EXHIBIT PROSPECTUS
AND SPONSORSHIP OPPORTUNITIES

AERA 2020 ANNUAL MEETING
Friday, April 17 – Tuesday, April 21, 2020
San Francisco, CA

EXHIBITS
Saturday, April 18 – Monday, April 20, 2020
Moscone Center

Check for updates and more information at www.aera20.net
About AERA and Our Membership

AERA is the national interdisciplinary research association of approximately 25,000 members engaged in education research. AERA aims to advance knowledge about education, encourage scholarly inquiry related to education, and promote the use of research to improve education and serve the public good.

Approximately 25,000 Members

» Faculty
» Researchers
» Testing Developers
» Counselors

» Evaluators
» Directors of Research
» Research Administrators
» Graduate students

Don’t miss the opportunity to connect, engage, and build relationships with the expected 16,000 Annual Meeting attendees who are professionals in the field of education research.

Profile of Members

» AERA members are technologically savvy and always looking for new and improved research and methodological tools.

» AERA members value learning and buy products — whether publications, software programs, or other education research-related materials, AERA members attend the Annual Meeting with a curiosity for discovering new resources.

About the Annual Meeting

The AERA Annual Meeting is the largest gathering of scholars in the field of education research. It is a showcase for ground-breaking, innovative studies in a diverse array of areas – from early education through higher education, from digital learning to second language literacy. It is where to encounter ideas and data that will shape tomorrow’s education practices and policies, and where to connect with leading thinkers from the U.S. and around the world.
### Exhibit Booth Fees

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Early Bird Rate</th>
<th>Regular Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On or Before Nov 1</td>
<td>After Nov 1</td>
</tr>
<tr>
<td>A</td>
<td>$2,300</td>
<td>$2,400</td>
</tr>
<tr>
<td>B</td>
<td>$2,100</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

All booths are 10’x10’. A and B rates refer to booth location on the exhibit floor.

**AERA will offer a special discounted rate for universities and graduate programs.**

Contact AERA for more information.

Reserve your space online at [www.aera20.net](http://www.aera20.net) and click on “2020 Annual Meeting” and follow links for exhibiting.

For additional information including payment schedule, booth assignment and notification process, exhibitor services such as booth furnishings, audiovisual and catering, and the exhibitor service manual, see the Exhibit Space Application Rules and Regulations.

### Location of Exhibits

The 2020 AERA Exhibit Hall will be located in the Moscone Center – Moscone South Exhibit Hall.

### Exhibit Hours

- **Saturday, April 18**  9:00 AM – 6:00 PM
- **Sunday, April 19**  9:00 AM – 5:00 PM
- **Monday, April 20**  9:00 AM – 4:00 PM

Exhibits must be staffed at all times during exhibit hours. Installation of exhibits is April 17, 10:00 AM – 5:00 PM. Dismantling of exhibits is April 20, 4:01 PM – 9:00 PM.
Sponsorship Opportunities

Reserve your sponsorship online at www.aera20.net and click on “2020 Annual Meeting” and follow links for exhibiting and sponsorships.

Benefits of Sponsorship

» Sponsors contributing $4,000 or more will be listed on a Sponsor Recognition page in the AERA 2020 Annual Meeting Program—circulation of thousands in print distribution and viewable to all Annual Meeting attendees on the 2020 website. This page will list all sponsors and the items sponsored. (Sponsorships must be paid in full by February 3, 2020 to be included in the program).

» Sponsors contributing $5,000 or more will have their company logo placed on the Official Welcome Sponsorship Meter Board displayed outside the Exhibit Hall. (Sponsorships must be paid in full by February 3, 2020 to be included in the program).

» All sponsors will receive special recognition throughout the meeting by category of sponsorship

★ Platinum ($18,000) – *One Platinum Sponsorship Available, Including Gold Sponsorship Items Plus:

» Sponsorship of the Recharging Station in the Exhibit Hall
» Sponsorship of the AERA Annual Meeting WiFi
» Mobile App Features:
  • Banner ad rotating at top of app Dashboard page with click through to a full screen Landing Page where you can provide further promotion
  • Weighted banner (Banner is at top of Dashboard longer than non-weighted banners.)

