

American Association of Physical Anthropologists 87th Annual Meeting



Hyatt Regency Austin

Austin, TX ♦ April 11-14, 2018

Exhibitor Prospectus & Sponsorship Opportunities

About AAPA



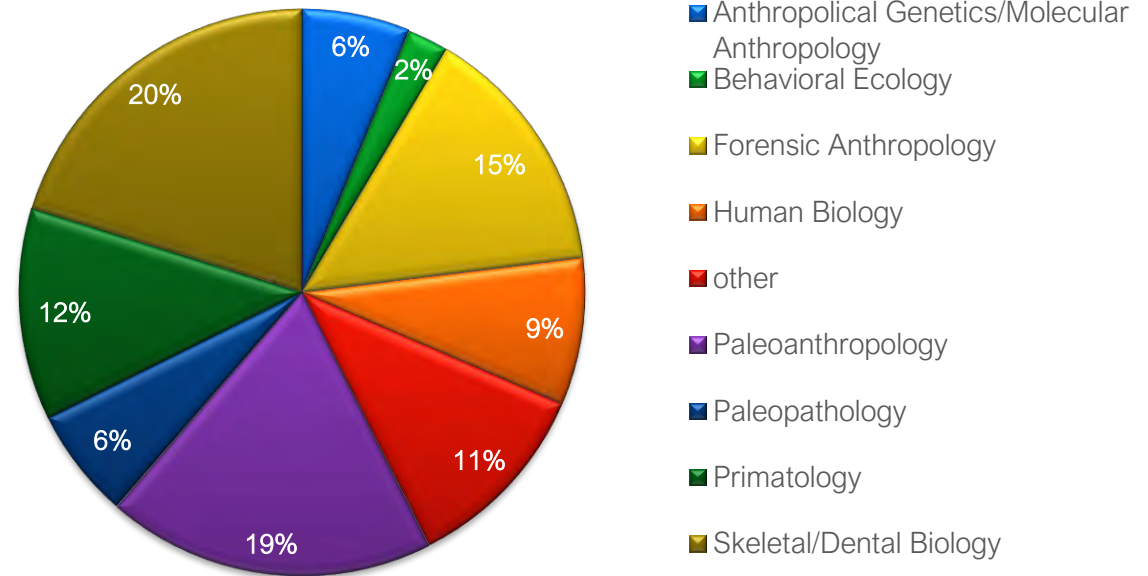
The **American Association of Physical Anthropologists (AAPA)** is the world's leading professional organization for physical anthropologists. Physical anthropology is a biological science that deals with the adaptations, variability, and evolution of human beings and their living and fossil relatives. Because it studies human biology in the context of human culture and behavior, physical anthropology is also a social science.

Formed by 83 charter members in 1930, the AAPA now has an international membership of over 2,000. The Association's annual meetings draw scientists and students from all over the world.

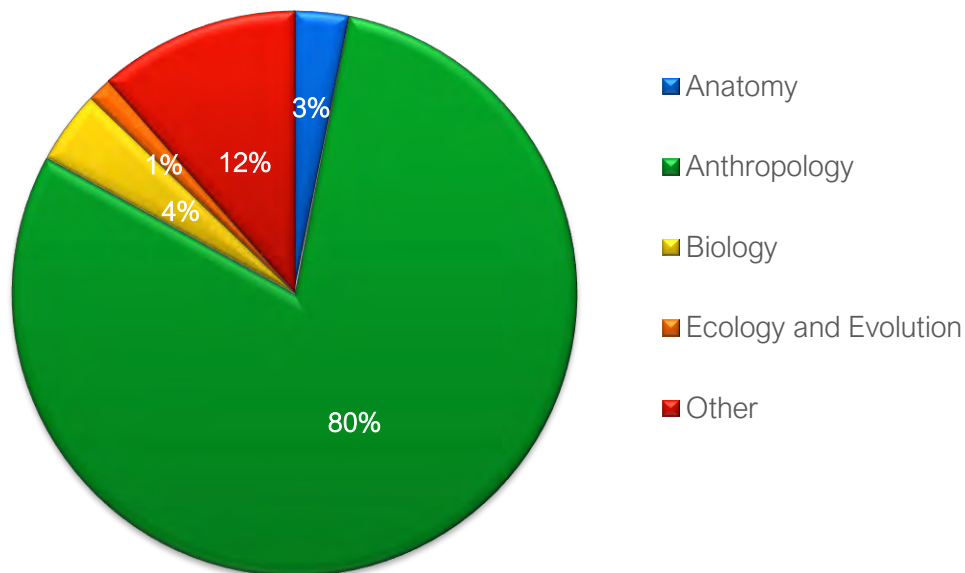
Membership Demographics

The American Association of Physical Anthropologists (AAPA) is made up of over 2,000 members in a variety of specialties.

