



## The 90th Annual Meeting of the AAPA Physically Distanced but Intellectually Connected April 7-28, 2021

Join us from the comfort of your home/office for this year's virtual **AAPA 2021 Annual Meeting** from April 7-28, the premier opportunity to present research with others from around the globe. Expect the same exceptional standard in education and presentations that you have become accustomed to from AAPA. We have taken into consideration everything that you love about the AAPA annual meeting and transformed it into a virtual interaction.

Physical anthropology is a biological science that deals with the adaptations, variability, and evolution of human beings and their living and fossil relatives. Because it studies human biology in the context of human culture and behavior, physical anthropology is also a social science.

The AAPA is the world's leading professional organization for physical anthropologists. Formed by 83 charter members in 1930, the AAPA now has an international membership of over 2,200. The Association's annual meetings draw more than two thousand scientists and students from all over the world.

Our 2021 exhibition is designed to entice those attendees and drive business!

### Your Target Audience Awaits

- Maximize your exposure
- Generate new sales prospects
- New recruitment opportunities
- Demonstrate your leadership in the industry

Use this prospectus to plan for success. Contact us at [AAPAm meetings@burkinc.com](mailto:AAPAm meetings@burkinc.com)  
We are at your service, so let's get started!

*Here's to surpassing your business goals  
at the AAPA 2021 Annual Meeting!*



American Association of  
Physical Anthropologists

# Why Exhibit?

## ➤ **Increased Global Audience**

We anticipate that this year's meeting attendance will have more members from around the globe and will enable more staff to participate in the virtual Annual Meeting from their office or home. Our immersive virtual format will offer attendees an efficient way to learn about your products and services.

## ➤ **Cost Savings**

Your company will save thousands of dollars in travel costs, booth fees and shipping charges. Our virtual environment will allow you to connect with professionals and decision makers who are actively seeking information and solutions.

## ➤ **Networking Opportunities**

A virtual meeting can make accessing your audience easier than in person. Instead of perhaps missing prospective clients as they rush from session to session, attendees can request information with the click of a button and set up one-on-one meetings.

## ➤ **Extended Visibility**

Exposure to your organization will not end when the live meeting is over. Our virtual exhibit hall remains active afterwards which also you more time to interactions and convection with potential customers

## ➤ **Lead Generation**

The new online platform will provide analytics on those attendees who visited your booth and are interested in hearing more about your products and services

## ➤ **Gamification**

AAPA will run a contest for attendees to participate in all aspects of the meeting. Attendees will receive points for visits the exhibit booths, watching sponsor videos and participating in vendor workshops. A leaderboard will show attendees their current standing and prizes will be given to the top scorers.

# Exhibit Opportunities

## Virtual Exhibit Booth \$500

- Dedicated Page with company logo and customizable banner header
- Organization description
- Embedded videos such as commercials or demonstrations
- Downloadable collateral of brochure or flyers
- Website URL links
- Searchable description tags
- Downloadable list of attendees that visit the page
- Attendees can request more information with one click or a private meeting
- Ability to add polls to your page
- Logo on virtual floor plan
- Complimentary meeting registration for one staff member

There will also be a virtual “visit the exhibits” time in the agenda from April 7-9 (exact times to be determined). Attendees will visit a live zoom meeting where exhibitors can be present to talk about their products and services. Attendees will be incentivized to participate as part of the meeting wide gamification prize program.

## University Exhibit Booth \$200

AAPA will have special virtual exhibit booths for Colleges and Universities that wish to promote their organizations. Qualified institutions will receive all the benefits above, except for the complimentary meeting registration.

Interested in recruiting for your institution? This virtual platform allows Colleges and Universities to reach a larger audience for finding qualified candidates.

## Workshop Showcase \$500

Go in depth with the attendees and host a workshop to discuss your products and services. The event will be listed with your logo on the agenda along side all the technical sessions, as well as linked on the company virtual exhibit page. Attendees can with one click add the workshop to their schedule. Workshop will also be recorded and posted on the website for later viewing. Reach your target audience of potential new customers.

3:30 PM EST

MARKETING	STRATEGY	COMMUNITY
<b>11 Ways To Get the Media To Chase YOU For Interviews</b> +	<b>Cloud-Computing in The 21st Century</b> +	<b>Create Your Three Year Speaking Business Plan</b> +
<b>Jonathan Bray</b> Pathable	<b>Patrick Samberg</b> Amazon	<b>Charlie Alles</b> Galorath Incorporated
🕒 3:30 PM - 4:30 PM EST	🕒 3:30 PM - 4:30 PM EST	🕒 3:30 PM - 4:30 PM EST

The screenshot shows a virtual agenda interface with three columns: MARKETING, STRATEGY, and COMMUNITY. Each column contains a session title, a speaker profile picture and name, and a time slot. A black arrow points to the Amazon logo in the STRATEGY session.

## Program Ads \$200

Your full-page color advertisement included in the final program to view and download on the AAPA website.

