

# AAPOR 79TH ANNUAL CONFERENCE

Impacting Communities:

Surveys, Public Opinion Research, and Engaged Scholarship

## EXHIBITOR & SPONSORSHIP PROSPECTUS



HILTON ATLANTA



MAY 15 - 17, 2024

# GREETINGS!

The American Association for Public Opinion Research (AAPOR) is excited to let you know that its 79th Annual Conference will be held at the Hilton Atlanta on Wednesday, May 15 through Friday, May 17, 2024. **This is your opportunity to showcase your organization's products and services at the premier forum for advancing knowledge in public opinion and survey research.**

We expect over 1,200 experts from across the U.S. and around the world representing academia, media, government, the non-profit sector, and private industry to attend this event. Many AAPOR attendees make decisions for their organizations about vendor services with budgets that range from thousands to millions of dollars. The AAPOR Conference allows you to keep in touch with your current customers and to target prospective customers, including quantitative and qualitative researchers, survey practitioners, and survey data users – all under one roof! AAPOR is also attended by many social science, methods, and data science graduate students and represents a good way to increase your visibility and connect with potential future employees.

This prospectus contains many exciting ways for your organization to highlight your organization to AAPOR attendees, support AAPOR, and reap other benefits of sponsorship! We thank you in advance for your support and look forward to seeing you in Atlanta!

Allyson Holbrook, AAPOR Conference Chair

Gina Walejko, AAPOR Associate Conference Chair



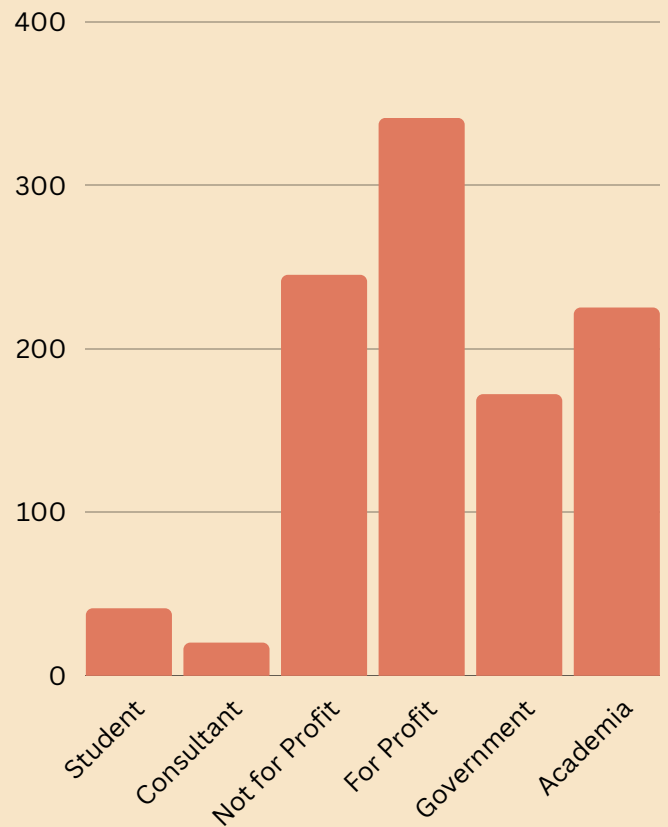
# ABOUT AAPOR

The American Association for Public Opinion Research (AAPOR) is the leading professional organization of public opinion and survey research professionals in the United States, with members from academia, media, government, the non-profit sector, and private industry. Members share an interest in survey research, qualitative and quantitative research methods, and public opinion data. We are a professional organization dedicated to advancing the science and practice of survey and public opinion research in order to give people a voice in the decisions that affect their daily lives.

The AAPOR Annual Conference is the premier forum for the exchange of advances in public opinion and survey research. The Conference allows attendees to network with colleagues, learn the latest updates and trends in the field and make new connections. The meeting highlights innovative research and includes short courses and discussion forums for attendees of diverse disciplines from around the world.

