



AAEI

**99TH ANNUAL AAEI
CONFERENCE & EXPO**

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

SPONSORSHIP PROSPECTUS

OVERVIEW

AAEI's Annual Conference & Expos provides a forum for trade service providers to reach decision making exporters and importers with new systems and products to facilitate supply chain logistics. AAEI is the leading trade association for technical expertise, and we have the latest information on a wide variety of topics, with some of the top experts in the industry. This year, AAEI will be conducting our conference in a "virtual" environment and expect to reach a broader audience of trade professionals in the United States and internationally.

WHY CONTRIBUTE?

Enhance your company's visibility at the premier conference for import and export trade professionals! AAEI offers a wide range of sponsorship, advertisement, exhibition, and promotional opportunities to increase your awareness of your company to our attendees. We have adjusted our sponsorships to maximize the marketing opportunities in a "virtual" environment. Our attendees are highly focused professionals seeking innovative products and expert knowledge. If you need to get your brand in front of decisions makers, then exhibiting is perfect 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 over 500 attendees from more than 200 different companies and U.S. government agencies. AAEI's annual conference remains one of the best marketing opportunities in trade today.



2019 SPONSORS

THANK YOU TO OUR 2019 SPONSORS THAT MADE THE 98TH ANNUAL AAEI CONFERENCE & EXPO A HUGE SUCCESS!

DIAMOND



ONESOURCE GLOBAL TRADE
POWERED BY INTEGRATION POINT



PLATINUM



GOLD



MEDIA SPONSORS



SPONSORSHIPS AT A GLANCE

Benefits	Diamond Sponsor \$4000	Platinum Sponsor \$2500	Gold Sponsor \$1500	Silver Sponsor \$800
Registration List - 1 week out	•	•	•	•
Logo on Event Website linked to company page	•	•	•	•
Company Highlight in E-Newsletter	•	•	•	
Company Mention in Podcasts	•			
DURING THE CONFERENCE				
Registration – Every Friday during the Conference	•	•	•	•
Logo in Virtual Lobby	•	•	•	•
Sponsor Recognition on Social Media	•	•	•	•
Full-Conference Registrations	4	2	1	
Ads during Live Programming	•	•	•	
Floor/Wall Banner in Virtual Lobby	•			
POST-CONFERENCE				
Inclusion in Thank You Ad- Post Conference	•	•	•	•
Final Registration List	•	•	•	•
Sponsor Discount for AAEI's Conference in 2021	\$500	\$500	\$250	\$100

**Level is determined by amount of spending*



SPONSOR BENEFITS

WHAT'S INCLUDED

- Registration List – 1 week prior, Every Friday during the Conference, and 2 weeks following the conference (up to 6 times altogether)
- Logo displayed on promotion material and conference website with a link to your webpage
- Free live Conference registrations
- Data Analytics
- Session Ads
- Banner Ad in Virtual Lobby
- Sponsor Discount for AAEI's Conference in 2021

COMMERCIAL ADS

Commercial ads during conference sessions are available. Commercial advertisements will run between session breaks and during live sessions. Sponsors are responsible for providing a 30-second video advertisement. Ad placement will be determined on a first come, first serve basis to fill available spots in our program schedule. AAEI will work with Sponsors on available placement of ad(s).

EXHIBITOR INFORMATION

Virtual Exhibit Booths are available! Please contact Chris Enyart at cenyart@aaei.org or Alycia Sohn at asohn@aaei.org for more information on the AAEI's Annual Conference Exhibit Hall.

PRICING

Virtual Booths will be **\$2000** per booth (benefits include one live registration and \$500 voucher for in-person booth at AC21).

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.
- AAEI will refund the differential between the price of any booth or sponsorship purchased for the "in person" conference and 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.
- If you are unable to pay the deposit online with a credit card, please contact Chris Enyart at cenyart@aaei.org or Alycia Sohn at asohn@aaei.org.
- 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 at cenyart@aaei.org or Alycia Sohn at asohn@aaei.org.