



## SPONSORSHIP, EXHIBITOR, & ADVERTISING OPPORTUNITIES

PAA provides aligned organizations with opportunities to promote programs, products, and services to our members and the population research community. Find new ways to connect with the researchers with whom you want to connect in-person or online.

### 2018 ANNUAL MEETING ENGAGEMENT OPPORTUNITIES

In 2018, we offer new and classic approaches to both increasing your organization’s brand awareness, and driving meaningful conversations with PAA meeting attendees. Our sponsorship program allows for aligned companies and universities to showcase new products or programs throughout the conference site. We will work with you to tailor your sponsorship to allow for maximum engagement and exposure. Whole-conference sponsorships are available at the \$2,500, \$5,000, and \$10,000 levels.

#### Broaden Your Reach

- Place a printed insert in tote bags with your program’s information,
- Print your logo on attendee lanyards or tote bags,
- Sponsor the Welcome Mixer on Wednesday and be a favorite among attendees. You can even welcome people with a brief message!
- Place your logo in printed program, on-site signage, website, and social media.
- Sponsor the Early Career Mixer or Mentoring Luncheon and introduce yourself to a group of emerging professionals with a welcome message.

#### Engage with Your Audience

- Host meaningful conversations with attendees at a sponsored track or special event,
- Host a lounge or volunteer activity on-site,
- Invite your team to mix and mingle at a social event.

Of course, all of these options align perfectly with an exhibit booth package. See details at the right.

#### Exhibit Hall At-a-Glance

##### Hours:

- Wednesday, April 25, 2018  
*Exhibit Hall Set-Up*  
*Welcome Mixer & Hall Open*  
*6:00 PM -9:30 PM*
- Thursday, April 26, 2018  
*Hall Open 8:00 AM -6:30 PM*
- Friday, April 27, 2018  
*Hall Open 8:00 AM -4:00 PM*
- Saturday, April 28, 2018  
*Hall Open 8:30 AM -1:00 PM*  
*Exhibit Hall Tear-Down*

All exhibitors listed on PAA website and program materials.

All exhibits include one six-foot draped table, two chair, and display sign.

Exhibits include two full registrations per booth.

EXHIBITS, SPONSORSHIP, AND ADVERTISING OPPORTUNITIES

Exhibit Hall Opportunities	Price	Benefits
<del>Anchor Booth— 4 Booths with 360-Degree Access for Attendees</del>	<del>\$3,500 members \$4,000 non-members</del> <b>SOLD!</b>	<del>Four draped tables comprise this new type of booth, combined to allow for 360-degree access for attendees. Exhibitor Passport, ½ page ad included.</del>
Double Booth	\$1,550 members \$1,800 non-members	Two 6-foot draped tables, four registrations, four chairs, display sign
Single Booth	\$850 members \$1,000 non-members	One 6-foot draped table, two registrations, two chairs, display sign
Additional Booth	\$700 members \$900 non-members	Additional 6-foot draped table, two additional chairs
Exhibitor Passport	\$150	Join this popular exhibit hall game, encouraging attendees to gather stamps from exhibitors to enter a drawing for a big prize.
Sponsorship Opportunities	Price	Additional Benefits
Presenting Sponsorship <i>Exclusive</i>	\$10,000	Support PAA and the field of population research as a presenting sponsor. Choose either the Welcome Mixer, the Early Career Mixer, or the Mentoring Luncheon to address attendees with a special welcome. Logo recognition online, in print, and on-site throughout conference. Double booth, exhibitor passport, and full page ad included.
Event Sponsorship <i>Single Booth Included</i>	\$5,000	Choose an event (Presenting Sponsors have right of first choice) to address PAA meeting attendees with a special welcome. Logo recognition online, in print, and on-site throughout conference. Double booth, exhibitor passport, and full page ad included.
Supporting Sponsorship	\$2,500	Logo recognition online, in print, and on-site throughout conference. Single booth, exhibitor passport, and ½ page ad included.
Name Badge Lanyards <i>Exclusive</i>	\$3,500	Place your logo and name on name badge lanyards to ensure every attendee knows about your organization.
Conference Tote Bags <i>Exclusive</i>	\$4,000	Include your logo on tote bags to broadcast your brand to all attendees.

Advertising Opportunities	<i>Price</i>	<i>Additional Benefits</i>
<del>Print Program Back Cover</del>	\$1,000 <b>SOLD!</b>	All attendees can receive a print program, including your advertisement, highlighting your program, product, or service.
<del>Print Program Inside Front Cover</del>	\$750 <b>SOLD!</b>	
<del>Print Program Inside Back Cover</del>	\$750 <b>SOLD!</b>	
Print Program Full Page	\$600	
Print Program Half Page	\$450	
Online Program Ad	\$2,500	Your ad can also be submitted to the searchable online program, which is increasingly how all attendees navigate our conference.
Mobile App Logo Sponsor <i>Exclusive</i>	\$2,500	All app users will see your logo upon opening the app on their devices.

2018 ANNUAL MEETING COMMITMENT FORM

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Identify the options that fit your organization's needs and budget below:

Exhibit Hall Options

- Anchor Booth – 4 Booths with 360-Degree Access for Attendees: \$3,500 members / \$4,000 non-members
- Double Booth - \$1,550 members / \$1,800 non-members
- Single Booth - \$850 members / \$1,000 non-members
- Additional Booth - \$700 members / \$900 non-members
- Exhibitor Passport - \$150

*Please reference the attached exhibit hall map, and identify your first, second, and third choices for booth placement here. 1: \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_*

Sponsorship Options

- Presenting Sponsorship (Exclusive) - \$10,000
- Event Sponsorship - \$5,000
- Supporting Sponsorship - \$2,500
- Name Badge Lanyards (Exclusive) - \$3,500
- Conference Tote Bags (Exclusive) - \$4,000

Advertising Options

- Print Program Back Cover - \$1,000
- Print Program Inside Front Cover - \$750
- Print Program Inside Back Cover - \$750
- Print Program Full Page - \$600
- Print Program Half Page - \$450
- Online Program Ad - \$2,500
- Mobile App Logo Sponsor (Exclusive) - \$2,500

METHOD OF PAYMENT

[ ] Bill Me [ ] Check [ ] Credit Card [ ] Wire Transfer

TOTAL AMOUNT TO CHARGE: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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 on-site hotel 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 on-site hotel 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, 2017. 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 Francesca Morton at [francesca@popassoc.org](mailto:francesca@popassoc.org). Exhibit space, sponsorships, and ads will be sold until sold out or March 23, 2018, whichever comes first.

## YEAR-ROUND ENGAGEMENT OPPORTUNITIES

Consider a year-round content partnership with PAA. We have opportunities to sponsor and help co-create content for PAA members, all while showcasing your academic program, the possibilities in your population data, or an emerging product that can make a difference for research scientists.

### Connect Your Brand to PAA Content

- Advertise with PAA online or in our publications, or
- Sponsor PAA's ongoing e-newsletter, *PAA Affairs*, or promote your brand in PAA's online member resources.

### Go Deeper with Content Partnerships

- Sponsor a webinar on a topic connected to your work. PAA members specialize in a wide variety of topics including:
  - Health,
  - Family Planning and Marriage,
  - Data and Methodology,
  - Gender,
  - And many more.

Sponsors can identify the topics that are best-aligned with their goals, and if appropriate, help identify speakers.

Contact Danielle Staudt at [danielle@popassoc.org](mailto:danielle@popassoc.org) to explore one of these additional sponsorships.