7-week ad)
- An additional booth space may be added to sponsorship packages for an additional cost of $450.00

$2,000 – $4,999 (★★)
- Prominent logo placement on signage and in publications
- 5% discounted advertising rate in PAA e-newsletter, PAA This Week, sent to our members weekly
- Half page ad in printed program
- One additional free registration
- 5% discount on the following year Annual Meeting
- Preregistration mailing list
- Advertisement on PAA Twitter and Facebook page (4-week ad)
- An additional booth space may be added to sponsorship packages for an additional cost of $750.00

$1,500 – 1,999 (★)
- Preregistration mailing list
- Advertisement on PAA Twitter and Facebook page (1-week ad)
- An additional booth space may be added to sponsorship packages for an additional cost of $850.00
- One additional registration at 50% discount

SPONSOR SPOTLIGHT
SPONSORSHIP OPTIONS

CONFERENCE WI-FI (★★★)
$10,000 NEW
A branded Wi-Fi network increases awareness and actively engages attendees with your organization. (booth space included)

CAREER MENTORING LUNCH (★★★)
$5,000
Meet students and early-career attendees and well-established senior population research professionals at this mentoring event. It takes place Thursday, April 23, from 12:00 P.M. to 1:30 P.M. (booth space included)

EARLY CAREER DEMOGRAPHY RECEPTION (★★★)
$5,000
This “meet and greet” is for early career demographers who have earned their Masters, PhD, or similar degree within the last 10 years. It takes place Thursday night, from 6:30 P.M. to 7:30 P.M. with light appetizers and drinks. (booth space included)

LANYARDS (★★)
$3,000
All attendees are required to wear their name badge in order to access sessions, meals, and the Exhibit Hall. This creates constant, mobile visibility for your organization as attendees move through the event. Includes your logo on lanyard (one color, size restrictions apply) along with PAA logo.

MEETING BAG (★★)
$3,000
One of the best tangible take-aways for any meeting attendee is the meeting bag. Attendees rely on the meeting bag for use during and long after the event. Organization logo on bag (one-color logo, size restrictions apply) along with PAA logo.

HOTEL GUEST ROOM KEY (★★)
$3,000
Did you know that on average, hotel guests look at and search for their hotel guest-room keycard no less than 10 times a day?
With this sponsorship, the #1 advertising opportunity in the hotel can belong exclusively to your organization. As the official sponsor of the Hotel Guest Room Keycard, your logo will be printed on the front of each keycard along with the PAA Annual Meeting logo and distributed at the host hotel, ensuring maximum exposure throughout the event.

PAA RECHARGE WORKSTATION LOUNGE (★★)
$2,500
Back by popular demand, the charging station / lounge located in the Exhibit Hall is a favorite for meeting attendees. Users can relax, network, and recharge themselves as well as their devices. The lounge features seating and a table with built-in outlets.

“★’s” are indicators of the sponsorship level
SPONSORSHIP OPTIONS

MORNING EXERCISE WITH PAA (★★★)
$2,000 NEW
Meet and inspire our early risers. You will have the opportunity to support attendee self-care. Organization logo on t-shirt (one-color logo, size restrictions apply) along with PAA logo. This will take place during the Annual Meeting week, from 6:00 A.M. to 7:00 A.M. Thursday, Friday, and Saturday.

REFRESHMENT BREAK (★★)
$2,000 NEW
Allow your name to be front and center as attendees refuel with a light refreshment.

COFFEE CUPS OR WATER BOTTLE (★★)
$2,000 NEW
Hot item! Your logo will be placed on the water bottles beside PAA’s logo given out to the attendees

CONFERENCE PEN (★)
$1,500 NEW
Hot item! Let our attendees take notes with you in mind.

HISTORY CORNER
$1,250 NEW
Be a part of PAA history corner; your information will be in front of those who also made an impact on the association. Includes a post meeting mailing list. Your information will be placed within the history corner.

DEPENDENT CARE DONATION SPONSOR
$400 NEW
All support will go towards the providing dependent care grants for student & early career attendees. The grant helps mitigate the challenge of attending meetings for those who have dependent care responsibilities. Your name and logo will appear on the website and all communication for the Dependant Care program. This donation is tax deductible.

TRAVEL AWARDS DONATION SPONSOR
$500 NEW
All support will go towards the travel award grant program. Includes an invitation to the Travel Awards breakfast Thursday morning at 7 A.M. Your organization name and logo will appear on the website and all communication for the travel award program. This donation is tax deductible.

SOCIAL MEDIA CORNER
$1,250 NEW
Have your name, logo, and website featured on our social media wall once a month, starting in January before the meeting and every day during the meeting. Your information will be placed within the social media corner inside the exhibit hall.