## Who Will You Meet at AAPOR?

Attendees by Sector



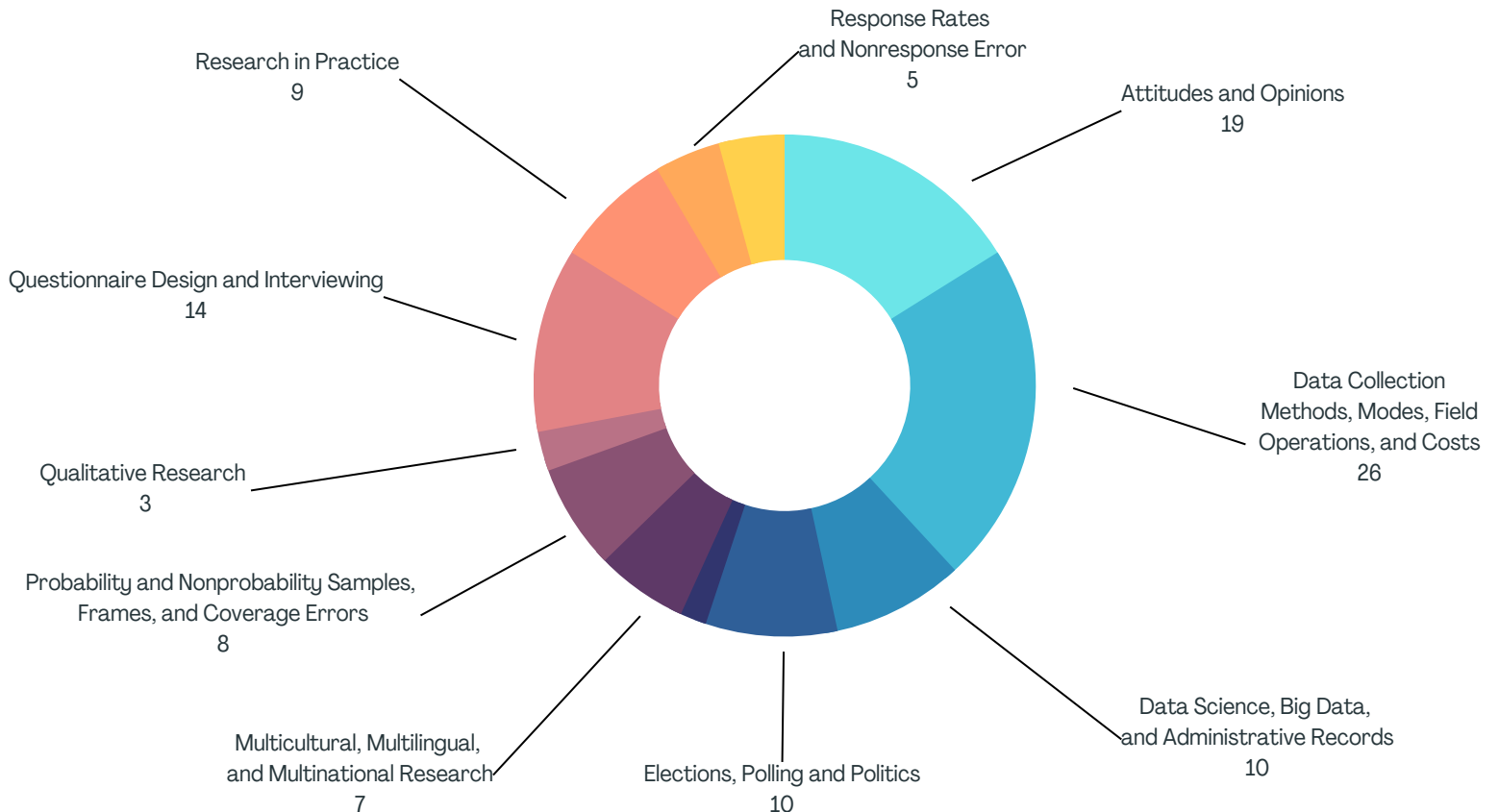
# ABOUT ANNUAL CONFERENCE

Last year's conference saw our largest number of registrations to date with over 1,400 people in attendance! We also hosted a total of 126 sessions that covered topic areas over 12 unique tracks.

## 2023 Sessions

One Plenary	1
Presidential Address	1
Awards Banquet	1
Professional Development Roundtables	5
Affinity Group Panels	6
Methodological Brief Sessions	5
Panel Sessions	106

## 2023 Track Breakdown





# SUSTAINING SPONSORSHIP

Become an AAPOR Sustaining Sponsor and take your support to an exclusive level! If you select a combination of sponsorship and advertising opportunities that total \$20,000 or more, you will be recognized as an AAPOR Sustaining Sponsor.