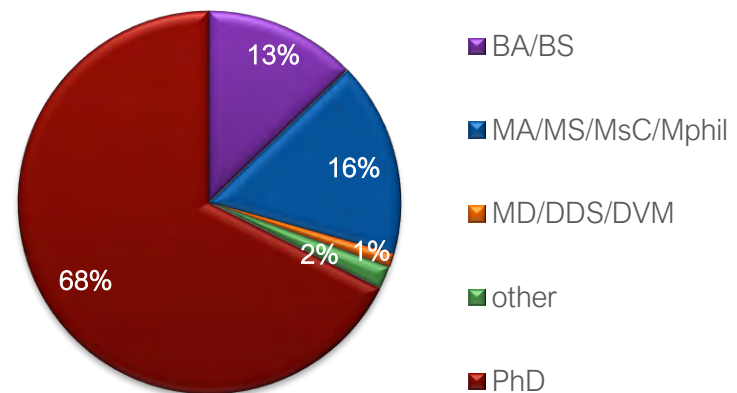
Member Specialties



Discipline



Degree



2018 Annual Meeting

SESSIONS

The Annual Meeting of the **American Association of Physical Anthropologists (AAPA)** is an educational and research forum. More than two thousand scientists, researchers, administrators, educators, students, and policy makers attend, traveling from all over the world to learn and participate. The meeting includes many symposia, poster sessions, special programs and workshops, as well as hundreds of contributed papers topical sessions. Each day includes events for socializing.

SYMPOSIA

The 87th Annual Meeting will run from April 11-14, 2018 at the Hyatt Regency Austin Hotel in Austin, Texas known as the "Live Music Capital of the World."

SOCIAL EVENTS

In 2018, the AAPA will also welcome our sister organizations who will be meeting with us in Austin: the **Human Biology Association**, the **Paleopathology Association**, the **Palaeoanthropology Society**, the **American Association of Anthropological Genetics (AAAG)**, and the **Dental Anthropology Association (DAA)** .



Why Become a Sponsor / Exhibitor

The AAPA Annual Meeting brings together the most recognized names in the industry.

As a sponsor and/or exhibitor, you can:

- Gain exposure for your business among scientists, researchers, administrators, educators, and policy makers
- Network with more than 2,000 attendees from:
 - universities
 - research centers
 - teaching and training facilities
 - more than 16 countries
- Build lasting relationships with students of all levels (undergraduate, graduate, post-doctorate)
- Enhance your visibility among influential leaders and decision-makers within the field of physical anthropology.
- Stand out with a very high attendee-to-exhibitor ratio (greater than 90:1 in 2017)

86%

of attendees use face-to-face exhibitions to become aware of new products, evaluate vendors for future purchases, and/or narrow their choices to preferred vendor.

81%

of exhibition attendees have buying influence over one or more major types of products at shows.

67%

of all attendees represent a new prospect and potential customer for exhibiting companies.

Statistics are based on the Center for Exhibition Industry Research (CEIR) current reports.

Sponsorship Opportunities

TITLE PARTNERSHIP PACKAGES

PLATINUM

\$10,000

- ✓ One complimentary 8'x10' booths with four full conference registrations.
- ✓ Full page black and white advertisement in Final Program
- ✓ Official sponsor of meeting welcome reception, including logo on beverage napkins and signage
- ✓ Program Acknowledgement
- ✓ Signage at AAPA Registration Desk with logo
- ✓ Onscreen Acknowledgement on session slide
- ✓ Acknowledgement on AAPA website (logo and link), in meeting program, on meeting website, and in meeting promotional ads and materials

GOLD

\$4,000

- ✓ One complimentary 8'x10' booth with two full conference registrations.
- ✓ Full page black and white advertisement in Final Program
- ✓ Official sponsor of one coffee break during the meeting, including logo signage and the opportunity to have the refreshments distributed by the sponsor's booth location.
- ✓ Program Acknowledgement
- ✓ Signage at AAPA Registration Desk and Exhibit Hall entrance with logo
- ✓ Onscreen Acknowledgement on session slide
- ✓ Acknowledgement on AAPA website (logo and link), in meeting program, on meeting website, and in meeting promotional ads and materials