NEWBIE CORNER
$1,250 NEW
Meet our first timers; be the first to introduce your information and get a new follower.

+food & beverage breaks can be added on for an enhanced experience in promoting your institution at additional cost through host hotel.
ATTENDEE / MEMBER MAILING LIST
20¢ per name
Engage with attendees prior to the event by renting the preregistrant mailing list! Invite them to your organization booth and/or event. This is a great method for increasing traffic. One-time use only per purchase. Mail piece must be pre-approved by PAA.

MEETING BAG INSERTS/ITEM
$300
Every meeting attendee receives a meeting bag for use during the event. Get your message out to attendees when they first arrive by including an insert/item in their meeting bag! Insert/Item must be pre-approved by PAA. Purchasers are responsible for providing the insert/item.

PRINTED PROGRAM
You can advertise in the printed final program. The printed program is handed to each attendee and is used by attendees to plan their PAA Annual Meeting experience. (Mailing list included.) Full-page ads are 4” x 7”. Half page ads are 4” x 3.5”. Electronic files must be received by February 8, 2020. Positions are available as follows:

- **Back Cover** $1,300
- **Inside Front Cover** $1,150
- **Inside Back Cover** $1,150
- **Full Page** $900
- **Half Page** $750

**VECTOR FORMAT PREFERRED:**
Adobe Illustrator, ai, eps or pdf
All photographic / bitmapped images should be at least 300 dpi. Back cover full bleed pixel dimensions at least 1,669 px wide x 2,625 px high (color) inside front/back cover/ full page pixel dimensions at least 1,350 px wide x 2,231 px high (b/w) 1/2-page pixel dimensions at least 1,350 px wide x 1,088 px high (b/w)

PAA ANNUAL MEETING PAGE AD
$500
Submit your clickable electronic banner ad to post on the PAA Annual Meeting Page.

PAA ANNUAL MEETING NEW MOBILE APP AD
$500
Clickable electronic banner ad to post on the PAA online program. PNG or JPEG image, exactly 300×50px, 600×100px, 900×150px or 1200×200px and under 400kB; animated GIFs are not supported.

2019 MOBILE APP STATS:

62,000 Average Views
**ADVERTISEMENT OPPORTUNITIES**

**SOCIAL MEDIA ADVERTISEMENT**
All ads will run up to the Tuesday before the Annual Meeting.
- 11-week ad $650
- 7-week ad $550
- 4-week ad $450
- 1-week ad $50

**E-NEWSLETTER “PAA THIS WEEK”**
The PAA This Week e-newsletter is a widely read weekly member communication distributed every Tuesday.

**SOCIAL STATS:**

- **TWITTER**
  - Followers - 4,266
  - Engagements – 3,770
  - Clicks – 2,551

- **FACEBOOK**
  - Followers – 2,002
  - Engagements – 1,594
  - Clicks – 639

*As of 9/17/2018

**E-NEWSLETTER AD PRICING**

- Ad Space 1 - 500 x 200 px banner near top
  - 1 week $200
  - 2 weeks of same ad $300
  - One month of same ad $400

- Ad Space 2 - 500 x 200 px banner near bottom
  - 1 week $150
  - 2 weeks of same ad $250
  - One month of same ad $350

1/2-Ad Space - 250 x 200 px on right side
- 1 week $100
- 2 weeks of same ad $200
- One month of same ad $300

Ad will be placed in position purchased and can include a link to your website or landing page of your choice. Artwork deadline, Thursday before publication date.
Attendees will receive a passport card that they can take around to participating booths to be stamped. Once an attendee collects all the stamps, they will turn in their card to be entered into a drawing for a prize worth up to $250.

**TIER 1:**

$300 Participating exhibitors will receive a customized self-ink stamp and recognition in PAA Annual Meeting materials. Participating exhibitors will be included on the passport card.

**TIER 2:**

$150 Participating exhibitors will receive a customized self-ink stamp and will be included on the passport card.

**TIER 3:**

$100 *(must have prior year stamps)* Participating exhibitors will be included on the passport card.
| Organization: |  |
| Address: |  |
| City, State, Postal Code: |  |
| Country: |  |
| Telephone: |  |
| Contact Name: |  |
| Contact E-mail: |  |
| Name ON ID SIGN: (Limit 44 characters) |  |

Please check off 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 each section. Then fill out the overall total at the bottom of page 17 in the Total Amount Due section.

