



GOErgoTM presents
The Global Organization of Ergonomics

The 21st Annual

appliedergonomics

CONFERENCE 2018

Optimize business through applied ergonomics

Exhibitor & Sponsorship Marketing Kit

March 26: Exhibit Setup • March 26-28: Exhibit

Hilton Atlanta • Atlanta, Georgia



DEVELOP QUALITY LEADS AT THE RENOWNED AEC

Put Your Company in the Spotlight at the
21st Annual Applied Ergonomics Conference 2018

THE AEC DIFFERENCE

The Applied Ergonomics Conference is an all-encompassing event; attendees are immersed in the conference throughout the duration. Our attendees engage in educational opportunities with all new content including dozens of sessions, roundtable discussions and inspiring presentations from esteemed keynote speakers. With more involved attendees comes more quality leads for you and your company.

- ☑ Reach new prospects
- ☑ Strengthen existing customer relationships
- ☑ Gain recognition within the ergonomics community

Get your products and services in front of the right audience.

THE AEC AUDIENCE

Meet with key decision makers, industry managers and hands-on practitioners from the ergonomics, safety, human factors and occupational health fields. Our growing audience values the essential programs that improve measurable productivity, safety and profitability for their companies. These influential practitioners seek the newest resources in the marketplace to ensure a successful program at their company.

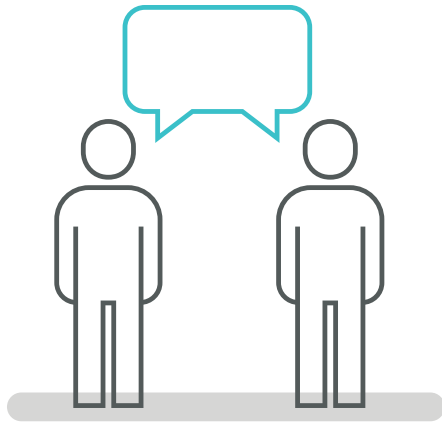
Our attendees are looking for solutions to:

- ☑ Reduce risk for workplace injuries
- ☑ Drive efficiency
- ☑ Optimize business profitability

THE AEC EXPOSURE

At AEC, you'll showcase your ergonomics solutions or products to an international community of ergonomics practitioners. The Applied Ergonomics Conference features the internationally recognized Ergo Cup® competition, where teams from some of the largest and most advanced companies from around the world share their ergonomics solutions to win the coveted Ergo Cup®. As an exhibitor, you'll have a front-row seat to the competition and the world's top ergonomics professionals.

Throughout the conference, the Ergo Cup® competition happens in the Exhibit Hall, drawing large crowds and encouraging them to stay and explore. You'll benefit from the competition traffic AND have the opportunity to mingle with the best and brightest in the field.



Close Your Deals Faster With In-Person Meetings

WHY YOU NEED TO MEET BUYERS AT AEC

There isn't a single technology that will replace the power of in-person relationship building. Conference calls, email, texting, video conferences, social networks and other forms of communication are all crucial elements in building and maintaining business relationships. However, none captures the impact of meeting with someone face-to-face and the opportunity for prospective buyers to see and touch your product.

The global AEC audience, composed of the top movers and shakers in the field, is ready and waiting to explore your products and services. AEC allows you to make connections with new customers, reignite relationships with lapsed customers and reinforce relationships with current customers to ensure that your brand continues to grow and thrive.

- ☑ Attendees prefer in-person meetings.
- ☑ Attendees state that they build stronger, more meaningful business relationships during face-to-face meetings and networking events.
- ☑ In-person conferences allow attendees and exhibitors the ability to read body language and facial expressions.
- ☑ In-person conferences lead to more social interactions and the ability to grow and nurture relationships.
- ☑ Attendees agree that face-to-face conferences and networking events provide a better environment for tough, timely decision-making.
- ☑ Face-to-face meetings are essential for long-term business relationships.

BONUS! All AEC exhibitors receive complimentary full conference registrations according to their booth size. Put them to good use by attending sessions, hearing directly from attendees about what problems they're facing and using your in-session time to network and increase exposure of your organization.

HOTEL ACCOMMODATIONS

HILTON ATLANTA
255 COURTLAND STREET NE
ATLANTA, GA 30303



WHO WILL ATTEND?