If you are exhibiting:

» Exhibit Hall Map has your booth space background colorized on the app’s interactive exhibit floor map
» Upload logo to exhibitor page, which will link to your website. Manage that content throughout the year using your provided exhibitor web portal
» Have your promotional video downloadable from your Exhibitor Profile
» Non-exhibitors will receive special recognition on directional signage at the Moscone Center

★ Gold Sponsor ($12,000) – *Multiple Gold Sponsorships Available, Including Silver Sponsorship Items Plus:

» Cling wrap advertising in two (2) locations at the Moscone Center
» One (1) additional complimentary registration
» One (1) complimentary full page Print Program Advertisement
» One (1) additional complimentary text message alert on the AERA Mobile App

Silver Sponsor ($7,000) – *Multiple Silver Sponsorships Available, Including Bronze Sponsorship Items Plus:

» One (1) complimentary registration to invite your prospective/preferred client to attend
» One (1) complimentary half page Print Program Advertisement
» One (1) complimentary Text Message Alert on Mobile App
» One (1) complimentary Meeting Attendee List (Pre or Post) to include names, titles, affiliations and postal addresses

★ Bronze Sponsor ($4,000) – *Multiple Bronze Sponsorships Available:

» Recognition on Official Welcome Signage of Sponsors located at the entrance of Exhibit Hall
» Recognition in the Print Program and Mobile App with Company/Institution name
» Recognition in Pre-Annual Meeting AERA Insider Newsletter (e-monthly November-March and daily at Annual Meeting)
» Recognition on the AERA Annual Meeting Webpage with Company/Institution name, logo, and hyperlink to your company page
» One (1) complimentary quarter page Print Program Advertisement
Additional Sponsorship Opportunities

Hotel Key Cards – Be noticed first! This exclusive sponsorship includes your company/institution logo on the Hotel Key Cards at 3 of our Headquarters Hotels for maximum exposure. $6,000 for each hotel.

Exhibit Hall Prize Card and Hall Map – Sponsor the exhibit prize card and lottery for 2020! Last year this game was a big hit with meeting attendees and exhibitors – we handed out over 3,000 pieces in 2019. Have your logo on all exhibit hall floorplans and the exhibit prize cards. $2,500, two available.

Charging Stations – Attendees will need to recharge their smartphones, tablets and laptops throughout the meeting. AERA will provide charging stations branded with your logo in the Moscone Center. This sponsorship includes signage acknowledging your sponsorship and a listing on the website. $2,000 for two (2) stations. $1,000 for one (1) station.

Reception Sponsorship – AERA hosts a variety of high profile receptions throughout the meeting. These include but are not limited to: the Opening Reception, Publications Reception, Presidential Champagne Toast, Awards Ceremony and Celebration, Welcoming Orientation for New Members and First-Time Attendees and many others. Be seen by our attendees when you sponsor a reception with us! Price includes listing on the online and print programs (if sponsorship is received before the print deadline), the AERA website, and reception signage. Contact annualmtg@aera.net for more information. $13,000 for five (5) receptions, or $3,000 for one (1) reception.

Coffee Break with Attendees – What do attendees want more than anything? Coffee! The coffee break will be held inside the AERA Exhibit Hall on Saturday, April 18. As an exclusive sponsor, this event provides your company a unique, high-visibility branding opportunity. Sponsor may provide cups and/or napkins (at sponsor’s expense) and during the one-hour event may have one company representative present at each of the coffee stations to engage with attendees. Sponsor recognition signage will include your company name, logo, and booth number. $10,000 for this exclusive sponsor.

[New] Registration Marketing Opportunities – You asked, and AERA listened. You want a low cost, effective way to market to our attendees. This sponsorship opportunity will give your company the opportunity to leave a flier or marketing piece at a designated area provided by AERA in the registration area at the 2020 AERA Annual Meeting. This space will be in the same area as the program and tote bag distribution. *AERA will manage placement and restocking the materials – you will send your pieces directly to AERA to put out. $1,000, multiple available.

