Exhibitor Prospectus and Sponsorship Opportunities

AERA 2012 Annual Meeting
Vancouver, British Columbia | April 13 – April 17, 2012

Annual Meeting
Friday, April 13 – Tuesday, April 17, 2012
Vancouver Convention Centre

Exhibits
Saturday, April 14 – Monday, April 16
Vancouver Convention Centre West, Exhibition Hall A

Photo courtesy of Barbara Helgason/Big Stock Photo
AERA is the national interdisciplinary research association of approximately 24,000 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 24,000 Members
- Faculty
- Researchers
- Testing Developers
- Counselors
- Evaluators
- Directors of Research
- Research Administrators
- Graduate Students

Broad Range of Fields
- Evaluation and Assessment
- Curriculum Effectiveness
- Educational Leadership
- Educational Measurement and Statistics
- Educational Psychology
- Teaching and Teacher Education
- Educational Policy
- Social Foundations of Education
- Professional Education

Education researchers represent a highly educated market that produces and uses education research from K–12 through higher education and continuing learning in the U.S. and around the globe. They are involved in promoting the effective use of research in all areas of education policy making and practice.
AERA’s Annual Meeting is the premier event for professionals in the realm of education research. No other event draws as many scientists, scholars, and other related research professionals field. Over 13,000 attendees typically gather at in the AERA’s Annual Meeting. Approximately 15% of AERA Annual Meeting attendees are scholars from over 60 countries beyond the United States.

Why Exhibit?

Profile of Members

• More than 77% of AERA’s members work in university settings.
• Approximately 66% have earned their doctorate degree. Another 27% are graduate students working towards doctorate degrees.
• 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.

Exhibit Booth Fees

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Early Bird Rate</th>
<th>Regular Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$1,975</td>
<td>$2,100</td>
</tr>
<tr>
<td>B</td>
<td>$1,700</td>
<td>$1,875</td>
</tr>
</tbody>
</table>

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

Reserve your space online at www.aera.net and click on “2012 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 2012 AERA Exhibit Hall will be located in the Vancouver Convention Centre West, Exhibition Hall A.

Exhibit Hours

Saturday, April 14 9:00 AM – 6:00 PM
Sunday, April 15 9:00 AM – 4:00 PM
Monday, April 16 9:00 AM – 5:00 PM

Exhibits must be staffed at all times during exhibit hours.
Installation of exhibits is April 13, 10:00 AM – 5:00 PM.
Dismantling of exhibits is April 16, 5:01 PM – 9:00 PM.
Other Exhibit Opportunities

**Exhibit Hall Literature Kiosk**

$700 • Deadline March 23
Catch the attention of attendees as they enter the exhibit floor and reserve your spot in the literature kiosk. This is your opportunity to promote your booth, events, and products with promotional literature displayed in the Exhibit Hall Literature Kiosk. The kiosk display will be in a high visibility area near the Exhibit Hall entrance. Limit of 2,500 pieces.

**Registration Area Literature Kiosk**

$1,400 • Deadline March 23
Catch the attention of attendees as they enter Exhibition Hall A, the location of registration, exhibits, and the Cyber Café, and reserve your spot in the literature kiosk. This is your opportunity to promote your booth, events, and products with promotional literature displayed in the Registration Area Literature Kiosk. The kiosk display will be in a high visibility area near the entrance of Exhibition Hall A. Limit of 5,000 pieces.

**Booth for Product Sales**

$1,000 • Deadline March 23
Unable to attend the Annual Meeting? AERA has a table set up for publishers and authors who cannot attend the meeting but are interested in having their work displayed. The table will be open during exhibit hours and order forms can be provided. Products are limited depending on space.

Contact Katie Coon at exhibits@aera.net or 202-238-3211.

**Advertising Opportunities**

**2012 Annual Meeting Program Advertisement**

10% Exhibitor Discount on Listed Rates
Insertion Order Deadline, February 15
Print-Ready PDF Deadline, March 1

Advertising in the official 2012 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 – $5,500.00
- Inside Front Cover – $4,600.00
- Inside Back Cover – $4,000.00
- Two-Page Spread – $4,200.00
- Last Page (facing rear cover) – $2,600.00
- Full Page – $2,500.00
- ½ Page – $1,900.00
- ¼ Page – $1,600.00

To order and for insertion specifications, refer to the sponsorship contract. For questions, contact the AERA Publications Department at 202-238-3236 or at pubs@aera.net.

