

AMERICAN EDUCATIONAL RESEARCH ASSOCIATION

ACCEPTING EDUCATIONAL RESPONSIBILITY



2021 VIRTUAL ANNUAL MEETING
APRIL 8–12, 2021

EXHIBITS

Thursday, April 8 – Monday, April 12, 2021
9:00 am – 6:00 pm

*Exhibit hours are tentative and subject to change.

Exhibitor Prospectus and Sponsorship Opportunities

Welcome to the 2021 Virtual Annual Meeting and Exhibit Hall

This year's AERA Annual Meeting will be the **largest gathering of scholars in the field of education research live online**. With sessions live across the world, this meeting will host the largest number of concurrent educational research sessions in history.

It will be 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. And it will be delivered in the most dynamic and interactive way possible.

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

What's new and what has changed for 2021...

- We have more ways for you to interact with the attendees
- You can set your own Face to Face within the platform
- We have added two hour and a half hours each day of dedicated networking time for exhibits
- You will be able to design your own online booth and link to your own website
- Display videos and have downloadable PDF handouts for attendees
- The meeting will be hosted on a dynamic and cutting-edge virtual platform
- We have multiple ways for you to connect to the attendees
- Additional opportunity to keep your exhibit booth live past the meeting
- Receive detailed analytics about your exhibit booth attendance
- Gamification through-out the exhibit hall and the rest of the meeting



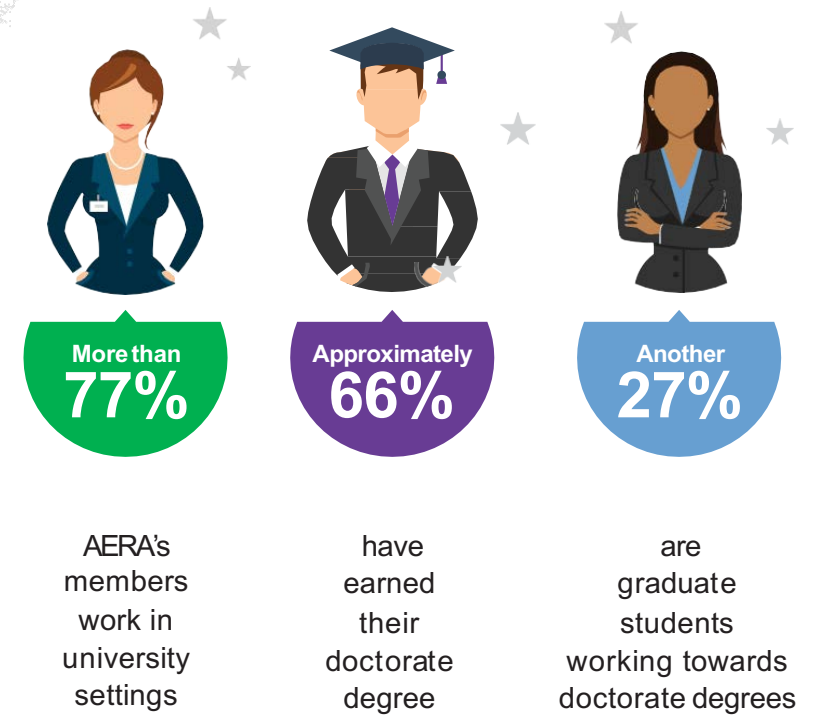
Top Three Reasons Why You Should Exhibit at the AERA 2021 Virtual Annual Meeting

- The AERA Virtual Annual Meeting is still the **premier event** for professionals in the realm of **education research**. No other event draws as many scientists, scholars, and other related research professionals in the field. Over 16,000 attendees typically gather at in the AERA's Annual Meeting.
- There is a top-notch program built on individual papers and presentations from scholars in education research.
- New and unique partner opportunities beyond your exhibit booth to engage with attendees. These opportunities include gamification, logo placement, and online program advertising.

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.

- Faculty
- Researchers
- Testing Developers
- Counselors
- Evaluators
- Directors of Research
- Research Administrators
- Graduate Students



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.

Exhibitor Booth Options

- 2 Booth Sizes: Standard (\$1,200) and Large (\$1,500)
- Available media in each booth to foster active engagement:
 - Live video chat with all booth visitors, smaller groups, or one-on-one through the chat platform
 - Invite booth visitors to join you in a video conference mini-meeting where you have the ability to share your screen
 - Downloadable PDF Documents within the booth
 - Informational Digital Brochures
 - Hyperlinks to different platforms or sponsor websites or social media
- Booth available for one year, with active links to exhibitor

Standard Exhibit Booth



Please note, this area will automatically scroll as the virtual space takes up two web pages

INCLUDES

- 2 pages/panes of exhibit space to populate with materials
- Up to 2 locations for video
- 10 download options
- 6 hyperlink options
- Text chat function
- Up to 3 live video meetings at the same time
- 2 full meeting registration

Large Exhibitor Booth



Please note, this area will automatically scroll as the virtual space takes up three web pages

INCLUDES

- 3 pages/panes of exhibit space to populate with materials
- 3 locations for video
- 15 download options
- 9 hyperlink options
- Text chat function
- Up to 3 live video meetings at the same time
- 4 full meeting registrations

2021 AERA Virtual Meeting Exhibit Hall Timeline

Early February – Exhibitor Registration opens

Mid-February - Online Access will be made available to Exhibitors to start setting up their Virtual Booths. Please note that if AERA has not received payment, you will not receive your booth access at this time.

March 15 - Virtual advertisement insertion orders due.

March 15 - Annual Meeting Program listing deadline. Only those exhibitors who purchased exhibit space and sponsorships.

March 22 - Advance registration mailing list available for rent.

Thursday, April 8 – Monday, April 12 – Exhibits open

RESERVE YOUR EXHIBIT SPACE AND SPONSORSHIP TODAY!

For questions regarding exhibits, sponsorships, Annual Meeting Attendee Mailing list, discounted rates, or general questions, contact Mary Piper Waters, Assistant Director of Meetings, at 202-238-3213 or mpiperwaters@aera.net.

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