Have another idea for a sponsorship that’s not listed here? Feel free to reach out to annualmtg@aera.net to discuss additional sponsorship opportunities.
Mobile App Advertising Opportunities

Stay Connected – Mobile App Advertising
The Mobile App provides you with the opportunity for mobile sponsorships and promotion through banner ad and multimedia advertising. This gives exhibitors a far-reaching, cost-effective way of advertising in this brand new medium. It’s a handy tool for the trade show, but it also lives on throughout the year, providing users with an industry reference tool with company, product and contact information plus exhibitor advertising all year long. A place to point new business prospects to whenever new information is available, on a device they use daily right in the palm of their hands. For more information about the Mobile App, please contact annualmtg@aera.net.

ADVERTISING (DEADLINE MARCH 13)
Banner Ad/Landing Page Ad Package ($1,000 each)
Promote your company’s message with a rotating banner ad seen on the mobile app’s Dashboard. When tapped, the user is taken to a full-screen app landing page showing product or service graphics and information. This page then leads a user to the company’s exhibitor listing page.

Multimedia Ad Package ($2,000 each)
This package includes a rotating banner ad seen on the mobile app’s Dashboard that leads to a full-screen app landing page, and then to the company’s exhibitor listing page, from where a video message can be launched.

Text Message Alerts ($500 each)
Drive traffic to your booth! Send a mobile alert to all attendees.

Green Package (Free of Charge to AERA Exhibitors)
Upload your company’s logo to appear on your company’s exhibitor listing page. Also include as many downloadable .pdf product and company brochures as you’d like. Manage that content throughout the year using your provided exhibitor web portal.

EXHIBITOR MODULE (DEADLINE MARCH 13)
QR Code Builder and Lead Generator ($199)
Ability for exhibitors to build QR codes from the Core-apps Exhibitor Portal and generate leads and stats when attendees scan their QR codes (QR codes not from the exhibitor web portal can also be used). QR Scanner built into the app for users.

ANNUAL MEETING ATTENDEE MAILING LIST
$1,200 - SAVE $200 if you purchase mailing list in conjunction with booth space.
Exhibitor price is $1,000. The AERA Annual Meeting has about 16,000 expected attendees in San Francisco.

Available Beginning March 6
Promoting your booth to attendees before they get to the meeting is the most effective way to drive traffic to your booth. You can also rent the attendees mailing list to make attendees aware of your reception at the 2020 AERA Annual Meeting. Visit www.aera.net for more information about Affiliated Events. Rent the attendee mailing list and get noticed! Note that AERA does not provide e-mail addresses, only mailing addresses for labels. For information, contact annualmtg@aera.net or 202-238-3200.
Advertising Opportunities

2020 ANNUAL MEETING PROGRAM ADVERTISEMENT

10% Exhibitor Discount on Listed Rates
Insertion Order Deadline, February 21
Camera-Ready Copy Deadline, March 6

Advertising in the official 2020 Annual Meeting Program gives your organization instant recognition. The program is provided to all attendees, and is THE source for every activity, session, and event at the Annual Meeting. The program remains a year-round reference after the meeting and is also available for purchase at the AERA online bookstore, giving you added exposure to a non-attendee audience.

» Back Cover -- $6,100
» Inside Front Cover -- $5,200
» Inside Back Cover -- $4,600
» Two-Page Spread -- $4,400
» Last Page (facing rear cover) -- $3,100
» Full Page -- $2,500
» ½ Page -- $2,000
» ¼ Page -- $1,700

The Power and Possibilities for the Public Good
When Researchers and Organizational Stakeholders Collaborate

To order and for insertion specifications, refer to the sponsorship registration link. For questions, contact the AERA Publications Department at 202-238-3200 or at pubs@aera.net.
PAYMENT AND CANCELLATION: All applications require full payment of 100% of the total amount due. If an exhibitor notifies AERA of its intention to cancel by January 9, 2020, the exhibitor will be refunded 50% of all total amount paid. No refunds will be made for cancellations after January 9, 2020. The exhibitor’s contract will be considered cancelled only if the exhibitor has notified AERA of their intention to cancel by January 9, 2020. In the event that fire, strike, or other circumstances beyond the control of AERA cause the exhibitor to be cancelled, full refund of exhibit rental fees will be made.