**Annual Meeting Attendee Mailing List**

$750 – SAVE $150 if you purchase mailing list in conjunction with booth space. Exhibitor price is $600.
Available Beginning March 5

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 2012 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 Katie Coon at exhibits@aera.net or 202-238-3211.

**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 exhibits@aera.net.
Sponsorship Opportunities

Reserve your sponsorship online at www.aera.net and click on “2012 Annual Meeting” and follow links for exhibiting and sponsorships.

Benefits of Sponsorship
- Sponsors contributing $2500 or more will be listed on a Sponsor Recognition page in the AERA 2012 Annual Meeting Program—circulation of over 13,000 in print distribution and viewable to all Annual Meeting attendees on the 2012 website. This page will list all sponsors and the items sponsored. (Sponsorships must be paid in full by February 1, 2012 to be included in the program).
- A Sponsor Recognition page, sponsors contributing $2500 or more, will appear in the 2012 pre-Annual Meeting (March) issue of Educational Researcher, the official member publication of AERA—circulation of over 24,000. (Sponsorships must be paid in full by February 1, 2012 to be included in the program).
- Signage at the individual event or function you are sponsoring.
- 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 March 1, 2012 to be included in the program).
- Sponsors contributing $5,000 or more will have an acknowledgment in the walk-in slide presentation during the Award Ceremony and Presidential Address.

Sponsor a Reception
$2,500 per Reception
Deadline January 31
AERA has several invited receptions that are held at the Annual Meeting every year. Some of those include the Publications Reception, Social Justice Reception, Welcome Reception, and a New Member Orientation. Sponsor a reception, and have your company’s or institution displayed at the reception.

Annual Meeting Tote
$35,000 Exclusive or $20,000 ½ Bag
Deadline December 9
Put your company logo, along with the AERA logo, on the tote bag given to each attendee, and they will be reminded of your organization long after the show. Your company name will be carried everywhere our attendees travel, whether to work or around the globe. AERA provides bags and determines bag size, type, logo size, and placement.

Lanyard
$17,500
Deadline January 20
See every attendee, over 13,000, wearing your name! Lanyards are worn around the neck and attached to each attendee badge. Lanyards will be printed with your company name and/or logo and AERA’s logo, to offer maximum exposure.
Career Center

Deadline April 6

The 2012 AERA Career Center will be held in conjunction with the Annual Meeting, Saturday, April 14 – Monday, April 16. Many Attendees are graduate students, early career scholars seeking employment or a new post, or more experienced faculty or researchers who might be attracted to a new position. This presents employers with a rare opportunity to meet with many job candidates of the highest caliber in an all-in-one location. There are two ways for employers to participate in the Career Center:

Dedicated Employer ($900)
- Receive complete access to the online Job Board and scheduler.
- Review job candidate information anytime via the online Job Board. New candidates are posted daily.
- Schedule interviews using the online scheduler.
- Contact job candidates directly via the online Job Board.
- Secure a dedicated space in the Career Center and conduct interviews throughout the day at your convenience. That’s more than 20 hours of interview time!

Participating Employer ($400)
- Receive all of the above except that instead of a dedicated space to be used at your convenience, you may schedule interviews for a total of three hours per day, each day. That’s nine total hours of interview time.

To register, visit www.aera.net and click on “Employment,” then follow the links to register for the 2012 AERA Annual Meeting Career Center as an employer. The sooner you register, the longer your job postings will be available to meeting attendees. Note: Career Center registration price does not include online job postings. For more information, e-mail careers@aera.net or call AERA at 202-238-3215.

Reserve your exhibit, advertising space, and sponsorship today!

For questions regarding exhibits, sponsorships, Annual Meeting Attendee Mailing list, discounted rates, or general questions, contact Katie Coon, Meetings Associate, at 202-238-3211 or exhibits@aera.net.

For questions regarding the Career Center, contact Patricia Martin, Director of Membership, Constituent Relations, and Governance, at 202-238-3215 or careers@aera.net.

