



AACTE 74th ANNUAL MEETING

March 4-6, 2022
New Orleans, LA



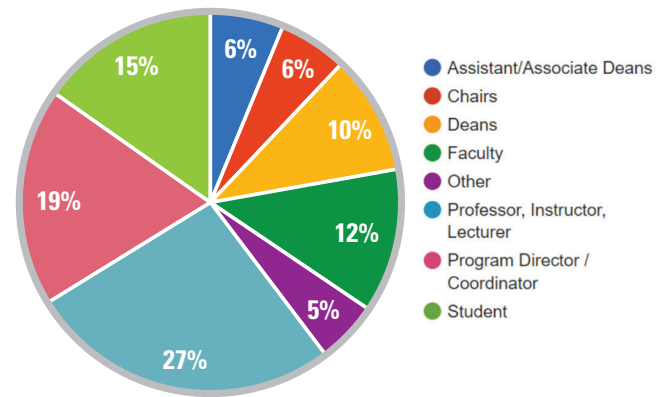
About AACTE

The American Association of Colleges for Teacher Education (AACTE) is the leading voice on educator preparation. AACTE represents over 650 postsecondary institutions with educator preparation programs, and partners dedicated to high-quality, evidence-based preparation that assures educators are ready to teach all learners. AACTE members prepare educators to meet the needs of every learner through innovative practice, rigorous programs, and continuous improvement.

Why Exhibit at the AACTE Annual Meeting

- Connect with over 1,500 top leaders and practitioners in the education industry
- Meet face-to-face with key individuals influencing and impacting the education industry
- Conference Community Center with exhibits located among AACTE's Registration, Gallery, Lounge, and Concurrent Sessions
- Networking Events located in and around the Conference Community Center with exhibits
- 95% of 2021 Conference Attendees said they would recommend the Meeting to others
- 97% of 2021 Conference Attendees said they are likely to attend the 2022 Annual Meeting

2021 Attendee Survey:



- 22% are top administrators (deans, assistant and associate deans, and chairs).
- 25% hold program leadership roles (chairs and program directors or coordinators).
- 27% are active teacher education faculty members (professors, instructors, & lecturers).

We invite you to participate and become a partner in a one of the largest and most comprehensive annual convening events for educator preparation professionals. Make your selection now to take advantage of this exceptional opportunity.



Exhibit Information

Exhibits will be located in the Conference Community Center at the New Orleans Marriott in Preservation Hall on the 2nd floor.

Schedule At-A-Glance *(subject to change)*

All times listed are Central Time (CT)

Exhibitor Set-Up

Thursday, March 3 – 12:00 p.m. – 7:00 p.m.

Please Note: A representative from all exhibiting companies/institutions must check in and booth set-up must begin no later than 4:00 PM.



Show Hours

Friday, March 4 – 8:00 a.m. – 2:30 p.m.

Breakfast: 8:00 a.m. – 9:00 a.m.

Coffee Break: 10:00 a.m. – 10:30 a.m.

The Opening Reception will be held on Friday, March 4 from 5:30 – 7:00 PM immediately after the Deeper Dive in the Conference Community Center.

Saturday, March 5 – 8:00 a.m. – 4:00 p.m.

Breakfast: 8:00 a.m. – 9:00 a.m.

Coffee Break: 10:00 a.m. – 10:30 a.m.

Coffee Break: 2:00 p.m. – 2:30 p.m.

Exhibitor Dismantle

Saturday, March 5 – 4:00 p.m. – 7:00 p.m.

Hotel Accommodations

AACTE has reserved a block of rooms for attendees at the New Orleans Marriott and the Sheraton New Orleans Hotel (\$229/night, single or double occupancy). Reservations can be made by visiting the hotel tab on AACTE's Annual Meeting page at www.aacte.org/professional-development-and-events/annual-meeting.