APPLICATION RECEIVED: PAYMENT DUE 100% of Total Amount Due with Application

CANCELLATION DURING THE PERIOD OF: ASSESSMENT
Before January 9, 2020 50% of Total Amount Paid
After January 9, 2020 100%

EXHIBIT HOURS: Saturday, April 18, 2020 10:00 a.m. – 6:00 p.m.
Sunday, April 19, 2020 9:00 a.m. – 5:00 p.m.
Monday, April 20, 2020 9:00 a.m. – 4:00 p.m.

INSTALLATION OF EXHIBITS: Friday, April 17, 10:00 a.m. – 5:00 p.m. All exhibits must be set up by 5:00 p.m. on April 17. No exhibit may be erected after the exhibit space is open. It is the responsibility of the exhibitor to see that all materials are delivered to the Exhibit Hall by the specified time. Exhibitor may not set up and get torn down by 5:00 p.m. on Friday, April 17 will be cancelled or reassigned with no refund.

DESMANTLING OF EXHIBITS: No packing or dismantling of exhibits will be allowed until after the official closing of the exhibit at 4:00 p.m. on April 20. At this time, the official service contractor will begin collecting table drapes, carpeting and other items. Because this is a prime time for theft, exhibitors are urged to pack their materials expeditiously and to make arrangements for any outgoing freight before leaving the exhibit hall. If an exhibitor fails to remove the exhibit, removal will be arranged by AERA at the expense of the exhibitor. All crates must be removed from the exhibit area by 9:00 a.m. on April 20.

ACCEPTANCE OF EXHIBITS: Applicants must use the Application for Exhibit Space. Decisions regarding the acceptability of exhibits will be made by AERA. The content of materials displayed on the AERA Exhibitor Hall or advertised in the Annual Meeting Program must contribute to teaching, research, educational research, or the professional development of educational researchers. AERA reserves the right to refuse any application for exhibit space, advertising space, and any sale or distribution of materials, to curtail or cancel any exhibit or advertising space, either before or during the Annual Meeting, that in the sole judgment of the AERA Executive Director is not consistent with teaching, research, or the professional ends of education research and AERA. The policy also applies to displays, advertisements, sales of products (including novelties and souvenirs) and the display of exhibitors and their employees.

ASSIGNMENT OF EXHIBITS: Exhibitors will receive notification of booth assignment in late January, 2020. Priority of space assignment will be based on the date and time the applications are received. If applications are received at the same time, priority will be given to longtime exhibitors according to the number of booths requested. Exhibitors who wish to avoid assigned space adjacent to that of another exhibitor should so indicate on the online application. Exhibitors who desire assignment next to each other (such as business or professional affiliates or a parent company and its subsidiary) should note this when filling out their online application. However, each exhibitor will need to submit an application separately online and provide separate payment. A written request explaining why the booths should be assigned together should be sent to annualmeetings@aera.net. Assignment of such space (for purposes of ranking exhibit requests) will be based on the location of the largest booth exhibitor in the group. AERA reserves the right to limit or reject such requests.

SPACE: The booth dimensions indicated on the exhibit floor plan are believed to be accurate but may be approximate. All booths are 10’ x 10’, unless otherwise noted. Each exhibitor will be furnished a 10’ x 10’ booth with 8’ high back drape and 3’ side dividers. A “5’ x 10’” sign will be provided with the exhibitor’s company name and booth number. Booth furnishings are available through the official service contractor and are the sole responsibility of the exhibitors. The allowable floor load is 1000lbs/sq. foot. Aisle space shall not be used for exhibit purposes, display signs, solicitations, or distribution of promotional material. Exhibits, signs, and displays are prohibited in any of the public space or elsewhere on the premises of the meeting facilities except to the Exhibit Hall. Exhibitors who wish to use any nonstandard booth equipment or any signs, decorations, or arrangements of display material that conflict in any way with these regulations, or who have a peninsula booth must submit booth layout to AERA at least 60 days prior to the meeting. AERA reserves the right to modify the floor plan as may be necessary to preserve a compact and attractive exhibit area. Exhibits shall be constructed and arranged so that they do not obstruct the general view or hide the exhibits of others. Exposed, unfinished sides of exhibit backgrounds must be draped. Inspection of all exhibits will be made during the set up to advise the exhibitor of any deviations from the rules noted. If the exhibitor is not available, the official service contractor, with the approval of AERA, will provide the necessary draping and submit changes to the exhibitor.