To qualify for this premier support level, please choose your AAPOR Annual Conference sponsorship and/or year-round opportunities from the available options in the prospectus.

## Benefits Exclusively for Sustaining Sponsors\*:

- Recognition as a Sustaining Sponsor in the conference program, on the conference website, in pre-conference emails, and in communications to conference attendees
- Six complimentary full conference registrations
- Full-color premium position ad in the printed program (inside front cover or inside back cover)
- Full-color banner ad in the online program
- One push notification through the conference mobile app during the event
- Two complimentary short course registrations
- First priority of booth selection beginning in February 2024
- Complimentary lead retrieval service in exhibit space
- Reserved table in the front row of general session events



\*AAPOR may make substitutions of equal value depending on availability of benefits.

# SPONSORSHIP PACKAGE LEVELS

Sponsorship packages include conference registration(s), short course registration(s), and advertisement space in the digital and printed conference programs.

## All Sponsors receive:

- Pre-and post-conference registration lists (Attendee name, company, mailing address for all; email address for those that have agreed during registration)
- A booth in the exhibit hall, or equivalent sponsorship opportunity
- Fees waived for corner booths
- Sponsorship level recognition in the conference program, conference website, pre-conference emails, and communications to conference attendees.

	Bronze	Silver	Gold	Platinum
	\$4,000	\$5,000	\$6,000	\$7,000
Full Conference Registration	1	2	3	4
Short Course Registration	1	1	2	2
Option to buy additional Exhibitor Registration at the reduced rate of \$400	1	2	3	4
Printed Program Ad	Quarter Page	Quarter Page	Half Page	Full Page
Online Program Digital Ad*	Interior Page Tower	Interior Page Banner	Home Page Tower	Home Page Banner
Reserved Seating in General Session Events	No	No	No	Yes
Lead Retrieval Exhibitor Service Included**	No	No	Yes	Yes

\*Please note that banner ads are ads that are positioned horizontally across the top of the designated webpage. Tower ads are vertical ads positioned on the side bar of the designated webpage.

\*\*For packages that do not include lead retrieval, the service may be purchased for \$400.

# SPONSORSHIP PACKAGE LEVELS

## Sponsorship Reservations

Sponsorship reservations will open the week of November 1, 2023, for Sustaining and Platinum sponsors, and will open every two weeks, successively, for the remaining sponsorship levels. Starting January 3, 2024, reservations for all levels will continue through April 2024 on a first come, first served basis.

**Below is a schedule for when sponsorship reservation begins for each level.**



Sustaining, Platinum, and  
a la carte Sponsorships  
Available



Gold Sponsorships  
Available



Silver Sponsorships  
Available



Bronze Sponsorships  
Available



Exhibit Booth  
Only Purchases Available

# EXHIBITING OPPORTUNITIES

## Exhibitor Benefits

Each booth-only purchase includes:

- Two full conference registrations
- One additional conference registration at the reduced rate of \$400 per person
- Standard exhibit space
- Recognition on signage, conference programs, and on the conference website
- Pre- and Post-Conference lists are not included with booth-only purchases, but are available for additional purchase:
  - Pre-conference list: \$250
  - Post-conference list: \$275

## Exhibit Booths

Registration for Exhibit booth-only will open starting **January 3, 2024**. Booth spaces will be assigned by sponsorship level and then on a first-come, first served basis starting in early February 2024.

The Exhibit Hall is located on a different floor from the session breakout rooms. To help promote traffic, daily breakfast, three poster sessions, and an evening reception will be located in the exhibit area

Booth Only Fees	
Inline Booth (8ft X 8ft)	\$2,500
Corner Booth (8ft X 8ft)	\$2,750

## Exhibit Hall Schedule\*

### Tuesday, May 14th

2:00 pm - 5:00 pm: Set up (assistance available)

### Thursday, May 16th

7:30 am - 8:00 am: Continental Breakfast

9:30 am - 10:15 am: Coffee Break

3:15 pm - 4:15 pm: Poster Session

### Wednesday, May 15th

8:00 am - 12:00 pm: Set up (no assistance)

2:15 pm - 3:15 pm: Poster Session

6:45 pm - 8:00 pm: Welcome Reception

### Friday, May 17th

7:30 am - 8:00 am: Continental Breakfast

9:30 am - 10:30 am: Poster Session

10:30 am - 12:30 pm: Tear Down

\*Exhibitors are encouraged to staff their booths as much as possible during the day as several breakout session rooms are located within the Exhibit Hall, leading to more consistent foot traffic.