For questions regarding Annual Meeting Program Advertising, contact Alana Schwartz, Publications Assistant, at 202-238-3236 or pubs@aera.net.
PAYMENT AND CANCELLATION: 100% of payment is due with application. If an exhibitor notifies AERA of their intent to cancel at least 100 days prior to exhibit opening (January 5, 2012), all sums paid by the exhibitor, less the 50% deposit, will be refunded. No refunds will be made for cancellations made prior to the opening of the exhibition. The exhibitor’s contract will be considered cancelled only if the exhibitor has notified AERA of the cancellation in writing (post-marked or fax-dated by January 5, 2012). In the event that fire, strike, or other circumstances beyond the control of AERA cause the exhibit to be cancelled, full refund of rental fees will be made.

APPLICATION RECEIVED: PAYMENT DUE

Due with application 100% of Total Amount

CANCELLATION DURING THE PERIOD OF: ASSESSMENT

Before January 5, 2012 50% of Total Amount Due
On or after January 5, 2012 100%.

EXHIBIT HOURS:

Saturday, April 14, 2012 9:00 AM – 6:00 PM
Sunday, April 15, 2012 9:00 AM – 4:00 PM
Monday, April 16, 2012 9:00 AM – 5:00 PM

INSTALLATION OF EXHIBITS: April 13, 10:00 AM – 5:00 PM. All exhibits must be set up by 5:00 PM on April 13. No exhibit may be erected after the exhibition opens. It is the responsibility of the exhibitor to see that all materials are delivered according to the specified deadline. Any display that extends beyond the specified deadline or the exhibit space not occupied and set by 5:00 PM on Friday, April 13, will be reinstalled or reinstalled with no refund.

DISMANTLING OF EXHIBITS: No packaging or dismantling of exhibits will be allowed until after the official closing of the exhibit at 5:00 PM on April 16. 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. The exhibitor is responsible for all necessary arrangements for the disposition of their 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 AM on April 16.

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 in the AERA Exhibit Hall or advertised in the Annual Meeting Program must contribute to teaching, research, educational research, or the professional ends 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 advertisement, even during the Annual Meeting, the sole judgment of the AERA Executive Director is not consistent with teaching, research, or the professional ends of education research and AERA. This policy also applies to displays of materials of a promotional nature (novelty items and souvenirs) and the decor of exhibitors and their employees.

ASSIGNMENT OF EXHIBITS: Exhibitors will receive notification of booth assignment beginning January 16, 2012. Priority of space assigned will be based on receipt 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 reserve assigned space adjoining that of another exhibitor should so indicate on the online application. Exhibitors who desire assignment next to each other as business or professional affiliates or a parent company and its subsidiary) should note this when filling out their online application; however, each will need to submit a separately online and provide separate payment. All bookings for adjoining exhibits should be assigned together should be sent to exhibits@aera.net. Assignments of such space (for purposes of ranking exhibit requests) will be based on the location of the largest booth exhibits in the grouping. 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 is furnished a standard booth consisting of 15’ of floor space, 10’ of back space and 3’ side space. A 7’ x 4’ 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 100lbs/square foot.

Aisle space shall not be used for exhibit purposes, display 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 in the Exhibit Hall. Exhibitors who wish to use any additional equipment or any signs, decorations, or arrangements of display material that conflict in any way with these regulations, or who have a peninsula booth consisting of two or more booths that form an island exhibit attached to the end of a row of in-line booths; Peninsula booths must not be higher than 10’ at the back wall and may extend only 4’ to the left and right from the center back line. The height of any exhibit or display in-line booths. Side wings should not obstruct a view of the adjacent booths. Endcaps must have drapery centered on the 20’ wall to avoid masking sight lines.

ADMISSIONS: Exhibitors receive two (2) complimentary registration materials, which cost $25 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 substance prohibited by health or insurance carriers, see section on Fire and Safety Regulations.
• Subleasing of exhibit space.
• Any materials exhibited other than those manufactured or distributed by the exhibitor in the regular course of business.
• Canvassing or exhibiting material outside the exhibitor’s own space.
• The use of billboard signs or other displays 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 extracurricular activities, inducements, displays or demonstrations away from the exhibit area during exhibit hours.
• Contests, lotteries, games of chance, or the distribution of items not regularly manufactured by the exhibitor.
• The use of thumb tacks, scotch tape, nails, screws, bolts, or similar or similar material or objects for work involving installation and dismantling of exhibits. These items are not included in the price of the official general contractor. Exhibitors may order booth services, tables and chairs, booth cleaning and labor from Freeman. Additional items are not included in this price. Table drapes, carpeting and other items. Because this is a prime time for theft, exhibitors are urged to pack their materials expeditiously.