STANDARD IN-LINE BOOTH: A standard in-line booth must not be higher than 8’ at the back wall and 5’ on the side dividers along the aisles. Display fixtures over 5’ tall must be confined to the area of the exhibit booth that is within 5’ of the backline.

PENINSULA BOOTH: A peninsula booth consists of two or more booths facing a cross aisle, forming an island exhibit attached to the end of a row of in-line booths. Peninsula booths must not be higher than 8’ at the back wall and may extend only 5’ to the left and right from the center backline. The height must then drop to the 4’ maximum on in-line booths. Side walls should not obstruct a view of the adjacent booths. Endcaps must have drapery centered on the 20’ wall to avoid making sight lines.

ADMISSIONS: Exhibitors receive two (2) complimentary meeting registrations per booth. Additional registrations cost $14 each. All exhibiting personnel must register for admittance to the exhibit floor.

GENERAL CODE OF CONDUCT: The following practices are prohibited:

- Noise and sound devices that interfere with other exhibitors. Exhibitors should be considerate of neighboring exhibitors when operating any sound system.
- Volatile, flammable, or explosive materials or any other substances prohibited by law or insurance carriers, see section on Fire and Safety Regulations.
- Sublimation of exhibit space.
- Sale of merchandise other than those manufactured or distributed by the exhibitor or its manufacturer.
- Canvassing or exhibiting material outside the exhibitor’s own space.
- The use of billboards or signs outside the exhibitor’s own space.
- Soliciting participation in surveys or otherwise harassing registrants.
- Solicitation of business or meetings in the interest of business by anyone other than representatives of exhibiting firms.
- Publicizing and/or maintaining any extraneous activities, inducements, displays or demonstrations away from the exhibit area during exhibit hours.
- Costs, lotteries, or games of chance, or the distribution of items not regularly manufactured by the exhibitor.
- The use of thematics, back drop, tape, nails, screws, bolts, or any tool or material that could mark the floor or walls. No signs or other articles are to be fastened to walls or electrical fixtures.
- The use of glitter, confetti, stickers, or decals.
- The use of overhanging signs, banners and display materials. These are limited to AERA services and exhibitors.
- Activities that would impede the flow of traffic through the area.
- Presence of food and beverages, other than those ordered, see Catering section.

SOLICITING/DEMONSTRATING: Canvassing, exhibiting, or distributing advertising matter outside the designated exhibit booth area is prohibited. No distributer of merchandise may be found to advertise the exhibitor’s own booth. Distribution of the exhibitor’s printed advertisements must be done within the exhibitor’s own space. Persons who are not exhibitors are prohibited from soliciting Registrants, or collecting within the Annual Meeting venues. No exhibitors, displays, or advertising material of any kind will be allowed into the Annual Meeting venues unless approved by AERA. Failure to comply with the regulations can result in removal from the Exhibit Hall. Aisle in front of the booth must be kept clear. Enough space must be allocated within each exhibit booth for attendees to browse or watch product demonstrations. Any activity that causes attendees to congregate in the aisle or in adjacent exhibit booths will be curtailed or eliminated.

SALE OF MERCHANDISE: Order taking by exhibitors accepting checks or credit cards is permitted, provided that all transactions are conducted in a manner consistent with the scholarly and professional nature of the meeting and in accordance with the state and local regulations applicable in the host city of the exhibit site. Cash transactions are discouraged.

CATERING: All catering for booths must be ordered through the Moscow Center. Outside food and beverages is prohibited. Popcorn machines and popcorn, peanut machines, cotton candy machines, and similar items are expressly prohibited. Catering information and order forms will be in the Exhibitor Services Manual to be sent in January.

BOOTH FURNISHINGS AND LABORS: Freeman is the official general contractor. Exhibitors may order booth furnishings and services such as display units, booth carpeting, tables and chairs, booth cleaning and labor from Freeman. These items are not included in the price of the booth space. Information and order forms for these items, as well as additional services such as audio visual, electrical and telecommunications will be in the Exhibitor Services Manual.