# EXHIBITING OPPORTUNITIES

## **Exhibit Space, Contractor, and Security**

All decorating and exhibit furniture will be handled by the conference decorator. Each 8' x 8' space includes one (1) 6-foot table, two (2) chairs, and a waste basket. Exhibitors will be given an exhibitor service kit with information about ordering additional furniture, electrical services, internet, or other booth supplies. Shipping information will also be included. Exhibitors are responsible for all freight, drayage, decorating, furniture, and labor charges. Exhibit kits will be sent in mid-February 2024.

The Exhibit Hall will lock at the end of each day's events. As the hall will be locked, additional security service will not be provided. It is the responsibility of each exhibitor to protect display material from loss and damage. Please be certain that all small display and personal items are secure before leaving the booth – even temporarily.

## **Exhibit Personnel**

All participants affiliated with exhibits must be registered for the AAPOR Conference. All attendees, including exhibitors, must be fully vaccinated and have at least one booster for the COVID-19 virus prior to arriving at the conference. Other health measures may also be required, depending on the public health conditions at the time. Vaccination status will be checked during the registration check-in process onsite. Registration information, including promo codes to waive the included registration fees, will be provided in February 2024.

## **Booth Assignment Policy**

Booth assignments will begin in early February 2024. Priority will be given to the highest-contributing sponsors, then by the order in which contracts were received. No booths will be assigned without full payment. AAPOR reserves the right to determine final exhibit booth assignments. Exhibitors wishing to avoid assignment of space near a competitor should indicate this on the booth contract. AAPOR reserves the right to alter the floor plan at any time.

## **Lead Retrieval**

Exhibitors may opt to purchase lead retrieval services through AAPOR's registration vendor. This service is a paperless way to collect contact information for all attendees who visit your booth. Simply use the provided device to scan the QR code on attendee badges and their details will be saved for you. The cost for this service is \$400.

# ADVERTISING OPPORTUNITIES

## Online Program

The online program platform serves as a one-stop shop for all attendee needs, including links for hotel information, conference events, registration, and details of all conference sessions. The ads in the program will be seen by all attendees as they browse the detailed conference agenda and curate their attendance for the event. Ads will be placed either on the home page of the program or the interior pages of the program and will rotate upon page refresh.

Ad Type*	Fee	Specs
Home Page Banner Ad (8 available)	\$1,000	728px w x 90px h and 468px w x 60px h
Home Page Tower Ad (8 available)	\$800	728px w x 90px h and 468px w x 60px h
Interior Banner Ad (10 available)	\$750	728 px w x 90 px h and 160 px w x 600 px h
Interior Tower Ad (10 available)	\$500	728 px w x 90 px h and 160 px w x 600 px h

\*Please note that banner ads are ads that are positioned horizontally across the top of the designated webpage. Tower ads are vertical ads positioned on the side bar of the designated webpage.

## Printed Program

Ads in the printed program will be viewed in two ways – in printed copies purchased by conference attendees and in the online PDF available on the conference website.

Ad Type	Fee	Specs
Back Cover Full Page	\$2,500	Size: 8.5”w x 11”h, bleed 1/8” (bleed size 8.75”w x 11.25”h) CMYK or black and white print-ready PDF. Images 300 dpi. Allow 1/2” live area (from trim edge) on full page bleed ads
Inside Front Cover Full Page	\$1,500	
Inside Back Cover Full Page	\$1,500	
Full Page	\$600	
Half Page	\$400	Half-page horizontal: 7.5”w x 5”h Half-page vertical: 3.5”w x 10”h
Quarter Page	\$200	3.5”w x 5”h



# ADVERTISING OPPORTUNITIES

## AAPOR Website

Ad space is also available directly on AAPOR's website, AAPOR.org. A limited number of advertisers may purchase tower space on AAPOR's main conference information page as well as a page featuring the current Schedule at a Glance for the event.

Ad Type	Fee	Specs
Conference Information Page Banner (3 available)	\$750	728px w x 90px h
Schedule at a Glance Page Banner (3 available)	\$750	728px w x 90px h





# A LA CARTE OPPORTUNITIES

Broaden your reach by choosing an à la carte sponsorship opportunity. The opportunities below ensure that your organization makes an impact on all conference attendees. These opportunities are available to any organization. You do not need to purchase a sponsorship package above to purchase the options below.