# Virtual Exhibit Booth Sample

The screenshot displays a virtual exhibit booth for Amazon. At the top, a large banner features the Amazon logo (1) and a customizable header. Below the banner, the Amazon logo is repeated (2) with an 'EXHIBITOR' ribbon. A 'REQUEST INFO' button (7) is located in the top right. The 'Description' section (3) provides details about Amazon's services. Below this, 'Tags' (4) include 'ARTIFICIAL INTELLIGENCE', 'E-COMMERCE', 'CLOUD PROVIDER', and 'CLOUD COMPUTING'. Two video thumbnails are shown: 'What is AWS?' (5) and 'Amazon Advertising' (5). A 'Virtual floor plan link' (9) is represented by a 3D booth view. A list of attendees (10) includes Jennifer Lewis and Patrick Samberg. A 'File' section (11) contains an 'AWS Overview' document. The 'Showcases' section (12) features a keynote by Meryl Streep and a strategy session by Patrick Samberg.

1. Company logo and customizable banner header
2. Exhibitor/Sponsor Ribbons
3. Organization description
4. Searchable description tags
5. Embedded videos such as commercials or demonstrations
6. Website URL links
7. Attendees can request information with one click
8. List of attendees that visit the page
9. Virtual floor plan link
10. Easily contact your staff
11. Downloadable brochure or flyers
12. Workshop Showcase

# Sponsorship Packages

## GOLD

**\$1,250.00**

Virtual exhibit booth with two complimentary meeting registrations  
Workshop Showcase demonstration posted on the agenda schedule  
Logo in on virtual meeting platform main page  
Sponsorship acknowledgement with logo on AAPA website and meeting platform  
Sponsorship acknowledgement on social media  
Dedicated sponsor page with link to virtual exhibit booth  
Logo acknowledgment on sponsorship session slide  
Sponsorship acknowledgment at plenary session  
Full-page color advertisement included in the final program to view and download on the AAPA website

## SILVER

**\$800.00**

Virtual exhibit booth with one complimentary meeting registration  
Logo in on virtual meeting platform main page  
Sponsorship acknowledgement with logo on AAPA website and meeting platform  
Sponsorship acknowledgement on social media  
Dedicated sponsor page with link to virtual exhibit booth  
Logo acknowledgment on sponsorship session slide  
Sponsorship acknowledgment at plenary session  
Full-page color advertisement included in the final program to view and download on the AAPA website

## BRONZE

**\$500.00**

Logo in on virtual meeting platform main page  
Sponsorship acknowledgement with logo on AAPA website and meeting platform  
Sponsorship acknowledgement on social media  
Dedicated sponsor page  
Logo acknowledgment on sponsorship session slide  
Sponsorship acknowledgment at plenary session  
Full-page color advertisement included in the final program to view and download on the AAPA website

Contact [AAPAMEETINGS@BURKINC.COM](mailto:AAPAMEETINGS@BURKINC.COM) for more information

# AAPA 2020 Virtual Exhibit/Sponsorship Contract

## ORGANIZATION INFORMATION

**DEADLINE: APRIL 1**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Postal \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_

Pre-Event Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Ext. \_\_\_\_\_

Pre-Event Contact Email \_\_\_\_\_

*(All exhibitor communications will be emailed to the pre-convention contact)*

## VIRTUAL EXHIBIT HALL

Exhibit Booth.....\$500	\$ _____	University Booth.....\$200	\$ _____
Workshop/Showcase.....\$500	\$ _____	Program Ad.....\$200	\$ _____

## SPONSORSHIP

Gold.....\$1,250	\$ _____
Silver.....\$800	\$ _____
Bronze.....\$500	\$ _____

## PAYMENT INFORMATION

Signed contract to: [AAPAm meetings@burkinc.com](mailto:AAPAm meetings@burkinc.com) Or Fax to: (412) 532-3747

Company Check To pay by check, please send a request to [AAPAm meetings@burkinc.com](mailto:AAPAm meetings@burkinc.com) for an invoice.

VISA          MasterCard          American Express

Card Number \_\_\_\_\_ CVV \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name (Print) \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Cardholder Address \_\_\_\_\_

Cardholder Email \_\_\_\_\_ Cardholder Phone \_\_\_\_\_

If the exhibit/sponsorship is canceled by the exhibitor on or before April 1, 2021 50% of the exhibit fee will be retained by the Association and the balance refunded. No refunds will be granted after that date.

## AGREEMENT

I have read, understood and agree to abide by this and the entire set of [Rules & Regulations](#) of the American Association of Physical Anthropologists. I understand that failure to adhere to the Rules & Regulations may impact upon our ability to participate in this and future AAPA Meetings. I have the authority to sign this application on behalf of the organization exhibiting.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit signed contract to: [AAPAm meetings@burkinc.com](mailto:AAPAm meetings@burkinc.com) Or Fax to: (412) 532-3747