

Exhibitor Prospectus and Sponsorship Opportunities



AERA 2013 Annual Meeting San Francisco, California | April 27 – May 1, 2013

Annual Meeting

Saturday, April 27 – Wednesday, May 1, 2013
San Francisco, California

Exhibits

Sunday, April 28 – Tuesday, April 30, 2013
Hilton Union Square, Grand Ballroom Level, Tower 2, Grand Ballroom

AERA is the national interdisciplinary research association of over 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.

Over 25,000 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.

Why Exhibit?

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 in the field. Over 13,500 attendees typically gather at AERA's Annual Meeting. Approximately 15% of AERA Annual Meeting attendees are scholars from over 60 countries beyond the United States.

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

Booth Type:	Early Bird Rate <i>On or Before November 16</i>	Regular Rate <i>After November 16</i>
A	\$1,975	\$2,100
B	\$1,700	\$1,875

All booths are 8' 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 "2013 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

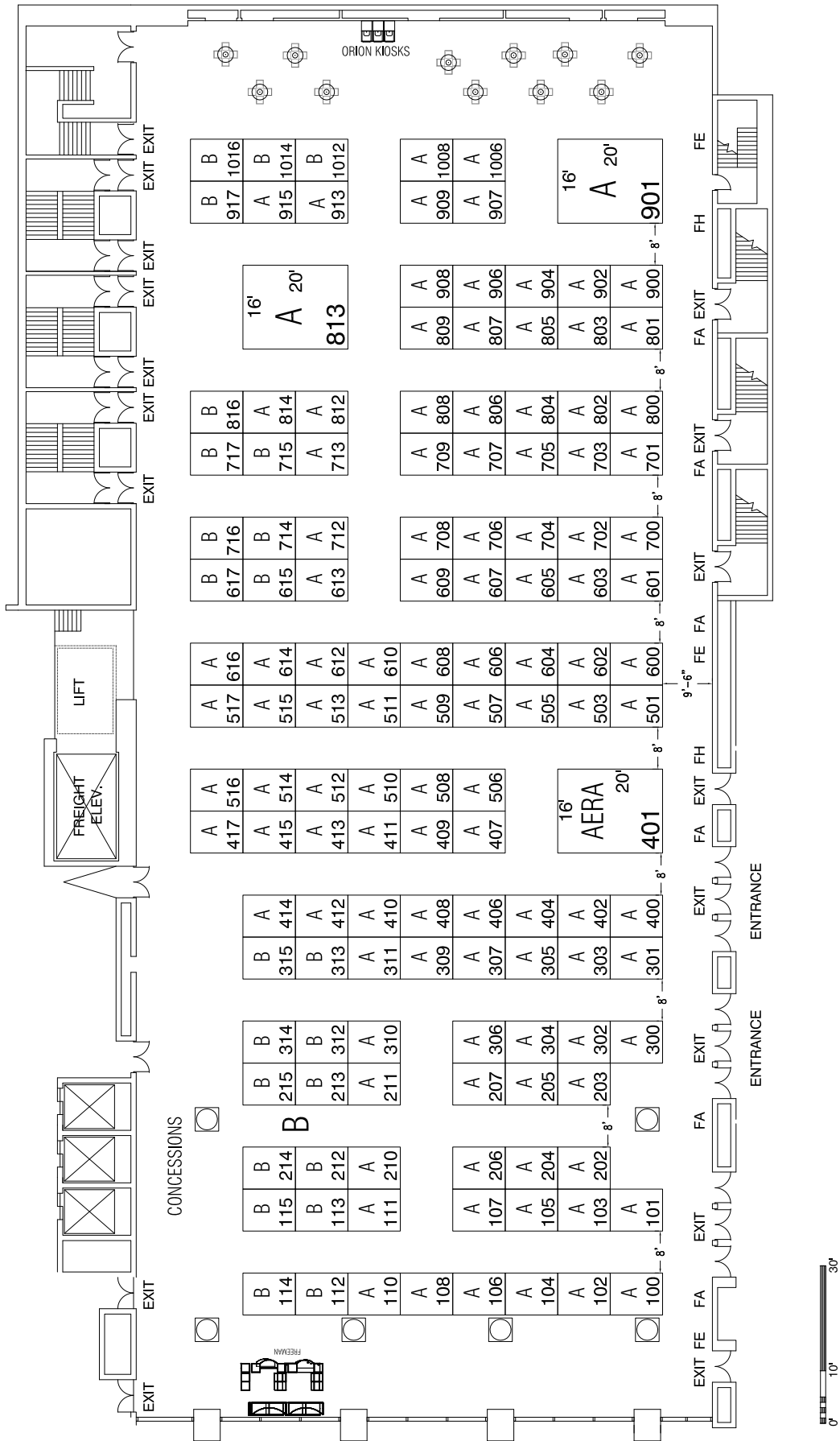
The 2013 AERA Exhibit Hall will be located in the Hilton Union Square, Grand Ballroom Level, Tower 2, Grand Ballroom.