All à la carte sponsors will receive the following:

- Recognition on conference signage or included branded item
- Company listing in the digital and printed conference programs and the mobile app for the specific opportunity chosen
- Recognition on the AAPOR website

## SAY MORE WITH AAPOR

**Choose these opportunities to have your logo in the hands of attendees throughout the conference.**

### **Commemorative Item - \$4,000**

Increase your organization's name recognition by putting something in the hands of every attendee at the conference. Sponsors provide the branded product, subject to AAPOR approval.

### **Conference Connection Emails - \$2,500**

AAPOR's Conference Connection email series is the premier way to highlight your organization before the conference. The regular email series is pushed every two to three weeks from February through May 2024 and is the consolidated way to get conference updates. Each issue will feature a specific aspect of the conference from registration to the plenary, to special networking events. Included in that list of features will be a banner ad for your organization that links directly to your website. Conference Connection emails are seen by over 2,600 people.

### **Conference Mobile App - \$7,000**

Be the sponsor of our popular conference mobile app! The app houses all of the most important conference information and is the best way to get up-to-the-minute details for everything happening at the event. The sponsor of the mobile app is acknowledged in the app via an opening splash page and the in-app banner ad at the top of the screen. The app can be used to view the schedule, read session descriptions, find exhibitors, and get maps of the hotel.

### **Conference Wi-Fi - \$5,000**

Help conference attendees get all the information they need by sponsoring the conference wi-fi network. In addition to standard sponsor recognition, the sponsor of this opportunity will be recognized in the network password.

### **Daily Onsite Emails - \$1,000 for one, \$3,500 for all four**

Every evening of the conference, attendees receive a daily email that recaps the day's events and provides an advance of what's coming up the next day. Have your organization featured in these emails so that it can be seen by conference attendees each day through a banner ad immediately following the email header! Opportunities are available to sponsor one of four daily emails or sponsor all four emails for a reduced rate. Daily emails are sent to all attendees (about 1,200!) and placed on the AAPOR website for public access. In addition to being emailed, links to the daily emails are featured on the AAPOR conference website.

# A LA CARTE OPPORTUNITIES

## SAY MORE WITH AAPOR (cont.)

Choose these opportunities to have your logo in the hands of attendees throughout the conference.

### Hotel Key Cards - \$4,000

This sponsorship provides continued exposure throughout the conference to all attendees staying at the conference hotel. The sponsor's logo and conference logo are placed on two keys per guest room. Keys are printed in full color.

### Lanyards - \$8,000

If you're looking for maximum exposure during the annual conference, these high-quality lanyards are the key. Every attendee will be wearing a lanyard with your company's logo.

### Presentation Management System - \$7,500

How do the presenter slides make it to each room of the conference? AAPOR's presentation management system, of course. By sponsoring this highly praised system, your organization's logo will be shown on the screen as attendees walk into every breakout session during the conference. In addition to recognition in every session room, the sponsor will be recognized during general session remarks and the conference website.

### Short Courses - \$1,000 for one; \$3,500 for four; \$7,000 for all eight

Highlight your organization through AAPOR's conference short courses. Short courses are intensive workshop-style sessions held prior to the conference to help kick start attendee learning. There will be four short courses held virtually the week before the conference as well as four courses held in-person in Philadelphia the day before the conference starts. Organizations may sponsor individual short courses, four courses, or all eight. In addition to standard sponsor recognition, sponsors of short courses will also be included in the short course promotional materials prior to the course date.

### New! President's Lunch Address Live Stream - \$5,000

Support the live streaming of the Presidential Address and be recognized in the opening remarks of the address and on the AAPOR website.

### New! Award Banquet Live Stream - \$5,000

Support the live streaming of the Awards Banquet and be recognized in the opening remarks of the address and on the AAPOR website.

### New! General Session Closed Captioning - \$7,000

Support the placement of closed captioning on screen at Opening Plenary, the Presidential Address Luncheon, and the Awards Banquet. You will be recognized during opening remarks at each event as well as on the event recordings hosted on the AAPOR website following the conference.

# A LA CARTE OPPORTUNITIES

## CONNECT MORE WITH AAPOR

Choose these opportunities to have your organization highlighted at attendee-favorite events throughout the conference.