CATERING: All catering for booths must be ordered through the Vancouver Convention Centre. Outside food and beverage is prohibited. Popcorn machines and pop corn, peanut roasters, 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 February.

BOOTH FURNISHINGS AND LABOR: Freeman is the official general contractor. Exhibitors may order booth furnishings and services such as display racks, 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 information about audio visual, electrical and telecommunications will be in the Exhibitor Services Manual.

SHIPPING: Advance shipments of materials must be made to Freeman. The Vancouver Convention Centre will not accept orders for additional shipping. Materials shipped to the center or store empty crates. Shipping information and forms will be in the Exhibitor Services Manual.

SECURITY: AERA will provide 24-hour security for the exhibit area during the entire exhibit period. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. Freeman, the Vancouver Convention Centre, and AERA are neither liable nor insured for loss or damage of exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense.

UNION REGULATIONS: Exhibitors agree to abide by all local jurisdiction union requirements, if applicable, for work involving installation and dismantling of exhibit space.

FIRE AND SAFETY REGULATIONS: Literature, handouts, and supplies are permissible in reasonable quantities. Reserve quantities should be kept in closed containers and stored in a neat, compact manner within the booth. Storag. edrums are prohibited behind back drapes or display walls. All display materials must be fire retardant in accordance with the host city fire code, including cloth draping, table covers, decorative fabric, paper, foam board, and all other decorative materials. Combustible oils or gases and helium tanks are prohibited. All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. All decorations must be fireproofed, and electrical wiring must conform to the safety rules of the host city electrical code. Fire hose cabinets must not be obscured and must be entirely accessible and in full view at all times.

LIABILITY: It is agreed that exhibitors shall assume all responsibilities for damage to the exhibit area, and they shall indemnify and hold harmless the American Educational Research Association, the Vancouver Convention Centre, and any service contractors acting as agents of AERA from all liability that may ensue from any cause. Security services for the exhibit hall will be provided 24 hours a day, but AERA and the Vancouver Convention Centre will not be responsible for any loss or damage of any kind.
## Exhibit Prospectus: Important Dates

<table>
<thead>
<tr>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, October 27 Early Bird exhibit rate deadline&lt;br&gt;After this date regular rates apply and full payment is due at time of application.</td>
<td>Early January Exhibitor Housing and Registration Opens</td>
</tr>
<tr>
<td>Early December Attendee Housing and registration open</td>
<td>Thursday, January 5 Last day to cancel with 50% cancellation fee. 100% cancellation fee applies to cancellations received on or after January 5th.</td>
</tr>
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<td>Friday, December 9 Annual Meeting Tote deadline</td>
<td>Monday, January 16 Exhibit space assignments begin to go out by e-mail. <em>Please note that if AERA has not received payment, you will not receive your booth assignment at this time.</em></td>
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<td>2012</td>
<td>Monday, January 20 Lanyard sponsorship deadline.</td>
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<td>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. Customs information will also be included in the service manual.</td>
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<td>Thursday, March 1 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 Supplement.</td>
</tr>
<tr>
<td>Monday, March 5 Advance registration mailing list available for rent</td>
<td>Monday, March 5 Advance registration mailing list available for rent</td>
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<tr>
<td>Monday, March 19 Advance to warehouse shipments accepted beginning this day</td>
<td>Monday, March 19 Advance to warehouse shipments accepted beginning this day</td>
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<tr>
<td>Thursday, March 22 Hotel reservation cutoff date</td>
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<td>Friday, March 23 Registration Area Literature Kiosk/Exhibit Hall Literature Kiosk/Booth for Product Sales sponsorship deadline</td>
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<tr>
<td>Friday, March 30 Discount deadline for ordering Freeman products and services</td>
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<tr>
<td>Wednesday, April 4 Advance freight shipping deadline</td>
<td>Wednesday, April 4 Advance freight shipping deadline</td>
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<tr>
<td>Friday, April 6 Career Center registration deadline</td>
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<tr>
<td>Thursday, April 12 On-site registration open</td>
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</tr>
<tr>
<td>Friday, April 13 Direct-to-show site shipment must arrive no earlier than this date at 10 AM</td>
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Reserve Your Exhibit Space and Sponsorship Today!

American Educational Research Association
1430 K Street, NW
Suite 1200
Washington, DC 20005
Phone: (202) 238-3200
Fax: (202) 238-3250
E-mail: exhibits@aera.net
Website: www.aera.net