AERA 2020 ANNUAL MEETING EXHIBIT PROSPECTUS AND SPONSORSHIP OPPORTUNITIES

www.aera20.net
Exhibitor Prospectus: Important Dates

2019

**November 20** – Registration for exhibit space and sponsorships is open.

**January 1** – Deadline for early registration for exhibit booths.

2020

**Early February** – Online Exhibitor Service Manual goes out by e-mail. Order information and forms for services such as booth furnishings, display units, booth carpeting, tables and chairs, booth cleaning and labor, as well as catering, audiovisual, electrical and telecommunications will be available.

**Mid February** – Exhibit space assignments begin to go out by e-mail. Please note that if AERA has not received payment, you will not receive your booth assignment at this time.

**February 21** – Program advertisement insertion orders due.

**Late February** – Annual Meeting Program listing deadline. Only those exhibitors who purchased exhibit space and sponsorships by this date will appear in the Annual Meeting Program. After this date, exhibit space and sponsorships listings will appear in the Mobile App.

**March 6** – Advance registration mailing list available for rent.

**March 6** – Program advertisement camera-ready copy due.

**March 13** – Mobile App Advertising Deadline.

**March 30** – Advance to warehouse shipments accepted beginning this day.

**April 6** – Discount deadline for ordering Freeman products and services.

**April 10** – Hotel reservation cutoff date.

**April 21** – Advance freight shipping deadline.

**Thursday, April 16** – On-site registration open.

**Friday, April 17** – Direct-to-show site shipment must arrive no earlier than this date at 10:00 AM.

**Friday, April 17** – Exhibitor move-in at 10:00 AM – 5:00 PM.

**Friday, April 17** – **Tuesday, April 21, 2020**

AERA Annual Meeting.

**Saturday, April 18** – **Monday, April 20**

Exhibits open.

**Monday, April 20** – Exhibitor move-out at 4:01 PM – 9:00 PM.
Included with Booth Fee

8’ high back drape and 3’ high side drape
7” x 44” company identification sign

Benefits to Exhibiting
» 2 Complimentary Full Conference registrations per exhibit booth
» Discount on the Annual Meeting Attendee List
» Listing on the following:
  • AERA 2020 Annual Meeting Website – includes company description and hyperlink
  • AERA 2020 Annual Meeting Mobile App
  • Inclusion in the Final Printed Program (if application is received prior to deadline)
» Complimentary “thank you” continental breakfast for our exhibitors on Monday, April 20 (Day 4 of the meeting)

Listing of 2019 Exhibiting Companies

AAAS Science & Technology Fellowships
AERA Division H
American Institutes for Research
American Psychological Association
ATLAS.ti Americas
Beacon Press
Bloomsbury
Brill
Center for Education Policy Research
COE, Inc.
Dedoose/SCRC
Elsevier B.V.
Frontiers
GTCOM
Guilford Press
Hager Sharp
Hanover Research
Harvard Education Publishing Group
Harvard University Press
ICPSR
IEA Hamburg
IGI Global
IMPAQ International
Information Age Publishing
IntegReview IRB
Johns Hopkins University Press
Leibniz Institute for Educational Trajectories
Louisiana State University
MIT Press
Multilingual Matters
Myers Education Press
National Institute of Education, Singapore
NCME
NORC at the University of Chicago
OECD
Oxford University Press
Palgrave Macmillan
Pearson
Penguin Random House
PereDoc Technology
Peter Lang Publishing
Provalis Research
QSR International
Qualtrics
Quant Methods for Leadership
Decision-Making
Rethinking Schools
Routledge, Taylor and Francis
Rowman & Littlefield
Russell Sage Foundation
Rutgers University Press
SAGE Publishing
Springer
StataCorp LLC
Stylus Publishing
SUNY Press
Teachers College Press
The New Press
Tourism Toronto
University of Chicago Press
University of Minnesota Press
University of Toronto Press
VERBI Software GmbH
W.W. Norton & Company
WestEd
Wiley
WINCsoft
For questions regarding exhibits, sponsorships, Annual Meeting Attendee Mailing list, discounted rates, or general questions, contact annualmtg@aera.net.

For questions regarding Annual Meeting Program Advertising, contact Jessica Sibold, Publications Assistant, at 202-238-3236 or pubs@aera.net.