### **Brainstorm Corner - \$2,500 (three available)**

In 2022, AAPOR launched the pilot program for the AAPOR One-Day Experience, a program that allows students from underrepresented backgrounds to come to the AAPOR conference for a day to see what the conference is like, learn more about the field, explore career opportunities, and network with other conference attendees. Following the conference visit, all students will receive an AAPOR membership. The goal of the program is to drive interest in the public opinion field and increase the membership pipeline for AAPOR. Sponsors of this program will receive recognition in AAPOR outreach emails, event signage, and at the Presidential Address Luncheon. They will also have the opportunity to directly interact with the involved students at various points during the experience.

### **New Member Happy Hour Hosted by the Welcoming Committee - \$1,500**

An annual favorite! This gathering is a time for new members to meet each other before the conference starts.

### **New! Branded Lounge - \$2,250**

Are you looking for a branded space without the need for staff? This lounge area will be located in the exhibit hall and will have seating for four people with coffee and charging capabilities. A great spot to meet your targeted audience!

### **New! Student "Hub" Lounge - \$2,500**

Be known for providing a space for students to come together, meet each other and have a quiet space to work. Feel free to leave some of your collateral as well!

### **AAPOR One-Day Experience - \$2,500 (three available)**

In 2022, AAPOR launched the pilot program for the AAPOR One-Day Experience. This program allows local college students from underrepresented backgrounds to come to the AAPOR conference for a day to see what the conference is like, learn more about the field, explore career opportunities, and network with other conference attendees. Following the conference visit, all students will receive a complimentary AAPOR membership. The goal of the program is to drive interest in the public opinion field and increase the membership pipeline for AAPOR. Sponsors of this program will receive recognition in AAPOR outreach emails, event signage, and at the Presidential Address Luncheon. They will also have the opportunity to directly interact with the involved students at various points during the experience.

### **Coffee Break - \$1,500 (four available)**

Highlight your organization at one of the Exhibit Hall coffee breaks. Sponsorship of a coffee break includes your logo on all coffee cup sleeves provided at the break's beverage stations as well as signage at the event. Your organization will be remembered for bringing the fuel attendees need to power through an exciting day of sessions! Four breaks are available for sponsorship. Break selection will be available on a first come, first served basis.

# A LA CARTE OPPORTUNITIES

## CONNECT MORE WITH AAPOR (cont.)

Choose these opportunities to have your organization highlighted at attendee-favorite events throughout the conference.

### Golf Outing - \$2,500

The annual golf outing attracts a fervent group of players of all skill levels eager to enjoy some friendly competition before getting down to the business of the conference. The golf outing also includes prizes for several contests, including low net, closest to-the-pin and longest drive. Sponsorship of this event includes signage at the golf outing meeting point in the hotel, recognition in conference programs and the Activities Award Luncheon, and two rounds of golf at the outing. Sponsors are welcome to provide giveaway items for golf participants at an additional cost and must be approved by AAPOR before the conference.

### Fun Run/Walk - \$2,000

Whatever our location, whatever the weather, a hearty group of attendees participate in the annual AAPOR Fun Run/Walk, which will be held on Friday morning. Up to 50 participants usually run or walk the two-mile course. Sponsorship of this event includes finisher swag with your logo as well as post-run/walk refreshments to make sure participants are ready to start the rest of their days 'running'!

### Speed Networking - \$2,000

Employers and AAPOR attendees love our Speed Networking sessions to learn more about each other. This year, AAPOR is expanding this program further by providing private interview space for organizations wishing to conduct onsite interviews with the candidates they meet during Speed Networking! Your logo will be prominently displayed in the Speed Networking space.

### Spotlight Demo - \$3,500

Boost the impact of your booth by sponsoring a spotlight demo session. A designated area will be set up adjacent to exhibit hall, a perfect space to grab exhibit hall explorers but still private enough to keep a captive audience, with a stage and audience-style seating for you to present a 20-minute showcase of your company's latest innovations. Demo content must be approved by AAPOR before the conference. Prizes and giveaways are encouraged!

### Pre- or Post-Conference Mailing List - \$250 (Pre-)/ \$275 (Post-)

Interested in connecting with conference attendees before or after the event? Consider purchasing a pre- or post-conference mailing list. The lists include attendee name, company, mailing address for all attendees, plus email address for those that have agreed during registration. Pre-conference lists will be sent in early April 2024 and post-conference lists will be sent the week following the conference.

