EXHIBITORS & SPONSORSHIPS

TRUTH AND RESPONSIBILITY

AMERICAN ANTHROPOLOGICAL ASSOCIATION
NOV. 18-22
ST. LOUIS, MO
2020 ANNUAL MEETING

AMERICANANTHRHO.ORG
Anthropology is the study of what makes us human.

Anthropologists take a broad approach to understanding the many different aspects of the human experience, which we call holism. They consider the past, through archaeology, to see how human groups lived hundreds or thousands of years ago and what was important to them. They consider what makes up our biological bodies and genetics, as well as our bones, diet, and health.

Anthropologists also compare humans with other animals (most often, other primates like monkeys and chimpanzees) to see what we have in common with them and what makes us unique. Even though nearly all humans need the same things to survive, like food, water, and companionship, the ways people meet these needs can be very different. For example, everyone needs to eat, but people eat different foods and get food in different ways.

So anthropologists look at how different groups of people get food, prepare it, and share it. Many anthropologists work in their own societies looking at economics, health, education, law, and policy (to name just a few topics). When trying to understand these complex issues, they keep in mind what they know about biology, culture, types of communication, and how humans lived in the past.
The American Anthropological Association is the world’s largest association for professional anthropologists, with almost 10,000 members.

Based in Washington, DC, the Association was founded in 1902, and covers all four main fields of anthropology: cultural anthropology, biological/physical anthropology, archaeology, and linguistic anthropology. The Association is organized into 40 sections, each reflecting specialized domains of knowledge.

While 75% of our members are employed in higher education or are students of anthropology, about 25% of our members work in the public, private, and non-governmental sectors, beyond the academy.

We publish a portfolio of more than 20 publications, offer career planning and professional development services, support college and university departments, award numerous prizes and fellowships, sponsor a paid summer internship program, a summer field school in ethnography and occupational therapy, and stage research conferences in the Fall and Spring each year.

We also have a public education initiative that highlights the contributions made by anthropological research to important and enduring topics such as race and migration.
WHO ATTENDS

The 2020 AAA Annual Meeting is the premier event for 6,000+ anthropologists from all sectors and 90 countries, providing you with a unique opportunity to network, showcase products/services, and meet potential new clients.

Professional vs. Students

- Professionals: 61%
- Students: 37%
- Retired: 2%

Make your plans to reach key decision-makers within their institutions and influencers from more than 2,300 organizations across the US and around the world. Find attendees with titles such as Digital Curator, Associate Professor, Managing Director, Senior Consultant, and Dean of Graduate Studies.

Attendee Demographics by Region

- Northeast: 22%
- Midwest: 13%
- West: 32%
- South: 14%
- International: 19%

Based upon 2018 AAA Annual Meeting Data
The AAA Annual Meeting is the world’s largest gathering of anthropologists, and exhibiting gives you direct access to them.

ACCESS
Network with attendees at receptions and receive a complimentary post-show attendee list.

AWARENESS
Ensure that your company brand is remembered by keeping your name and products in front of attendees at all times.

EDUCATION
Learn the best practices and trends in anthropological research with unlimited access to academic sessions.

INSIGHT
Learn what new issues anthropologists are facing and how you can help to solve global problems.

PUBLICATIONS SHOWCASE
Showcase your books or journals to our attendees interested in advancing their education and publishing their own work.

TECHNOLOGY & PRODUCT DEMOS
Provide attendees with hands-on demonstrations that can revolutionize their work.
Attendees visit the exhibit hall in search of multiple types of organizations and business. Our attendees are in multiple stages of their careers in anthropology and range from student to professor to working in the non-academic sector leading to multiply needs. They are seeking textbooks, software, fellowships, teaching tools, field schools, internships, and more.
Anthro Fair Trade Market

For the third year in a row, we are excited to offer the Anthro Fair Trade Market in the 2020 exhibit hall.

We have partnered with the Fair Trade Federation, a globally recognized leader in the fair trade movement, to fill the market place with vendors that missions aligns with the values of our attendees.

This initiative infuses our meeting with unique opportunities for attendees to purchase goods from vendors that support the same goals as them.

Limited discounted booths are available in the Anthro Fair Trade Market and past exhibitors include:

- Dunitz & Company, Inc.
- HoonArts Fair Trade
- Pearls with Purpose
- Aid Through Trade
- Kalandabar
- Conscious by Kali
### 10 X 10 EXHIBITOR BOOTHS

<table>
<thead>
<tr>
<th><strong>Signature Booth</strong></th>
<th><strong>$2,800</strong></th>
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</thead>
<tbody>
<tr>
<td>Exhibitor listing and 25-word company description in the final program (Deadline August 7, 2020)</td>
<td></td>
</tr>
<tr>
<td>Post-show attendee list</td>
<td></td>
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<tr>
<td>7” x 44” exhibitor identification sign</td>
<td></td>
</tr>
<tr>
<td>3 full event registrations per 10 x 10 space</td>
<td></td>
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<tr>
<td>Includes 4’ skirted table &amp; two chairs</td>
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<tr>
<td>10% off 2020 Annual Meeting sponsorships</td>
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<tr>
<td>Ability to rent multiple booths</td>
<td>10% off each additional booth</td>
</tr>
<tr>
<td>10% off advertising in Anthropology News, member e-newsletter, AnthroGuide, &amp; AAA website throughout 2020</td>
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<thead>
<tr>
<th><strong>Standard Booth</strong></th>
<th><strong>$1,750</strong></th>
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<td>7” x 44” exhibitor identification sign</td>
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<tr>
<td>2 full event registrations per 10 x 10 space</td>
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ALL BOOTH PRICES INCREASE AFTER JULY 31, 2020