Hotels will sell out quickly. We recommend booking your hotel reservation(s) as soon as possible. Cut-off date to reserve your hotel at the discounted meeting rates is **Monday, February 7, 2022.**

Exhibit Sales and Show Management

The official AACTE representative for exhibit sales and show management is:

SAGE Publications, Inc.

Contact: Sajeevi Henry

Direct: (805) 679-1935

Email: Sajeevi.Henry@sagepub.com

Please contact Sajeevi to apply for your exhibit space and discuss all sponsorship opportunities.

General Service Contractor

Fern is the official service contractor. Approximately 90 days prior to the conference, each exhibitor will receive an electronic Exhibitor Service Kit.

All questions should be directed to Donna Jarrett by e-mail at Donna.Jarrett@sagepub.com or by phone at (805) 410-7246.

Space Assignment

Exhibit space will be assigned based upon receipt of application and payment (first-come, first-served). AACTE reserves the right to allocate space on any basis it deems necessary. Exhibitors will receive space confirmation within 2 weeks of receipt of reservations. Request for booth space will not be considered unless submitted on an Exhibit Space Application form. An application/agreement is not considered valid without payment.

Exhibit Space Fees

Booth Fees

In-Line/Corporate (10' X 10') – \$2,000

In-Line/Government or Non-Profit (10' X 10' – All Non-Premium Locations) - \$1,150

Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company, without the written consent of AACTE. All requests must be submitted in writing.

Exhibit Package:

- (2) Conference registrations per booth space or equivalent – additional registrations \$199 each
- (1) 7" x 44" one-line ID sign
- (1) 6' draped table
- (2) Side chairs
- (1) Wastebasket
- Exhibit area is fully carpeted
- Pre-registration attendee mailing list for one-time use only (*Please Note: registered meeting attendees must opt-in to receive exhibitor and sponsor emails and/or mailings, and the list provided will include only those names that do so*)
- Listing on the conference web site and in the final conference program PDF (*must meet publication deadline date*).

Partnership and Sponsorship Opportunities

We invite you to participate and partner in one of the largest and most comprehensive annual convenings of educator preparation professionals.



Sponsorship provides you the opportunity to demonstrate your products and services to approximately 1,500 key leaders and practitioners influencing the growth of the education industry. Commit now to positioning your organization as a leading provider of services!

Please contact Sajeevi Henry by e-mail Sajeevi.Henry@sagepub.com or by phone at (805) 679-1935 for information on sponsorship opportunities. Sponsorships are sold via first right of refusal for the previous year's sponsor. After that, all sponsorships are available on a first-come, first-served basis.

2022 Individual Sponsorship Opportunities

Lanyards/Badge Holders: \$8,500 – Logo printed on lanyards/badge holders given to all attendees at registration.

General Sessions: \$8,500 – Choose from 1 of 2 sessions to be held at the New Orleans Marriott. Sponsorship includes branded kiosk highlighting your support and for use by your staff at key times around the Session, the opportunity to introduce the keynote speaker prior to the Session, and a seat drop with your material placed on the seats prior to the Session.

Attendee Bags: \$8,500 – Your logo printed with the Meeting logo on bags given to all attendees at registration.

Hand Sanitizer: \$4,500 – Co-Branded with your logo and the AACTE logo, these hand sanitizers will be included in every attendee conference bag. AACTE will supply up to 2,500, with any extras to be provided to the sponsor for usage in their booth or promotional space.

Bag Insert: \$1,000 – Include a piece of literature or a giveaway of your choice in the onsite conference bag given to all attendees.

Exclusive Sponsorship of Puppy Play Area (NEW FOR 2022): \$10,000 – Be the exclusive sponsor of the Puppy Play Area, which includes logo on signage, company literature placed in designated area, and the ability for a company representative to be in the designated area to promote and have conversations with attendees.