SILVER

\$1,750

- ✓ One complimentary 8'x10' booth with two full conference registrations.
- ✓ Half page black and white advertisement in Final Program
- ✓ Program Acknowledgement
- ✓ Signage at AAPA Registration Desk and Exhibit Hall entrance with logo
- ✓ Onscreen Acknowledgement on session slide
- ✓ Acknowledgement on AAPA website (logo and link), in meeting program, on meeting website, and in meeting promotional ads and materials

BRONZE

\$800

- ✓ Half page black and white advertisement in Final Program
- ✓ Program Acknowledgement
- ✓ Signage at AAPA Registration Desk and Exhibit Hall entrance with logo
- ✓ Onscreen Acknowledgement on session slide
- ✓ Acknowledgement on AAPA website (logo and link), in meeting program, on meeting website, and in meeting promotional ads and materials

Sponsorship Opportunities

SINGLE PARTNERSHIPS

Student Awards and Closing Reception

\$6,000

Help sponsor the final social event for attendees and close out the meeting with your message. Signage for your organization will be displayed during this reception on April 14.

Advertising in Final Program

Inside Front Cover (color)\$900.00
Outside Back Cover (color)\$900.00
Inside Back Cover (color)\$800.00
Full Page Ad\$500.00
Half Page Ad\$300.00

Conference Pens

\$2,500

Have your company name on pens included in the conference tote bags given to all attendees.

Conference Tote Bag

\$7,500

Carry your message throughout the meeting. Your logo will be screen-printed on the tote bags that are distributed to all attendees to use during the meeting and long after.

Lanyards

\$3,500

See your logo on every attendee! Your organization's logo will be screen-printed on the lanyards that are distributed to all attendees to hold their conference badges.

Water Bottles

\$4,000

Your organization's logo will be printed on drinking bottles that are distributed to all attendees in the conference bags.

Coffee Break

\$2,250 per break

Provide a morning or afternoon refreshment break for attendees. Break will include logo signage printed logo napkins and the opportunity to have the refreshments distributed by the sponsor's booth location.

Notebooks

\$4,500

Your organization's logo will be printed on notebooks that are distributed to all attendees to use at the conference and beyond.

Tote Bag Insert/Handout

\$400

Have your flyer distributed to all attendees in the conference tote bags.

Computer Projection

\$200 per day per session room or \$475 per room for entire meeting

Get visibility in the session rooms. Your organization's name and logo will be projected on screen during all breaks.

Sponsorships are limited so contact aapa@summitexpo.com for more information

Exhibitor Opportunities

Exhibitor Booth Fees:

(Rates per 8'x10' space)

Early Exhibitor Rate (By 12/15/17).....	\$1,100
Standard Exhibitor Rate (After 12/15/17).....	\$1,300
Non-Profit Organization Rate	\$600
Additional 8'x10' Booth Space	\$950

Exhibitor Package Includes:

- ✓ 8'x10' booth space
- ✓ Pipe and hanging drape, identification sign, draped table and two chairs
- ✓ Two complimentary full-meeting registrations for company representatives, plus the option to purchase additional exhibit-only registrations for \$75/person
- ✓ Opportunity to select top booth location choices (placement will be assigned on a first-come, first-served basis after title sponsors)
- ✓ Company description and contact information printed in Final Program and available online (due to AAPA by March 1, 2018)
- ✓ Access to discounted hotel rates via conference website
- ✓ 24-hour perimeter security in Exhibit Hall, with the area locked between 6pm and 8am each show day
- ✓ Complimentary food and drink for some meeting events and breaks

ADDITIONAL EXHIBIT HALL TRAFFIC DRIVERS

200+ poster presentations per day
Morning and afternoon refreshment
breaks each day

