

# AAPOR

AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH



# 2025 Prospectus



# 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.



# YEAR-ROUND 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

## JOURNAL SCHOLARS EXCHANGE

Sponsor the Journal Scholars Exchange (JSE), a structured program designed to prepare the next generation of researchers for careers in the professional, industrial, and academic fields. JSE offers college students the opportunity to receive mentorship, engage in professional development, and learn best practices in presentation skills while working to elevate their skills. Sponsors of the program will have their logos and linked websites featured in promotional materials for the program as well as during the opening slides of each meeting. Sponsoring organizations will also have the opportunity to have their team members participate in the meetings as mentors and speakers. Sponsorship opportunities are available for year-round support of JSE or a specific two-month cohort. This opportunity is non-exclusive.

- Non-exclusive sponsorship: \$1,500

## POP PODCAST

Entering into its third season, the POP: Public Opinion Podcast has listeners across the globe and has consistently been on the Apple Podcast Top 100 social sciences chart with over 1,500 downloads. As a sponsor, you can provide a 30-second pitch about your company or organization to be read at the top of the podcast.

- Each podcast: \$1,500

# YEAR-ROUND OPPORTUNITIES

## 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.

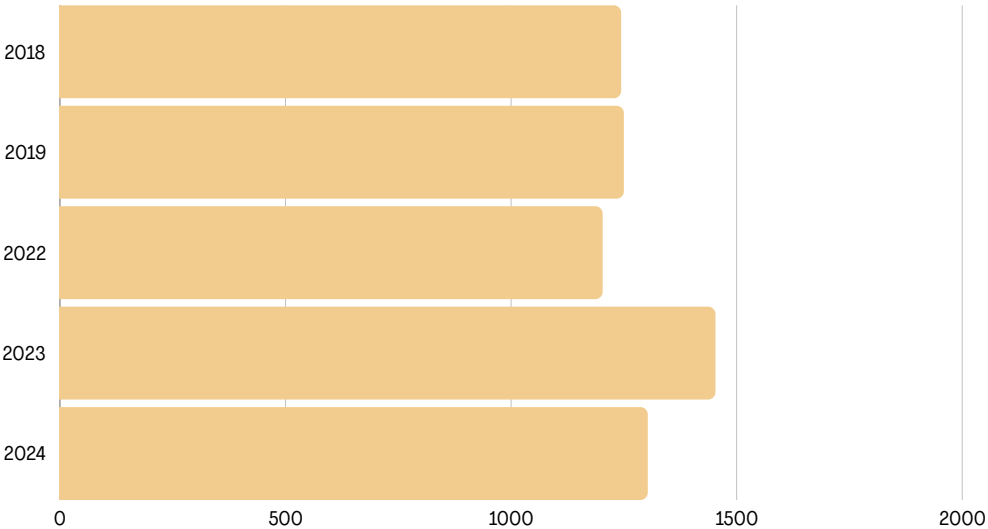
For other ways to donate to AAPOR, please visit [AAPOR.org/donate](https://AAPOR.org/donate).



# About the Annual Conference

Last year's conference saw our largest number of registrations to date with over 1,300 people in attendance! We also hosted a total of 126 sessions that covered topic areas over 12 unique tracks.