### EXHIBITOR BOOTH page 7

<table>
<thead>
<tr>
<th>1st Booth Choice</th>
<th>2nd Booth Choice</th>
<th>3rd Booth Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Corner Booth</td>
<td>$1,150</td>
<td>Two Corner Booths</td>
</tr>
<tr>
<td>One Inline Booth</td>
<td>$1,000</td>
<td>Two Inline Booths</td>
</tr>
<tr>
<td>One Standard Booth</td>
<td>$950</td>
<td>Two Standard Booths</td>
</tr>
<tr>
<td>One Corridor Booth</td>
<td>$900</td>
<td>Two Corridor Booths</td>
</tr>
<tr>
<td>One Unmanned Display</td>
<td>$700</td>
<td>Two Unmanned Displays</td>
</tr>
</tbody>
</table>

Exhibitor Booth Amount Due:

### SPONSORSHIP OPTIONS page 10, 11, 12 (the “star” indicates the sponsorship level)

<table>
<thead>
<tr>
<th>Sponsorship Options</th>
<th>Amount Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Wi-Fi***</td>
<td>$10,000</td>
</tr>
<tr>
<td>Career Mentoring Lunch***</td>
<td>$5,000</td>
</tr>
<tr>
<td>Early Career*** Demography Reception</td>
<td>$5,000</td>
</tr>
<tr>
<td>Lanyards***</td>
<td>$3,000</td>
</tr>
<tr>
<td>Meeting Bag**</td>
<td>$3,000</td>
</tr>
<tr>
<td>Hotel Guest Room Key**</td>
<td>$3,000</td>
</tr>
<tr>
<td>PAA Recharge Workstation Lounge**</td>
<td>$2,500</td>
</tr>
<tr>
<td>Morning Exercise with PAA**</td>
<td>$2,000</td>
</tr>
<tr>
<td>Refreshment Break**</td>
<td>$2,000</td>
</tr>
<tr>
<td>Coffee Cups or Water Bottle**</td>
<td>$2,000</td>
</tr>
<tr>
<td>Conference Pen*</td>
<td>$1,500</td>
</tr>
<tr>
<td>Dependent Care Donation Sponsor</td>
<td>$400</td>
</tr>
<tr>
<td>Travel Awards Donation Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td>Social Media Corner</td>
<td>$1,250</td>
</tr>
<tr>
<td>Newbie Corner</td>
<td>$1,250</td>
</tr>
<tr>
<td>History Corner</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

Additional Booth Cost with Sponsorship Packages: $450  $750  $850

Customize Sponsorship

Sponsorship Options Amount Due:
ORDER INFORMATION PAGE 2

**ADVERTISEMENT OPPORTUNITIES** page 13, 14

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee/Member Mailing List</td>
<td>20¢ per name</td>
</tr>
<tr>
<td>Printed Program</td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,300</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,150</td>
</tr>
<tr>
<td>Printed Program</td>
<td></td>
</tr>
<tr>
<td>Printed Program (continued)</td>
<td></td>
</tr>
<tr>
<td>PAA Annual Meeting Page Ad</td>
<td>$500</td>
</tr>
<tr>
<td>Social Media Advertisement</td>
<td></td>
</tr>
<tr>
<td>11-week ad</td>
<td>$650</td>
</tr>
<tr>
<td>7-week ad</td>
<td>$550</td>
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<tr>
<td>Ad Payment</td>
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<tr>
<td>Ad Payment (continued)</td>
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<tr>
<td>E-Newsletter Ad Pricing</td>
<td></td>
</tr>
<tr>
<td>Ad Space 1 - 500 x 200 px banner near top</td>
<td></td>
</tr>
<tr>
<td>1 week</td>
<td>$200</td>
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<tr>
<td>2 weeks of same ad</td>
<td>$400</td>
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<tr>
<td>One month of same ad</td>
<td>$300</td>
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<tr>
<td>Ad Space 2 - 500 x 200 px banner near bottom</td>
<td></td>
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<tr>
<td>1 week</td>
<td>$150</td>
</tr>
<tr>
<td>2 weeks of same ad</td>
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<tr>
<td>One month of same ad</td>
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<tr>
<td>Ad Payment</td>
<td></td>
</tr>
<tr>
<td>Ad Payment (continued)</td>
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**PASSPORT GAME** page 15

<table>
<thead>
<tr>
<th>Tier</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>$300</td>
</tr>
<tr>
<td>Tier 2</td>
<td>$150</td>
</tr>
<tr>
<td>Tier 3</td>
<td>$100</td>
</tr>
</tbody>
</table>

**TOTAL AMOUNT DUE:**
METHOD OF PAYMENT

☐ Bill Me       ☐ Check       ☐ Credit Card       ☐ Wire Transfer

Card Number: __________________________       Exp. Date: ___________       CVV: ___________
Name on Card: __________________________________________________________________________
Billing Address: _________________________________________________________________________
Authorized Signature: ___________________________________________________________________

☐ Please email 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 hosting hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. Exhibitor understands that neither PAA nor hosting hotel maintains 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 and will include information on shipping, custom furnishings, electrical, communications services, union regulations, etc., as specified 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, 2019.
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
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.