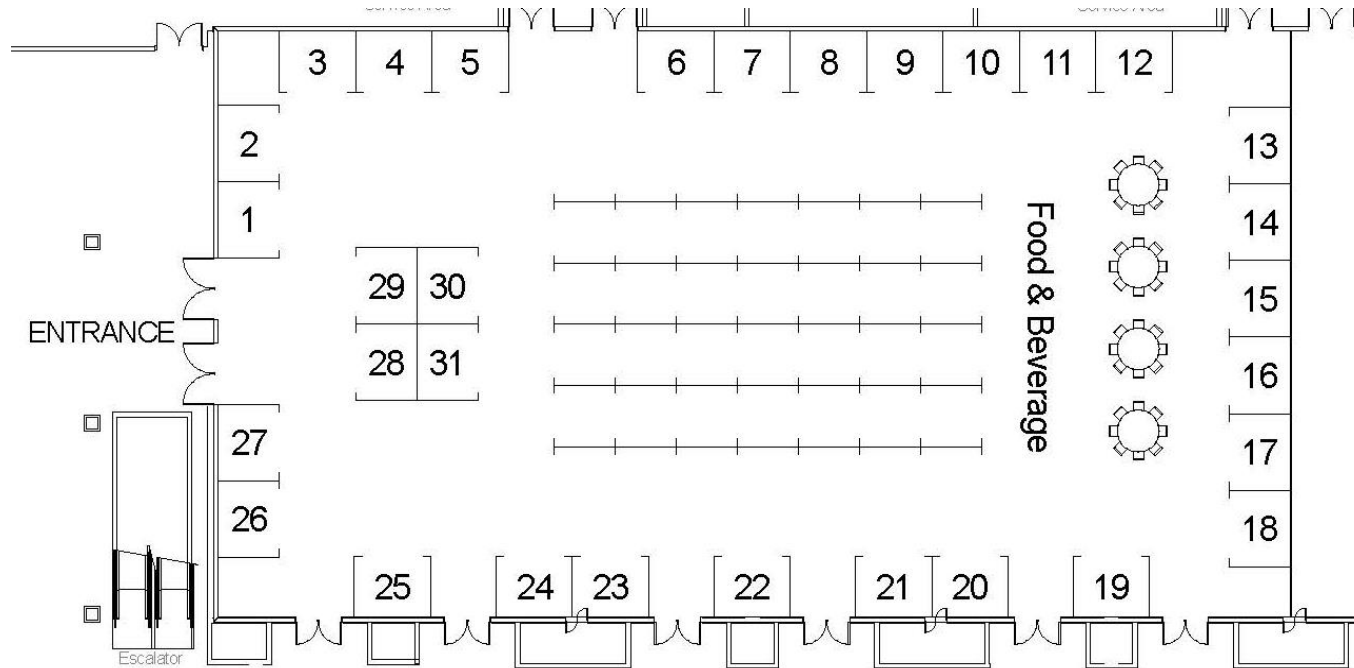
EXHIBITOR SCHEDULE*

MOVE IN	
Wednesday, April 11	2:00 pm – 6:00 pm
EXHIBIT HALL HOURS*	
Thursday, April 12	9:30 am – 6:00 pm
Friday, April 13	9:30 am – 6:00 pm
Saturday, April 14	9:30 am – 6:00 pm
BREAK DOWN	
Saturday, April 14	6:00 pm – 8:00 pm
Meeting ends Saturday, April 14	

*schedule subject to change

AAPA expects each exhibit booth to be staffed during all show hours, Thursday, April 12 through Saturday, April 14, 2018. Only AAPA 2018 Annual Meeting exhibitors are permitted to do business on the show floor. All exhibitors are expected to act appropriately and in a professional manner. Any sales people who are disrupting the business of another exhibitor will be asked to leave the show floor. See additional Rules and Regulations on Pages 13 and 14.

Exhibit Hall Layout



EXHIBITOR SCHEDULE*

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Meeting ends Saturday, April 14

Visit

www.summitexpo.com/aapa
to view the up to date floorplan
and currently available
booth spaces.

*schedule subject to change

2018 AAPA Annual Meeting Exhibit & Sponsor Application and Contract

COMPANY CONTACT INFORMATION

Company Name _____
(As it should appear in all materials)

Company Address _____

City _____ State _____ Postal _____ Country _____

Phone _____ Fax _____ Website _____

Pre-Event Contact Name _____ Phone _____ Ext _____

Pre-Event Contact Email _____

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

BOOTH SELECTION

Booth Location Preference (Choose 3):

1. _____ 2. _____ 3. _____

Booth space is allocated in order of receipt of contract. To view the current floor plan of available booths, visit www.summitexpo.com/aapa

Rates per 8'x10' Space:

- Early Exhibitor Booth (by 12/15/17) \$1,100 \$ _____
- Standard Exhibitor Booth (after 12/15/17) \$1,300 \$ _____
- Non-Profit Organization \$600 \$ _____
- Additional Booth Spaces \$950 \$ _____

