



AAEI

**99TH ANNUAL AAEI
CONFERENCE & EXPO**

**THE MANY FACES OF TRADE
BRAVING A TRANSFORMING WORLD**

EXHIBITOR GUIDE

Why Exhibit?

AAEI conferences attract your customer base. Your company offers products or services geared to AAEI's attendees— importers, exporters, and members of the international trade community. Fellow AAEI exhibitors include customs brokers, logistics providers, software companies, trade service professionals, and lawyers. If you want to meet with corporate purchasing decisions makers — in person or in a virtual environment — then exhibiting at an AAEI conference is the right move for you.

Attendee Demographics

AAEI's attendees include importers and exporters from large, medium and small companies, practitioners who are responsible for day-to-day trade operations. They attend for updates on the policies and practices that impact their work and to meet representatives from U.S. government agencies. AAEI's annual conference in 2019 attracted more than 500 attendees from over 200 different companies and U.S. government agencies. AAEI's annual conference remains one of the best marketing opportunities in trade today.

Virtual Exhibit Hall Features

The Virtual Exhibit Hall will feature interactive booths that will allow attendees to view recorded videos, download marketing material and request call-backs from the exhibitor. Access to the Exhibit Hall will be free and open to the attendees and the general public for the duration of the conference.

What You Get with a Virtual Booth

- Flex-staffing capability (live Zoom video or pre-recorded video of your sales representatives or marketing content)
- Interactive options (live chat* or call-back requests)
- Digital document download capability
- Virtual Exhibit Hall always open (access to the Exhibit Hall is free and open to the attendees and the general public for the duration of the conference)
- 1 Full registration for all the live sessions
- \$500 Discount for in-person booth at next annual conference in 2021
- Updated registration lists sent weekly
- 1 Ad during live programming

- **What You Get with a Virtual Booth (Continued)**
- Logo displayed on promotion material and conference website with a link to your webpage
- Click-throughs to your company website from conference website and Exhibit Hall
- Booth raffle capability
- Gamification opportunity
- Data analytics

Attendee Lists

The first attendee list will be sent out via email on **Monday, August 4, 2020**. The attendee lists during the conference will be sent on **Friday, August 14, 2020, Friday, August 21, 2020, Friday, August 28, 2020 and Friday, September 4, 2020**. The final list will be sent following the conclusion of the conference (no later than **Friday, September 18, 2020**).

Logo

Your logo should be submitted as soon as possible no later than July 28, 2020. Please submit your logo in large file size JPEG, GIF or PNG formats. AAEI will schedule a call within 2 business days for review.

Pricing

Virtual Booths will be **\$2000** per booth (benefits include 1 registration for live sessions and \$500 voucher for in-person booth at AAEI's conference in 2021). AAEI will refund the price differential to any exhibitor that purchased a booth for the "in person" conference and choose a booth for the "virtual" conference.

Registration

Full Conference Registration

All booths will include one full registration. Full live conference attendees can register as Exhibitors on our conference registration site at events.aaei.org.

Commercial Ads

Commercial ads during conference sessions are available for \$200 per 30-second advertisement. Ads can be 30-second videos, recorded PPT slideshow with voice-over/audio or silent graphic promo. AAEI will work with you on available placement of ad(s).

Important Dates and Deadlines

ASAP	<ul style="list-style-type: none">▪ Logo & Graphics Due
ASAP	<ul style="list-style-type: none">▪ Set up Zoom account and/or Chat account*
August 4, 2020	<ul style="list-style-type: none">▪ First attendee list sent to all exhibitors

August 14, 2020	<ul style="list-style-type: none">▪ Attendee list sent to all exhibitors
August 21, 2020	<ul style="list-style-type: none">▪ Attendee list sent to all exhibitors
August 28, 2020	<ul style="list-style-type: none">▪ Attendee list sent to all exhibitors
September 4, 2020	<ul style="list-style-type: none">▪ Attendee list sent to all exhibitors
September 18, 2020	<ul style="list-style-type: none">▪ Final attendee list sent to all exhibitors

* Chat available using only WeChat, WhatsApp or Skype.

Sponsorships

Sponsorship opportunities are available. Please contact [Chris Enyart](#) or [Alycia Sohn](#) for more information or visit our conference website at <http://events.aei.org/>.

Policy Reminders

AAEI is asking for a deposit to reserve booth locations and sponsorship opportunities online, payable by credit card only.

- AAEI will issue refunds on request for existing Sponsors who decline to participate in the AAEI Virtual Conference. Sponsors that decline participation in AAEI's Virtual Conference will forfeit their rights of first refusal for AAEI's Conference in 2021.
- Exhibitors and sponsors must provide AAEI with web-ready graphics, and pre-produced video recordings to be displayed in the Virtual Exhibit Hall and advertising segments during programming. AAEI does not offer graphic design or video production services.
- AAEI will refund the price differential to any exhibitor that purchased a booth for the "in person" conference and choose a booth for the "virtual" conference.
- Booth reservations require a 20% **non-refundable** deposit payable by credit card.
- Sponsorship opportunities require a 20% deposit payable by credit card.
- The balances for all exhibit booth and sponsorship sales are due Net-30 days after the time of invoicing.
- Questions or concerns? Please contact [Chris Enyart](#) or [Alycia Sohn](#).