**These lists are to be used ONCE before and ONCE after the conference.**

# GENERAL INFORMATION

## Cancellation Policy

Cancellations received in writing by February 10, 2024, will be subject to a 50 percent administrative fee. No refunds are issued for cancellations received after February 11th 2024 the exception of those due to a government instituted travel ban. Cancellations due to a government-instituted travel ban will receive a refund less a 50 percent administrative fee, up until May 8, 2024, or they may defer their support to the 2024 AAPOR Annual Meeting.

## Hospitality Suite/Event Scheduling

Cancellations received in writing by February 10, 2024, will be subject to a 50 percent administrative fee. No refunds are issued for cancellations received after February 11th 2024 the exception of those due to a government instituted travel ban. Cancellations due to a government-instituted travel ban will receive a refund less a 50 percent administrative fee, up until May 8, 2024, or they may defer their support to the 2024 AAPOR Annual Meeting.

## Sponsor/Exhibitor Schedule

Sponsorship for the 2024 AAPOR Conference will open on November 1, 2023. Booths will be assigned beginning in February 2024 in order of contract received within sponsorship levels. Get your contracts in early to choose the best spot!

Date	Event
November 1, 2023	2024 Sponsorships Open
February 10, 2024	Cancellation Deadline with 50% refund
April 3, 2024	Exhibitor/Sponsor Contract Deadline
April 3, 2024	Pre-Conference Registration List Sent
May 1, 2024	Exhibitor/Sponsor Payments received; Exhibitor/Sponsor Representative Registration Deadline
May 14, 2024	Exhibitor Move In
May 15-17, 2024	2024 AAPOR Conference
May 17, 2024	Exhibitor Move Out
May 22, 2024	Post-Conference Registration List Sent

## Networking with AAPOR

Exhibitors and sponsors are invited and encouraged to attend all receptions, meals, and conference social activities. AAPOR values your participation in our annual Golf Outing, Fun Run/Walk, and evening receptions, which offer a more casual atmosphere to interact with attendees. Complete details on all events will be available.

## Apply to Exhibit or Sponsor the AAPOR 79th Annual Conference

To join the prestigious group of organizations that sponsor AAPOR and its events, please [complete this online form](#) indicating your sponsorship, advertising, or exhibiting selections. AAPOR Staff will reach out within 3 business days to confirm your selections and collect payment information. If you have any questions, please don't hesitate to reach out to [info@aapor.org](mailto:info@aapor.org). If you would prefer to send payment via check, please send it to:

American Association for Public Opinion Research  
1436 Duke Street  
Alexandria, VA 22314

**All contracts must be received by April 1, 2024 and all payments must be received by May 1, 2024.**

# NON-CONFERENCE OPPORTUNITIES

## WEBINARS

Interested in supporting AAPOR outside of the conference? Consider sponsoring an AAPOR Webinar! AAPOR carefully curates a series of webinars each year, all focusing on different aspects of public opinion research. Sponsorship of webinars is available for either half of the series or the entire series. Sponsors will be recognized in all promotional materials leading up to the webinar, during the opening slides of the live event, and on AAPOR.org following the webinar. Sponsors of the half-series may select to sponsor either the first half of the series or the second half. Please note that sponsorship is non-exclusive. Pricing is as follows:

- Half Series - \$3,250
- Full series - \$6,000

## DONATIONS

If you aren't sure which opportunities are right for your organization, consider a donation to one of AAPOR's funds to help the organization fulfill its mission and priorities in the field of public opinion and survey research. There are several ways to donate to AAPOR but the most current needs are:

**AAPOR General Fund** – Donations to the AAPOR General Fund can be directed by the Executive Council to meet the organization's needs including Student Travel Awards, expanding educational programs, the Transparency Initiative, and having a larger voice in public discussions of polls and surveys.

**AAPOR Heritage Fund** – This fund was initiated in 2002 to preserve knowledge about the founding of the public opinion research profession, the development of new ideas that have had a lasting effect on the work we do, and the growth of AAPOR itself. Donations to this fund will help AAPOR to continue promoting the importance of our field's history and get younger generations of researchers engaged in its preservation.

For other ways to donate to AAPOR, please visit [AAPOR.org/donate](https://aapor.org/donate).