CEO
Chairman
Consulting Ergonomist
Corporate Ergonomist
Corporate Health & Safety
Director of Ergonomics
Director EHS
EH&S Program Manager
Director of Safety
EHS Manager
Engineer
Ergonomic Consultant
Ergonomic Engineer
Ergonomic Manager

Ergonomic Specialist
Ergonomist/Safety/IH
EHS Specialist
Executive Director
Global Ergonomic Systems Project Manager
Global Ergonomist
Health/Safety/Ergonomic Rep
Health & Safety Manager
Human Factors/Industrial Engineering
Industrial Engineer
Industrial Hygienist
Lead Engineer
Lean Leader
Manager Safety, Health, & Environment

Operations Engineer
Operations Engineering Manager
Operations Manager
Regional Safety Director
Risk Control Consulting Director
Risk Control Director
Safety Manager
Safety Specialist
Safety & Manufacturing Engineer
Vice President Engineering Services
Sr. Occupational Health Nurse
Senior Corporate Ergonomist
Safety & Sustainability

PRODUCTS AND SERVICES ATTENDEES WANT TO SEE

Adjustable Workstations and Furniture
Anti-Fatigue & Safety Floor Matting
Casters & Wheels for Use in Office, Healthcare & Industrial Settings
Computer Accessories including Monitor Mounts & Keyboard Trays
Computer Peripherals, including Keyboards, Mice & Alternatives
Consulting Services for Ergonomics, Safety & Wellness Programs
Green and LEED
Laboratory Products including Pipettes

Lifting & Positioning Equipment
Lighting & Task Lighting Solutions
Material Handling Solutions & Automation Devices
Mobile Workstations & Laptop/Tablet Solutions
Patient Handling & Lift Assist Equipment
Pre-Employment Testing/Screening
Program Analysis & Management Tools
Purification Products & Monitors
Push-Pull Assist Equipment

Retrofit Products & Kits
Safety Gear, including Whole Body, Arm, Hand & Eye Protection
Seating for Office, Healthcare & Industrial Settings
Software
Supports: Footwear, Orthotics, Back, Wrist
Training and Testing Aids
Workplace Wellness & Fitness Tools
Workstations Accessories

TOP TEN REASONS TO EXHIBIT



1. Access to the diverse, global audience that attends AEC.
2. Have face-to-face time with decision makers and influential employees.
3. Improve your exposure with the high-profile Ergo Cup® competition, which draws press, attendees and world-class corporate competitors who will see your booth.
4. Experience dedicated exhibit time for optimal sales leads.
5. Enjoy networking receptions in the Exhibit Hall, ensuring that every single attendee will see your booth at least once.
6. Expand your skills by learning from the world's top ergonomics professionals.
7. Appear on the Applied Ergonomics Conference website and in emails with an electronic link to your site.
8. Receive complimentary full conference registrations according to your booth size.
9. Showcase your company by sponsoring events or conference items to increase brand awareness.
10. See what your competition is doing and stay current on their product offerings.

EXHIBIT BOOTH COST

**RESERVE EARLY!
SPACE SOLD
OUT IN 2017**

10'X10' BOOTH
\$3,150

(includes 2 full registrations*)

10'X20' BOOTH
\$5,850

(includes 4 full registrations*)

20'X20' BOOTH
\$10,150

(includes 8 full registrations*)

*Any additional personnel or guest may purchase an Exhibit Hall-only (EHO) badge. This will allow entry to the Exhibit Hall area only. **\$199 each**

EXHIBIT SPACE AMENITIES

- Skirted table with pipe and drape
- Two (2) chairs and wastebasket (additional chairs for larger booths)
- Carpet (existing hotel flooring)
- Electrical service (one standard outlet)
- Booth identification signage
- Internet access
- Lead retrieval (available to order for this event)

ADDITIONAL EXHIBITOR BENEFITS

- Welcome Reception
- Attendee Networking Reception
- A.M. coffee and refreshment breaks
- Company logo and 50-word product/service description on conference website and in the on-site conference program

PLEASE NOTE: A 50% deposit is due with your contract application if received before September 18, 2017. After September 18, 2017, full payment is due with all signed contracts. Your booth is not guaranteed until payment has been received and processed. Notice of cancellation or booth reduction received November 15, 2017, or after will receive no refund.