## Attendance by Year



\*2020 & 2021 were virtual

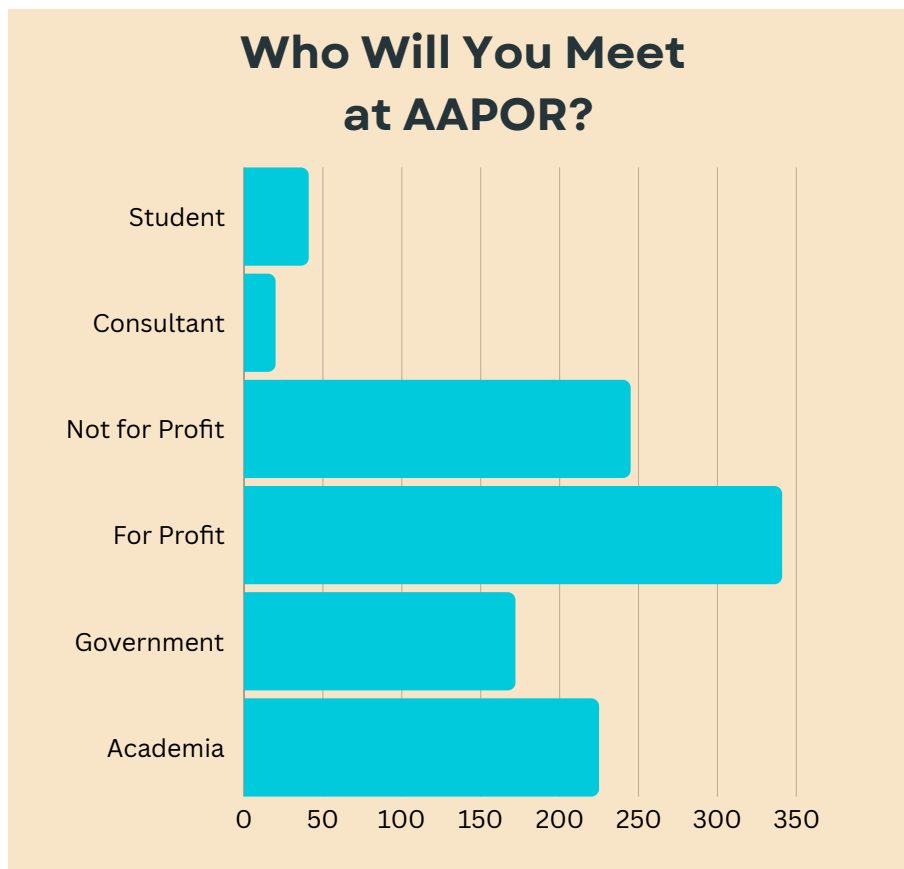
# SUSTAINING SPONSORSHIP

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
- Seven complimentary full conference registrations
- Full-color premium position ad in the printed program (inside front cover or 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 2025
- 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
- Sponsorship level recognition in the conference program, conference website, pre-conference emails, and communications to conference attendees

	Bronze	Silver	Gold	Platinum	Diamond
	\$4,500	\$5,500	\$6,500	\$7,500	\$12,000
Full Conference Registration	2	3	4	5	6
Short Course Registration	1	1	2	2	3
Option to buy additional Exhibitor Registration at the reduced rate of \$400	1	2	3	4	6
Printed Program Ad	Quarter Page	Quarter Page	Half Page	Full Page	Full Page
Online Program Digital Ad*	Interior Page Tower	Interior Page Banner	Home Page Tower	Home Page Banner	Home Page Banner
Reserved Tables in General Session Events	No	No	No	1	2
Lead Retrieval Exhibitor Service Included**	No	No	Yes	Yes	Yes
Sponsored Coffee Break	No	No	No	No	Yes
Conference Mobile App Push Notification	No	No	No	No	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 sidebar of the designated webpage. You will be asked to submit multiple sizes to accommodate both desktop and mobile devices.

\*\*For packages that do not include lead retrieval, the service may be purchased for \$425.



# SPONSORSHIP PACKAGE LEVELS

## Sponsorship Reservations

Sponsorship reservations will open the week of November 4, 2024, for Sustaining and Platinum sponsors, and will open every two weeks, successively, for the remaining sponsorship levels. Starting January 6, 2025, reservations for all levels will continue through April 2025 on a first come, first served basis.

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



Sustaining, Diamond and  
a la carte Sponsorships Available



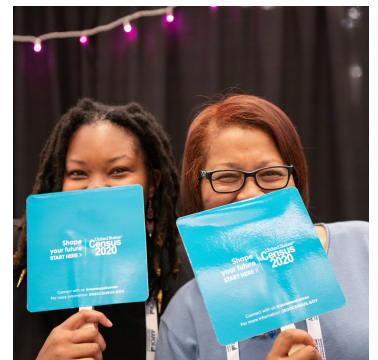
Gold and Platinum  
Sponsorships Available



Silver and 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 6, 2025**. Booth spaces will be assigned by sponsorship level and then on a first-come, first served basis starting in early February 2025.

Booth-Only Fees	
Inline Booth (10 ft X 10 ft)	\$2,500
Corner Booth (10 ft X 10 ft)	\$2,750

## Exhibit Hall Schedule

Tuesday, May 13, 2025:

2:00 pm-5:00 pm Setup

Wednesday, May 14, 2025:

8:00 am-12:00 pm Setup

2:45 pm- 3:45 pm Poster Session & Coffee Break

6:00 pm - 7:30 pm Welcome Reception

Thursday, May 15, 2025:

7:30 am - 8:30 am Breakfast

10:00 am - 11:00 am Coffee Break

3:30 pm -4:30 pm Poster Session & Coffee Break

Friday, May 16, 2025:

7:30 am - 8:30 am Breakfast

1:00 pm - 2:30 pm Boxed Lunch & Poster Session

2:30 pm - 5:00 pm Tear Down

# EXHIBITING OPPORTUNITIES

## Exhibit Space, Contractor, and Security

All decorating and exhibit furniture will be handled by the conference decorator. Each 10' x 10' 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 2025.

The Exhibit Hall does not lock but additional security service will be provided. Even with security, 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 prior to arrival at the conference. Registration information, including promo codes to waive the included registration fees, will be provided in February 2025.



## Booth Assignment Policy

Booth assignments will begin in early February 2025. 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 \$425.





# 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 you are asked to submit multiple sizes to accommodate both desktop and mobile devices.