Exclusive Sponsorship of Yoga Activities (NEW FOR 2022): \$4,000 – Be the exclusive sponsor of the Yoga Activities, which includes logo on signage and company literature placed in designated area. Yoga sessions will be twice per day on exhibit days.

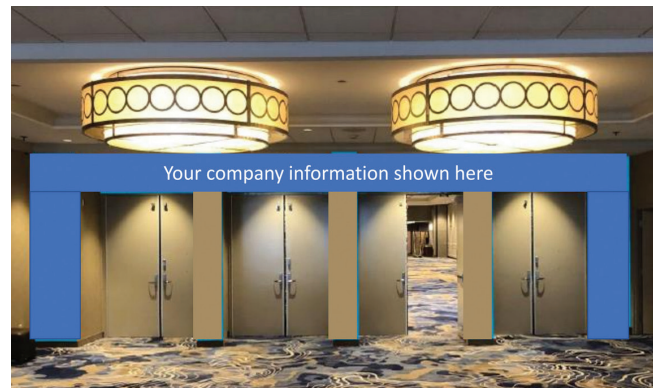
Reception Sponsorship (NEW FOR 2022): \$5,000 – Sponsorship includes logo on signage at Reception area and a satellite bar located near your booth. Reception will include live, dueling DJ's. Limited sponsorships available.

Branding Opportunities

Exclusive Branding of Canal Street Entrance Upper Windows: \$4,000 – These are the doors leading to Canal Street from the lobby level of the Marriott. Double sided branding will be visible the entirety of the Conference. Pricing includes printing and production.



Exclusive Branding of Exhibit Hall Entrance: \$5,500 – Brand the top of the Exhibit Hall entrance so that every AACTE Attendee sees your company information as they enter. AACTE will be branding the surrounding columns.



AACTE NEWS 22

Featuring custom video content from the 2022 Meeting, AACTE News 22 will provide a daily recap of all Meeting activity! Coverage will include Daily News Headlines, Attendee Testimonials, and highlights from both Education Sessions and the Conference Community Center. AACTE News 22 will be promoted to registered Meeting attendees and *all* AACTE members before, during, and after the Conference! Sponsorship opportunities for AACTE News 22 include:

Exhibitor Advertorial: \$4,500 – Video segment (2-3 minutes) highlighting the sponsor organization; advertorial created on-site at the Meeting; posted on the AACTE News 22/Annual Meeting website and link to content given to sponsor; sponsorship fee includes all production costs.

Daily Overall Sponsor: \$3,500 – Logo on the AACTE News 22 Video Player, recognition at the beginning and end of each video and an interview with your company representative included in that day's video headlines; Exclusive sponsor for each day, sponsorship available for 2 days.

Video Player Banner Ads: \$1,000 – Banner Ad rotating on the AACTE News 22 Video Player, with a link to sponsor website or designated landing page.

2022 Sponsorship Packages

AACTE is excited to again offer sponsorship packages for the 74th Annual Meeting. These sponsor packages are designed to increase your exposure and create awareness with Meeting attendees prior to, during and after the Meeting! All packages referenced below include designated booth space and:

- Preferred booth location in the Conference Community Center and adjacent to Food & Beverage areas
- Final Attendee Mailing List
- Additional Conference registrations
- Logo on AACTE Annual Meeting Website
- Sponsor recognition in Conference Program PDF

- Logo on "sponsor" signage placed in high traffic areas in the New Orleans Marriott hotel.
- Logo included in slide show prior to General Sessions and Deeper Dive Sessions
- Literature placed in AACTE Gallery

General Sponsor: \$4,500 – benefits outlined above, plus:

- 10 x 10 Premium booth
- Tote Bag Insert – your literature placed in bags given to attendees
- 4 Conference registrations

Featured Sponsor: \$8,000 – benefits outlined above, plus:

- 10 x 20 booth
- Full Page Ad in Conference Program PDF

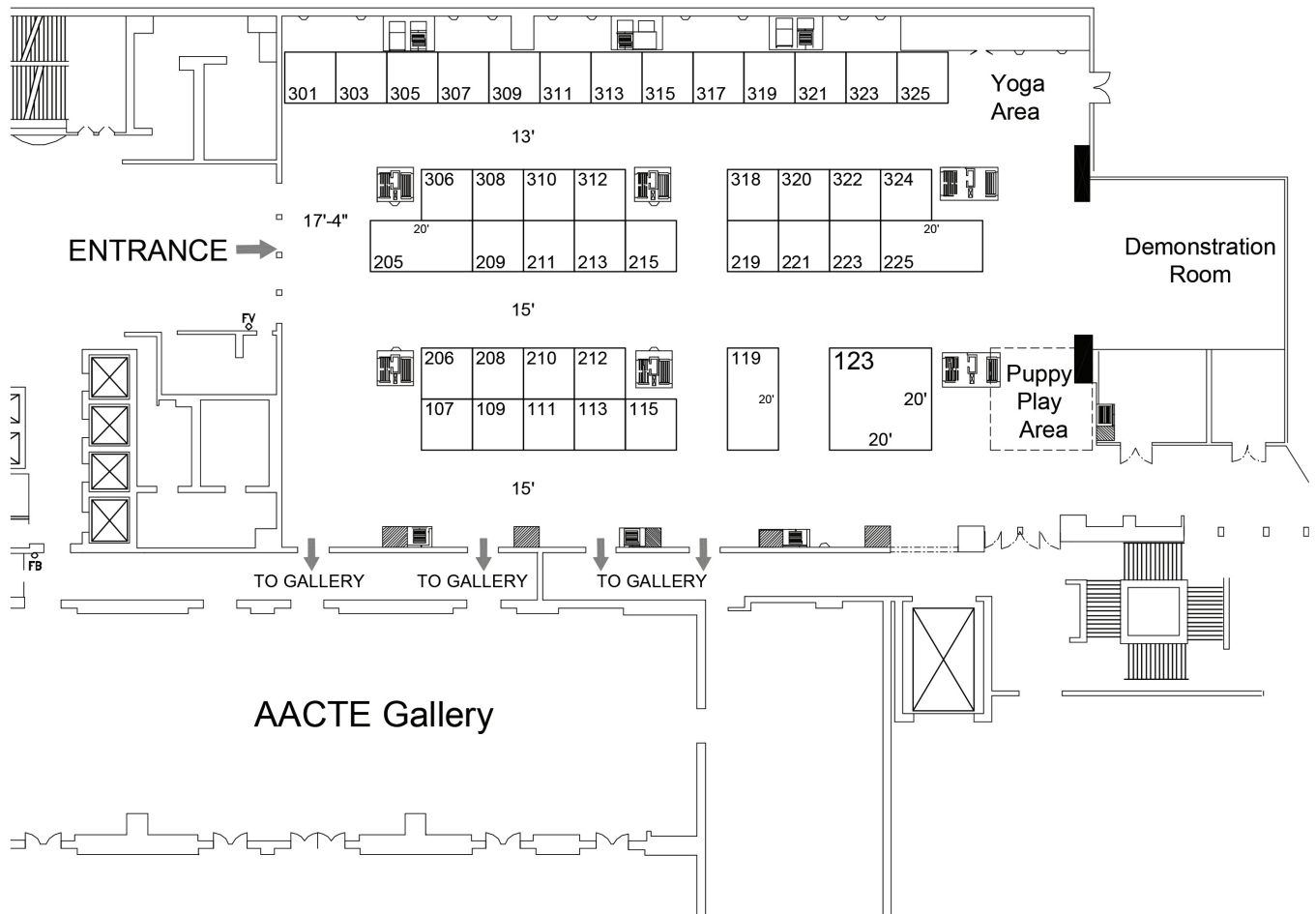
- Meeting Space for the Sponsored Education Session will be located **in** the Conference Community Center (this meeting room will be set for approximately 80 people with a stage, headtable and standard AV [projector, screen and microphone], any changes to the room set or other additional items may incur additional charges and will be the responsibility of the sponsor)
- Tote Bag Insert – your literature placed in bags given to attendees
- 6 Conference registrations
- One Video Player Banner Ad with AACTE News 22