EXHIBITOR SCHEDULE

(TENTATIVE SCHEDULE BELOW AND SUBJECT TO CHANGE)

MONDAY, MARCH 26

- | | |
|--------------------|--|
| 7 a.m. — 5 p.m. | Registration Desk Open |
| 11 a.m. — 4 p.m. | Installation and Setup |
| 5 p.m. — 7:30 p.m. | Welcome Reception in the Exhibit Hall (dedicated time) |

TUESDAY, MARCH 27

- | | |
|------------------------|---|
| 7 a.m. — 5 p.m. | Registration Desk Open |
| 10:45 a.m. — 5 p.m. | Exhibit Hall Open |
| 10:45 a.m. — 3 p.m. | Exhibits and Ergo Cup® in Exhibit Hall (dedicated time) |
| 11:45 a.m. — 1:15 p.m. | Lunch in the Exhibit Hall |
| 1:15 p.m. — 3 p.m. | Dessert Reception in the Exhibit Hall (dedicated time) |

WEDNESDAY, MARCH 28

- | | |
|------------------------|---|
| 7 a.m. — 5 p.m. | Registration Desk Open |
| 10:45 a.m. — 1:15 p.m. | Exhibits and Ergo Cup® in Exhibit Hall (dedicated time) |
| 11:45 a.m. — 1:15 p.m. | Lunch in the Exhibit Hall |
| 2 p.m. — 4 p.m. | Dismantling and Move-Out* |

**Exhibitors may not dismantle their booths prior to the official closing of the Exhibit Hall.*

THURSDAY, MARCH 29

EXHIBIT HALL CLOSED

ADVERTISING OPPORTUNITIES

BAG INSERT FOR CONFERENCE BAGS

\$500 per standard insert (1 page or front/back page)

\$600 per brochure, pamphlet, tri-fold, CD, etc.

Your company's product ad or flyer is a great way to guarantee attendees see your message.

You provide the material; we place it in the attendee conference bags for distribution at registration. **Exhibitor is responsible for printing and shipping inserts to IISE headquarters.**

.....

PRE-CONFERENCE CUSTOM E-BLAST

\$750 (limited to 5)

Get your message out to all registered attendees with a pre-conference custom-designed e-blast! Promote your company's product or service for the upcoming conference and don't forget your booth number. **You provide the HTML and text-only files and host the images from your server.** With the ability to customize everything, you have complete control over the content of the e-blast.

.....

EXHIBITOR PRESENTATION

\$500 per 20-minute session

Expand your company's presence by giving a presentation on the show floor. Exhibitor presentations should be educational in nature and not a specific sales pitch. They should be targeted to showcase success stories, applications, problem solving, technology integration, and retrofit/new construction considerations. Multiple slots can be purchased and seating will be made available for approximately 40 attendees.

.....

DISPLAY AD IN CONFERENCE PROGRAM

FULL-PAGE, 4-COLOR PRIME POSITIONS AVAILABLE!

\$1,350 INSIDE FRONT COVER — C2

\$1,250 INSIDE BACK COVER — C3

\$1,495 BACK COVER — C4

Increase your visibility to every conference attendee by placing a full-page, four-color display ad in the conference program that every attendee will receive. This program is used by all attendees as a daily guide and key to planning their schedules. Every activity, session, and event is listed in this informative program guide. Remember this guide will be carried by each attendee at the conference and kept to use as a reference tool throughout the year.

ACT NOW!

TO RESERVE EXHIBIT SPACE AT THE APPLIED
ERGONOMICS CONFERENCE, CONTACT:

Hutson Lambert

(228) 452-9683

hlambert@airmail.net

Anita Lambert

(228) 452-6159

anita4@airmail.net

Dolores Ridout

(281) 762-9546

ridout3@airmail.net

SPONSORSHIP OPPORTUNITIES

ATTENDEE CONFERENCE BAGS \$5,000

All conference attendees will receive a conference bag at registration. Take advantage of this exclusive chance to brand a high-valued, highly visible item used by every attendee. Attendees will be thrilled that you provided an easy, take-home bag for them.

ATTENDEE BADGE HOLDERS \$3,500

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company logo will be printed on the name badge holder each attendee will receive upon registering.

SPONSOR VIDEO KEYNOTE SESSION \$4,000

(two slots available before Keynote Speaker presentations)

Be featured for up to three minutes before each keynote presentation! Keynote presentations are the best attended sessions of any conference, which means your infomercial sponsorship is a can't-miss chance to get your business in front of nearly all the conference attendees. Be as creative as you like — just send us your video and we'll do the rest!

ATTENDEE PADS & PENS \$2,500

With so many sessions for note-taking, every attendee will be thankful to have your branded pad and pen to keep them organized. Attendees will see your company logo every time they take a note. After the show, attendees will continue to use these items and see your brand reminding them to give you a call.