Exhibit Hours

Sunday, April 28	9:00 AM – 6:00 PM
Monday, April 29	9:00 AM – 4:00 PM
Tuesday, April 30	9:00 AM – 5:00 PM

Exhibits must be staffed at all times during exhibit hours. Installation of exhibits is April 27, 10:00 AM – 5:00 PM. Dismantling of exhibits is April 30, 5:01 PM – 9:00 PM.

Exhibit Hall Floor Plan



Other Exhibit Opportunities

Exhibit Hall Literature Kiosk



\$700 • Deadline April 5

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



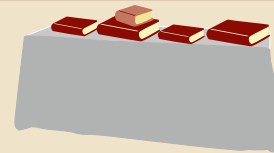
\$1,400 • Deadline April 5

Catch the attention of attendees as they enter registration, 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 registration. Limit of 5,000 pieces.

Booth for Product Sales

\$1,000 • Deadline April 5

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

2013 Annual Meeting Program Advertisement

10% Exhibitor Discount on
Listed Rates

Insertion Order Deadline, March 1

Camera-Ready Copy Deadline,
March 8

Advertising in the official 2013 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 — \$5,700
- Inside Front Cover — \$4,800
- Inside Back Cover — \$4,200
- Two-Page Spread — \$4,400
- Last Page (facing rear cover) — \$2,700
- Full Page — \$2,500
- ½ Page — \$2,000
- ¼ Page — \$1,700

To order and for insertion specifications, refer to the sponsorship contract. For questions, contact the AERA Publications Department at 202-238-3200 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 18

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 2013 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.

Jane Smith
123 Main Street
Anytown, US 55555

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 "2013 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 2013 Annual Meeting Program—circulation of thousands in print distribution and viewable to all Annual Meeting attendees on the 2013 website. This page will list all sponsors and the items sponsored. (Sponsorships must be paid in full by February 1, 2013 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, 2013 to be included in the program).

Annual Meeting Tote

**\$30,000 Exclusive or
\$15,000 ½ Bag
Deadline January 7**



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.

Sponsor a Reception

**\$2,500 per Reception
Deadline February 4**



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 or institution's logo displayed at the reception.

Lanyard

**\$15,000
Deadline February 4**



See every attendee, over 13,500, 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 19

The 2013 AERA Career Center will be held in conjunction with the Annual Meeting, Sunday, April 28 – Tuesday, April 30. 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)

- 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!*

- 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.

Participating Employer (\$400)

- Receive all of the above except that instead of a dedicated space, 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 careers.aera.net. 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 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 Patti Martin, Director of Membership, Constituent Relations & 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

AERA 2013 ANNUAL MEETING EXHIBIT SPACE • RULES AND REGULATIONS

PAYMENT AND CANCELLATION: For applications submitted before November 16, 2012, one half (50%) of the total amount due must accompany the application. Failure to remit the balance of booth rental by the due date constitutes cancellation of contract, and the reserved space will be subject to resale without refund of deposit. For applications submitted on or after November 16, 2012, 100% of the total amount due must accompany the application. If an exhibitor notifies AERA of intent to cancel at least 100 days prior to exhibit opening (January 17, 2013), all sums paid by the exhibitor, less the 50% deposit, will be refunded. No refunds will be made for cancellation 100 days or less 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 by January 17, 2013. In the event that fire, strike, or other circumstances beyond the control of AERA cause the exhibit to be cancelled, full refund of exhibit rental fees will be made.

APPLICATION RECEIVED:	PAYMENT DUE
Before November 16, 2012	50% of Total Amount with Balance Due November 16, 2012
On or after November 16, 2012	100% of Total Amount

CANCELLATION DURING THE PERIOD OF:	ASSESSMENT
Failure to remit balance due by November 16, 2012	50% of Total Amount Due
Before January 17, 2013	50% of Total Amount Due
On or after January 17, 2013	100%

EXHIBIT HOURS:

Sunday, April 28, 2013	9:00 AM – 6:00 PM
Monday, April 29, 2013	9:00 AM – 4:00 PM
Tuesday, April 30, 2013	9:00 AM – 5:00 PM

INSTALLATION OF EXHIBITS: April 27, 10:00 AM – 5:00 PM. All exhibits must be set up by 5:00 PM on April 27. No exhibit may be erected after the exhibition opens. It is the responsibility of the exhibitor to see that all materials are delivered to the Exhibit Hall by the specified deadline. Any exhibit space not occupied and set up by 5:00 PM on Saturday, April 27, will be cancelled or reassigned with no refund.