Premier Sponsor: \$15,000 – Only 2 available! Includes Featured Sponsor benefits outlined above, plus:

- 20 x 20 booth
- Coffee Break served in your booth area
- 8 Conference registrations
- One Daily Overall Sponsor of AACTE News 22 (only 2 available, so secure yours quickly!)

EXHIBIT FLOORPLAN

New Orleans Marriott Preservation Hall



Application/Contract for Exhibit Space, Sponsorship & Advertising

Please complete and return this form to reserve your exhibit space, sponsorship, and/or program PDF advertising. All information must be clear and legible and **list the company name as you want it to appear on all listings and signs.**

Contact Information (exhibit contact will receive all correspondence and information pertaining to the event.)

Contact Person _____ Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____ Company URL _____

Company Description:

Please email your company name and website exactly as you would like it listed, along with a fifty-word description, to Donna.Jarrett@sagepub.com.

Authorization to Exhibit:

By signing this application, I/We agree to the rules, regulations, and services provided on the AACTE web site and also in this prospectus.

Signed _____ Printed Name _____ Date _____

Total Number of Booths Requested

- In-Line/Corporate (10' X 10')
@\$2,000 = Total Amount Due _____
- In-Line/Government or Non-Profit (10' X 10')
@\$1,150 = Total Amount Due _____

Preferred Booth Location

1. _____
2. _____
3. _____

Sponsorship Opportunities – please check the appropriate box

- Premier Sponsor: \$15,000
- Featured Sponsor: \$8,000
- General Sponsor: \$4,500
- Lanyards/Badge Holders: \$8,500
- Attendee Bags: \$8,500
- General Session: \$8,500
- Hand Sanitizer: \$4,500
- Sponsorship of Puppy Play Area: \$10,000
- Sponsorship of Yoga Activities: \$4,000
- Reception Sponsorship: \$5,000
- Branding of Canal Street Entrance Upper Windows: \$4,000
- Branding of the Top of the Exhibit Hall Entrance: \$5,500
- AACTE News 22 Exhibitor Advertorial: \$4,500
- AACTE News 22 Daily Overall Sponsor: \$3,500
- AACTE News 22 Video Player Banner Ads: \$1,000
- Bag Insert: \$1,000

Online Application & Payment: All **credit card payments** must be submitted via a secure online form. Please [click here](#) to submit your application and credit card payment information.

Please contact Donna Jarrett at donna.jarrett@sagepub.com or 805-410-7246 if you need to pay via ACH or Wire Transfer.

Total Cost

Total Cost Due _____

If an exhibitor desires to cancel this agreement, exhibitor must provide notice of cancellation in writing; Exhibitor shall be liable for exhibit fees upon cancellation as follows: If written cancellation notice is received more than 90 days prior to the show date, then exhibitor is liable for 25% of exhibit fees. If written cancellation notice is received 60 to 90 days prior to show date, then exhibitor is liable for 50% of exhibit fees. If written cancellation notice is received less than 60 days prior show date, then exhibitor is liable for 100% of exhibit fees.

Sponsorships for this event are assigned on a first-come, first-served basis. It is understood that exhibitors and sponsors are responsible for providing SAGE with all company logos for use with their sponsorship. All company logos are subject to approval by show management. The applicant agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid or due management under terms of this agreement.

Rules Accepted and Agreed

Signature _____ Date _____

Title _____

Please direct completed applications and questions to Sajeevi Henry by e-mail Sajeevi.Henry@sagepub.com or by phone (805) 679-1935