Sharing a booth or program ad is prohibited without the consent of AAA.
2020 AAA ANNUAL MEETING  
ST. LOUIS, MO  
NOVEMBER 18–22

Exhibitor Hours

**INSTALLATION**  
Wednesday, November 20  
12:00 pm - 5:00 pm

**EXHIBIT HALL OPEN**  
Thursday, November 21  
9:00 am - 5:00 pm  
Friday, November 22  
9:00 am - 5:00 pm  
Saturday, November 23  
9:00 am - 4:00 pm

**DISMANTLE**  
Saturday, November 23  
4:00 pm - 8:00 pm

Booth Size: 10 x 10

SIGNATURE  
$2,800

STANDARD  
$1,750
PROGRAM BOOK ADS

2-Page Color Spread (only 2 available) $3,500
Back Cover (only 1 available) $2,700
Inside Covers (only 2 available) $1,800
Single Full-Page Color (only 6 left!) $1,500
Full-Page Black & White (only 20 available) $1,000
Half-Page Black & White (only 8 available) $600
SPONSORSHIPS

GOLD - $5,000 | INCLUDES SOCIAL MEDIA EXPOSURE

- Wi-Fi
- Charging Station
- Major Events Sponsor (includes Keynote, Distinguished Lecturer, Awards Ceremony, Donor Reception)

SILVER - $2,500 | INCLUDES SOCIAL MEDIA EXPOSURE

- Focus Group
- Information/Registration—SOLD
- Film Festival Co-Sponsor

BRONZE - $1,500 | INCLUDES SOCIAL MEDIA EXPOSURE

- E-Blast
- Day-at-a-Glance Page in the Program Book -Add the Adjoining Full Page Ad ($500)
- Directional Signs

CONTRIBUTING - Starts at $250

- Exhibit Hall Games Prizes
- “Know Before You Go” Email
- Daily Emails
- Calendar Co-Sponsor-Few spots left
- Advance Registration Mailing List
- Flair Program
- Virtual Book Display (PDF)
- Workshops
- Anthropologist Go Back to School
The American Anthropological Association reserves the right to approve all advertisements. The information contain is subject to change without notice.

As part of the AAA’s new Comprehensive Policy on Sexual Harassment and Sexual Assault, we now require field schools or other research experiences advertised on our website or through AAA-supported advertising, draft and make available on demand a code of conduct prohibiting sexual assault and sexual harassment. Appropriate reporting mechanisms for those who do experience or witness sexual harassment or sexual assault will also be required.

All items exhibited, advertised, sponsored, and/or sold under the auspices of the American Anthropological Association (e.g., at the Annual Meeting, in AAA publications and on AAA’s websites, or in direct mailings to the AAA membership) must be of a nature that they can reasonably be considered to be (1) “tools of the trade” by anthropologists acting in their professional capacities as faculty, students, and/or practitioners; (2) of benefit to individual members (e.g., insurance offered at competitive rates because of group membership); or (3) of benefit to the AAA while insuring that individual members have adequate information regarding costs to subscribers (e.g., credit cards, a portion of whose profits go to the AAA).

The character of the exhibits, advertisements, sponsorships, or sales is subject to the approval of the Executive Director or her/his designee. The AAA reserves the right to refuse any application for exhibit space, advertising, sponsorship, or sales, and to curtail or cancel any such exhibit, advertisement, sponsor, or sale which, in the sole judgment of the Executive Director, does not conform to these guidelines. This policy applies to unacceptable displays, advertisements, or sales of novelties and souvenirs, as well as the personal conduct of exhibits or their representatives.

The Executive Director will apply the following standards in judging the suitability of sponsorship, exhibitors, and advertising content:

• The organization or service has business integrity, which would reflect well on the Association, its members and its Board of Directors.
• The product or service advertised has value to AAA members.
• The Association reserves the right to refuse advertising submitted for the purpose of airing either side of controversial social, ethical or professional issues.
• The AAA undertakes to comply with the letter and the spirit of Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, the Veterans’ Re-employment Rights Act Handicap Bias, the Vietnam-Era Veterans’ Readjustment Assistance Act of 1974, and the Americans with Disabilities Act of 1990. As such, the Association endeavors to not discriminate on the basis of age, race, color, religion, gender, sexual orientation, national origin, physical or mental disability, veteran status, marital status or the numbers and ages of dependent children in its own employment practices and will not knowingly permit its publications and website as ad media, to be used by others in support of discriminatory practices.
• Advertisers are encouraged to use gender-neutral terms in ad text because the use of certain pronouns, i.e., him or her, in ad text could under certain circumstances be taken to imply discrimination (not necessarily job discrimination) on the basis of gender.
• AAA reserves the right to decline advertisements from companies advertising products and services that could be considered competing with the AAA Member Benefits Program. Examples include, but are not limited to, affinity credit cards, telephone long-distance services, financial programs, car rentals, hotels and magazine services.