## 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 2025 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 1,300!) 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 - \$8,000**

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; \$2,500 for three, \$5,000 for six**

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 three short courses held virtually the week before the conference as well as three courses held in-person in St. Louis the day before the conference starts. Organizations may sponsor 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.

### **President's 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.

### **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.

### **General Session Closed Captioning - \$7,000**

Support the placement of closed captioning on screen at the Plenary, the Presidential Address, 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.

### **New Member Happy Hour - \$1,500**

An annual favorite! This gathering, hosted by the Membership Engagement Subcommittee, is a time for new members to meet each other before the conference starts.

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

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

### **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!

# A LA CARTE OPPORTUNITIES

## CONNECT MORE WITH AAPOR

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

### **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.

### **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.

### **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"!

### **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, and mailing address for all attendees, plus email address for those that have agreed during registration. Pre-conference lists will be sent in early April 2025 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.*

# A LA CARTE OPPORTUNITIES

## CONNECT MORE WITH AAPOR (cont)

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

### Exhibitor Luncheon- \$2,500

The Exhibitor Luncheon is an excellent opportunity to showcase your organization. This heavily attended luncheon allows attendees to mingle or network and participate in the final poster session of the conference, all within the exhibit hall. Sponsorship of this meal includes prominent display of your organization's name on event signage and napkins as well as recognition on the AAPOR website and in the conference program. Don't miss out on this unique chance to elevate your presence and make a lasting impression!

### Breakfast Bar - \$1,500 (two available)

Highlight your organization at one of the Exhibit Hall breakfast breaks. Sponsorship of a breakfast break includes your logo napkins provided at the breakfast stations and signage at the event. Your organization will be remembered for bringing the fuel attendees need to power through an exciting day of sessions! Two breaks, located in the exhibit hall, are available for sponsorship. Break selection will be available on a first-come, first-served basis.

### New! Reserve Table at General Sessions - \$750

Reserve a table at one of our general sessions and enjoy a dedicated space for your group! Make it easy to socialize by ensuring a comfortable environment for yourself and your fellow attendees. Reservations are limited, so don't miss the chance to secure your reserved table at AAPOR 2025!



# AWARD OPPORTUNITIES

New for 2025! Sponsor one of the awards given to deserving students in the field of public opinion research.

## **AAPOR Student Inclusion Fellowship - \$2,500 (five available)**

The AAPOR Student Inclusion Fellowship is a brand-new initiative derived from the success of the Student-Faculty Diversity Pipeline Award and the AAPOR Experience Program that is aimed at fostering diversity and inclusion within the field of public opinion research. This fellowship provides sponsorship for 10 students from historically underrepresented groups to attend the AAPOR Annual Conference.

AAPOR believes that the scholarly and practical understanding of our discipline is enhanced by the presence and involvement of different perspectives and creative thought. We welcome organizations to help AAPOR support the next generation of public opinion researchers and promoting a more inclusive and diverse academic community.

Selected fellows receive a travel stipend, complimentary conference registration and members, and a curated conference experience. Sponsors' contributions will be used to cover travel and registration costs, making it possible for students to attend with minimal financial burden. Sponsors will be acknowledged in conference materials, on the AAPOR website, and during the conference, highlighting their commitment to diversity and education.

## **Student Awards - \$2,500 (four available)**

Support AAPOR in highlighting the importance of scholarship in the field of public opinion research. Your sponsorship directly contributes to the to the awards' funding, providing students with recognition for their achievements and networking opportunities that can shape their futures. Contributions will be used towards the following awards:

- [The Student Conference Award](#)
- [The Student Poster Award](#)

Sponsors will receive recognition in AAPOR outreach emails, event signage, and at the Awards Banquet. They will also have the opportunity to directly interact with the student recipients at various points during the conference.



# GENERAL INFORMATION

## Cancellation Policy

Cancellations received in writing by February 16, 2025, will be subject to a 50 percent administrative fee. No refunds are issued for cancellations received after February 16, 2025.

## 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 forthcoming.

## Apply to Exhibit or Sponsor the AAPOR 80th 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 [ljohnson@aapor.org](mailto:ljohnson@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 3, 2025 and all payments must be received by May 1, 2025.**

## Sponsor/Exhibitor Schedule

Sponsorship for the 2025 AAPOR Conference will open on November 4, 2024. Booths will be assigned beginning in February 2025 in order of contract received within sponsorship levels. Get your contracts in early to choose the best spot!

Date	Event
November 4, 2024	2025 Sponsorships Open
February 16, 2025	Cancellation Deadline with 50% refund
April 3, 2025	Exhibitor/Sponsor Contract Deadline
April 4, 2025	Pre-Conference Registration List Sent
May 1, 2025	Exhibitor/Sponsor Payments received; Exhibitor/Sponsor Representative Registration Deadline
May 13, 2025	Exhibitor Move In
May 14-16, 2025	2025 AAPOR Conference
May 16, 2025	Exhibitor Move Out
May 20, 2025	Post-Conference Registration List Sent