DISMANTLING OF EXHIBITS: No packing or dismantling of exhibits will be allowed until after the official closing of the exhibit at 5:01 PM on April 30. 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 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 pm on April 30.

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 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 advertisement, 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. This policy also applies to displays, advertisements, sales of products (including novelties and souvenirs) and the decorum of exhibitors and their employees.

ASSIGNMENT OF EXHIBITS: Exhibitors paid in full by November 16, 2012 will receive notification of booth assignment beginning January 21, 2013. 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 will need to submit separately online and provide separate payment. A written request explaining why the booths should be assigned together should be sent to exhibits@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 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 8' x 10', unless otherwise noted. Each exhibitor will be furnished a standard booth with 10' backdrops and 3' side drapery. A 7" x 44" 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 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 in 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 setup to advise the exhibitor if any deviation from the rules is noted. If the exhibitor is not available, the official service contractor, with the approval of AERA, will provide the necessary draping and submit charges to the exhibitor.

STANDARD IN-LINE BOOTH: A standard in-line booth must not be higher than 10' at the back wall and 4' on the side dividers along the aisles. Display fixtures over 4' tall must be confined to the area of the exhibit booth that is within 4' 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 10' at the back wall and may extend only 4' to the left and right from the center back line. The height must then drop to the 4' maximum on 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 meeting registrations per booth. Additional registrations cost \$45 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 law 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, or 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 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 overhead hanging signs, banners and display materials. These are limited to AERA services and exhibits.
- Activities that would impede the flow of traffic through the area.
- Presence of food and beverage, other than those ordered, see Catering section.

SOLICITING/ DEMONSTRATING: Canvassing, exhibiting, or distributing advertising matter outside the designated exhibit booth area is prohibited. Soliciting or demonstrating by an exhibitor must be confined to 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 any detailing, exhibiting, or soliciting within the Annual Meeting venues. No exhibits, displays, or advertising material of any kind will be allowed into the Annual Meeting venues unless approved by AERA. Failure to comply with the regulation can result in dismissal from the Exhibit Hall. Aisles 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 Hilton Union Square. Outside food and beverage is prohibited. Popcorn machines and popcorn, 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 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 for additional services such as audio visual, electrical and telecommunications will be in the Exhibitor Services Manual.

SHIPPING: Advance shipments of materials must be made to Freeman. The Hilton Union Square will not accept or deliver any exhibitor drayage packages 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 Hilton Union Square, 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. Storage of any kind is 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, banners, table coverings, decorative fabrics, poster paper, foam core 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. All fabric, cellulose, and cardboard display material must be flame proofed and is subject to inspection by the host city fire department. No flammable fluids or similar substances may be used or shown in booths. Smoking in the Exhibit Hall is prohibited 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 Hilton Union Square, 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 Hilton Union Square will not be responsible for any loss or damage of any kind.

COMPANY: _____

SIGNATURE: _____

PRINT NAME: _____

DATE: _____

Exhibit Prospectus: Important Dates

2012

Friday, November 16 Early Bird exhibit rate deadline.
After this date regular rates apply and full payment is due at time of application.
Balance due for exhibitors who met early bird deadline.

Early December Attendee housing and registration open

2013

Early January Exhibitor housing and registration opens

Monday, January 7 Annual meeting tote deadline

Wednesday, January 16 Last day to cancel with 50% cancellation fee. 100% cancellation fee applies to cancellations received on or after January 17th.

Monday, January 21 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.**

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.

Monday, February 4 Lanyard sponsorship deadline.

Monday, February 4 Reception sponsorship deadline.

Friday, March 1 Program advertisement insertion orders due

Friday, March 8 Program advertisement camera-ready copy due

Monday, March 11 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.

Monday, March 18 Advance registration mailing list available for rent

Friday, March 29 Advance to warehouse shipments accepted beginning this day

Monday, April 1 Hotel reservation cutoff date

Friday, April 5 Registration Area Literature Kiosk/Exhibit Hall Literature Kiosk/Booth for Product Sales sponsorship deadline

Friday, April 12 Discount deadline for ordering Freeman products and services

Friday, April 19 Advance freight shipping deadline

Friday, April 19 Career Center registration deadline

Friday, April 26 On-site registration open

Saturday, April 27 Direct-to-show site shipment must arrive no earlier than this date at 10 AM

Saturday, April 27 Exhibitor move-in 10:00 AM – 5:00 PM

Saturday, April 27 –
Wednesday, May 1 2013 AERA Annual Meeting

Sunday, April 28 –
Tuesday, April 30 Exhibits open

Tuesday, April 30 Exhibitor move-out 5:01 PM – 9:00 PM



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