BOOTH ATTENDEES

Two attendees are complimentary with each 10'x10' space, and enjoy full conference registration. If you would like additional Booth Personnel with the Exhibits Only rate, there is an additional \$75 charge per attendee

Please submit ALL attendee names and addresses electronically before March 1, 2018 by using the [Exhibitor Attendee & Description Form](#) that can be downloaded at <http://summitexpo.com/aapaform.pdf>

Exhibit Only Badges \$75 X _____ = \$ _____

BOOTH DESCRIPTION

Please submit your Company's 50-word description March 1, 2018 for inclusion in the Final Program electronically by using the [Exhibitor Attendee & Description Form](#) that can be downloaded at <http://summitexpo.com/aapaform.pdf>

ADVERTISING

Program Book Advertisement

- Inside Front Cover Color \$900 \$ _____
- Outside Back Cover Color \$900 \$ _____
- Inside Back Cover Color \$800 \$ _____
- Full Page B&W Ad \$500 \$ _____
- Half Page B&W Ad \$300 \$ _____

SPONSORSHIP

Name	Amount
_____	\$ _____
_____	\$ _____
<i>Example: Coffee Break</i>	<u>\$2,250</u>

Rules and Regulations

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Hyatt Regency Austin Hotel. The exhibit area will be open free of charge to the meeting registrants as follows: Thursday, April 12 from 9:30 am – 6:00 pm, Friday, April 13 from 9:30 am – 5:00 pm, and Saturday, April 14 9:30 am – 6:00 pm. These hours are subject to change as dictated by program requirements.
2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays from 2:00 pm – 6:00 pm Wednesday, April 11 and are to be ready for display by Thursday, April 12 by 9:00 am. Packing and removal is from 6:00 pm – 8:00 pm, Saturday, April 14.
3. All booth personnel must register using the exhibitor reservation form. Two registrants per booth are allowed; these registrants may attend sessions. Each additional booth personnel must register as “Exhibits Only” for an additional \$75.
4. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8' high and side rail dividers 3' high, one draped table and two chairs. These are included in the booth charge. A sign 7" by 44" with one line of copy for identification is furnished for the backdrop. Official Decorator/ Drayage Company for the Exhibitors is Summit Exposition. A complete line of furniture, display tables, and other items is available. All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance at amounts established by the state of Texas. Deadline for receipt of these materials is March 15 —three weeks prior to the start of the show. In addition, such contractor must submit his request in writing using the EAC form in the exhibitor service manual and adhere to all rules and regulations listed.
5. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named “end product” of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.
6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8' in height and not extending more than 4' from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4' of the booth. Please refer to the Booth Display Rules in the Exhibitor Service Manual.
7. Exhibitor will be responsible for any business license required by Texas. Exhibitor will be responsible for sales tax owed to Texas, on any transactions made on the show floor. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.
8. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
9. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Venue Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.
10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.

CONTINUED ON PAGE 13

Rules and Regulations

11. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor's equipment against loss, theft, damage and breakage. Neither the Venue nor any of its employees, nor representatives, nor any representatives of the American Association of Physical Anthropologists, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor's employees or property, however caused. In addition the Exhibitor must assume responsibility for damages to the Venue's property and indemnify and hold harmless the Venue from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.
12. The American Association of Physical Anthropologists and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.
13. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager's permission.
14. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.
15. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.
16. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.
17. The Exhibitor will engage at its expense, and through the official decorator where the venue so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Venue shall be represented by the appropriate bona fide Union.
18. Exhibit Booth Cancellation Policy: If space contracted for is canceled by an exhibitor after February 1, 2018, or if the exhibitor fails to occupy space contracted for AAPA is entitled to the full amount of the booth space charge. If the space reserved is canceled by the exhibitor before February 1 2018, 50% of the booth fee will be retained by AAPA and the balance refunded. If booth space is not occupied by 9:00 am Thursday, April 11, 2018, AAPA will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area.
19. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of American Association of Physical Anthropologists. The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

OFFICIAL DECORATOR & DRAYAGE COMPANY

Summit Exposition

phone: (412) 882-1420

email: info@summitexpo.com

Contact Us

We are happy to discuss your business goals and help you select the opportunities that will maximize your success at the
2018 AAPA Annual Meeting.

We encourage you to contact us at aapa@summitexpo.com.
Reserve your booth and sponsorship today!