BRANDED REUSABLE WATER BOTTLES \$2,500

Secure a brand reminder every time attendees take a sip. Don't forget your booth number. Attendees will thank you for providing an item they can use throughout the conference and after.

PREMIUM AD SPACE ON THE CONFERENCE MOBILE APP (EXCLUSIVE) \$1,500

Don't miss this opportunity to increase your exposure, booth traffic and leads by securing exclusive premium ad space on the Applied Ergonomics Conference mobile app! The mobile app is one of the most popular and widely used attendee tools — ensure your ad is seen every time an attendee opens it. Include a specific call to action that will direct users to your desired destination, as well as a link to your website to drive traffic. Act now to take advantage of this prized advertising real estate!

ERGO QUIZ BOWL CONTEST \$1,500

Act now and increase awareness as the sponsor of the Ergo Quiz Bowl Contest! Open to all attendees, this fast-paced quiz is where you'll find teams taking the ultimate ergo challenge! Be front and center where teams and spectators unite to test their ergonomics knowledge. Prominently displayed signage with your logo will show your sponsorship and support of this event!

ERGO CUP® AWARDS CEREMONY (STREAMED LIVE ONLINE) \$2,750

Align your company with excellence by sponsoring the livestream of the esteemed Ergo Cup® awards ceremony. The internationally recognized Ergo Cup® honors the top companies in the field with awards for demonstrations of their innovative ergonomic solutions. The awards ceremony will be streamed online for anyone to watch, regardless of attendance at the Applied Ergonomics Conference. For \$2,750, your company has the opportunity to sponsor the livestream and gain widespread exposure in the ergonomics and human factors field.

SPECIALTY NETWORKING EVENT \$1,500

Now is your opportunity to enhance your company's visibility! Take part in the fun at the AEC Specialty Networking Event, a social activity for attendees to unwind and network! Displayed signage with your logo will show your sponsorship support of this event.

CHARGING STATION TOWER OR CUBE \$5,000

Now is your opportunity to enhance your company's visibility! Your company's logo will be prominently displayed on a centrally located charging station used by attendees throughout the conference. The best feature is that each station has multiple units with lockable doors! Attendees set their own combination, go and attend a session, and return for their phone or tablet. Add additional TV monitors for front/back panel coverage offering continuous branding for your company or products.* Prominently displayed signage with your logo will show your sponsorship support of this event.

*Additional charge

CYBER CAFE \$2,500

Welcome attendees to visit the Cyber Cafe - an easily accessible, centralized hub for networking. Equipped with laptop stations where attendees can check and send email, access conference information and surf the net, the Cyber Cafe will provide attendees a relaxed and inviting atmosphere. Prominently displayed signage with your logo will acknowledge you as the sponsor. Bring mouse pads with your logo for added exposure at individual workstations.

HOTEL ROOM KEY CARDS \$1,750

How often do you get the chance to sponsor something that attendees hold onto throughout the conference? Your company or university logo and booth number will appear on each attendee's hotel key card.

CO-SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION \$10,000

Your company can welcome and host this informal networking event on Monday, March 26, 2018. Attendees will enjoy hors d'oeuvres and drinks in a relaxed atmosphere and discuss the day's events. As a sponsor, this is a great way to increase the awareness of your company with attendees. We will provide high-quality signage with your company's logo prominently displayed at the reception. For added exposure, you may provide cups and napkins with your company logo or marketing message.

CONTINENTAL BREAKFAST \$3,000 PER DAY

Get attendees off to a great start and get them thinking about your company first thing in the morning. Each breakfast will feature your company's logo prominently displayed near the food and beverage stations. You may provide cups and napkins with your company logo to increase visibility. Choose from three (3) available days: Tuesday, Wednesday or Thursday.

ATTENDEE LUNCHEON \$5,000

After a great morning of sessions, attendees will be ready for a well-deserved lunch. Take this opportunity to sponsor the attendee luncheon on Tuesday, March 27, 2018. We will provide high-quality signage with your company's logo prominently displayed near the food and beverage stations. For added exposure, you may provide cups and napkins with your company logo or marketing message.

REFRESHMENT BREAKS \$2,000 PER BREAK

Attendees will be sure to thank you for providing a relaxing break between sessions. We will provide prominently displayed signs with your company's logo at the refreshment stations located in the Exhibit Hall area. Further your exposure by supplying cups and napkins with your company logo or marketing message.