Join the American Anthropological Association, the Canadian Anthropology Society, and thousands of your anthropology friends and colleagues in Vancouver, BC from November 20 - 24, 2019 to build lasting connections, uncover new career and mentoring opportunities, and explore the latest research across the discipline — all while addressing today’s most pressing issues.

This is the premier Anthropological event in the world, drawing more than 6,000 anthropologists from academic and practicing settings, providing a unique opportunity for exhibitors and sponsors to network, showcase products/services, and meet potential clients.

The Annual Meeting theme is Changing Climates: Struggle, Collaboration, and Justice/Changer d’air: Lutte, collaboration et justice. This year’s theme challenges all to come to the meetings to explore many of the pressing issues facing our discipline and our world and to demonstrate how a focus on change can be a positive force for groundbreaking anthropological research, new forms of cultural understanding, scientific awareness, and global empathy.

Make your plans to directly reach the world’s decision-makers and influencers in four fields of anthropology - academics, educators, administrators, students, and applied and practicing members of the field from around the globe representing over 2,300 different organizations and institutions of higher learning.
American Anthropological Association
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.

CASCA, the Canadian Anthropology Society/Société canadienne d’anthropologie
CASCA, the Canadian Anthropology Society/Société canadienne d’anthropologie, is Canada’s leading professional anthropology association, with more than 500 members from across the country and the world.

We are proud of CASCA’s successes. CASCA priorities are: (1) to lobby funding agencies as necessary to ensure continued support for anthropological research; (2) to commit to excellence in Canadian graduate and undergraduate programs in anthropology; (3) to support the scholarship of anthropologists based in Canada; (4) to hold an annual conference for presenting anthropological scholarship; (5) to support Indigenous and other communities through our scholarly and applied work; and (6) to provide a platform for anthropologists practicing the discipline outside of academia. CASCA has never assumed a separation between the various anthropological domains of the academy, the museum, and human rights and cultural heritage institutions.

To pursue all our priorities, we strive to explain clearly the contribution that anthropology makes to Canadian society and to the world at large.

We are a bilingual organization, operating in both official languages of Canada, English and French.

What is anthropology?
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.
Why Exhibit at the 2019 AAA/CASCA Annual Meeting?

Join us for the leading anthropological annual meeting of the year and position yourself and your brand before 6,000+ anthropologists. Get a seat at the table to discuss some of the most important challenges the human species is facing on the planet.

ACCESS
Reach more than 6,000 anthropologists, both academic and practicing. Complimentary post-show attendee list is given to all exhibitors.

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

EDUCATION
Learn the latest trends and best practices in anthropological research and work at our Annual Meeting. As an exhibitor, you have access to ALL educational sessions and receptions. For every 10’ x 10’ exhibit space, three (3) full conference registration badges are included.

INSIGHT
Learn what new issues anthropologists are facing in academia and in the field. Discover their concerns 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 DEMONSTRATIONS
Provide attendees with innovations for their field. Give them hands-on demonstrations that will allow them to see how technology can revolutionize their work.
Who Attends?

The 2019 AAA/CASCA Annual Meeting is the premier event for 6,500+ anthropologists from all sectors and 90 countries, providing you with a unique opportunity to network, showcase products/services, and meet potential new clients.

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.

Attendee Demographics by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>22%</td>
</tr>
<tr>
<td>Midwest</td>
<td>13%</td>
</tr>
<tr>
<td>West</td>
<td>32%</td>
</tr>
<tr>
<td>South</td>
<td>14%</td>
</tr>
<tr>
<td>International</td>
<td>19%</td>
</tr>
</tbody>
</table>

Based upon 2018 AAA Annual Meeting Data
More Attendee Demographics

2019 AAA/CASCA Annual Meeting attendees cover a broad range of anthropological disciplines. Sample attendee titles from AAA 2017 include:

Associate Professor
Academic Curator
Collections Manager
Academic Director
Acquisitions Editor
Acting Manager, Tribal Historic Preservation Adjunct Lecturer
Aesthetic Realism Consultant
Analyst
Anthropology Department Chair
Archivist/Curator
Assessment & Curriculum Coordinator
Archaeological Conservator/Outreach Manager
Archaeologist
Archaeologist in Residence
Archive Manager
Consulting Scholar
Critical Writing Fellow in Anthropology
Croft Assistant Professor of Anthropology
Cultural Anthropologist, NPS Southeast Region
Cultural Anthropology PhD Candidate
Cultural Resources Public Outreach Coordinator
Cultural Sustainability Specialist
Curator of Archaeology and Chair
Curator of Birds
Curator of Cultural and Linguistic Revitalization
Curator of Cultural Anthropology
Curator of Education
Curator of Ethnography
Curator of Ethnology
Curator of Ethnology
Curator of Globalization
Curator of Native American Materials
Curator of North American Anthropology
Curator of Visual Anthropology
Curator, Western Ethnology
Dean of Graduate Studies
Deputy Chief Diversity Officer
Deputy Director
Deputy Director & Chief Curator
Deputy Executive Director, CFO
Design Anthropologist
Digital Curator
Director
Director and Curator
Director of Appalachian Studies
Director of Anthropology
Director of Cultural Heritage and Preservation Studies
Director of Graduate Studies & Associate Director of the Center for Brazilian Studies
Director of Mathematics Learning
Director of Museum Studies
Director of Publications
Director of Research
Director of Research Training
Director of Scholar Programs
Director of Scholar Programs
Director of Scholarly Communication and Digital Initiatives
Director of Student Programs and Research Curator
Director of the Climate Change Early Warning Project
Director of the Undergraduate Program
Director of Undergraduate Studies; Assistant Professor of the Practice
Director STS/Industry Assistant Professor
Director, Centre for Educational Consultancy and Development
Director, Culture, Brain and Development Program
Director, Folk & Traditional Arts
Director, Food Systems Graduate Program
Director, Institute for Science, Innovation & Society
Director, Institute of Advanced Study
Distinguished Institute Fellow
Distinguished Lecturer / Adjunct Assistant Professor
Distinguished Practitioner

Environmental Social Scientist
Environmental Specialist
Ethnographic Filmmaker
Executive Director
Manager of Community Based Research & Engagement
Manager, Quality of Education Standards and Practice
Manager, Social Accountability
Managing Director
Managing Editor
Museum Anthropologist/Arctic Archaeologist
Museum Director
National Campaign Strategist
Post-Doctoral Research Associate
Professor of Anthropology
Professor Emeritus of Linguistics
Professor Emeritus of Psychological Anthropology
Professor of Anthropology
Research Analyst
Research and Teaching Coordinator
Research and Teaching Fellow
Research Anthropologist
Senior Associate Professor
Senior Consultant
Senior Curator & Curator of Asian & Pacific folk Art
Senior Curator, Anthropology, Museums Victoria
Senior Director of Academic Diversity and Inclusiveness
Senior Fellow, National Council for Science and the Environment
Senior Food for Peace Officer
Senior Instructor
Senior International Forests Program Director
Senior Research Officer
Senior Research Associate
Senior Research Consultant

More Attendee Demographics

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Deputy Executive Director, CFO
Design Anthropologist
Digital Curator
Director
Director and Curator
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Director of Anthropology
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Director of Mathematics Learning
Director of Museum Studies
Director of Publications
Director of Research
Director of Research Training
Director of Scholar Programs
Director of Scholar Programs
Director of Scholarly Communication and Digital Initiatives
Director of Student Programs and Research Curator
Director of the Climate Change Early Warning Project
Director of the Undergraduate Program
Director of Undergraduate Studies; Assistant Professor of the Practice
Director STS/Industry Assistant Professor
Director, Centre for Educational Consultancy and Development
Director, Culture, Brain and Development Program
Director, Folk & Traditional Arts
Director, Food Systems Graduate Program
Director, Institute for Science, Innovation & Society
Director, Institute of Advanced Study
Distinguished Institute Fellow
Distinguished Lecturer / Adjunct Assistant Professor
Distinguished Practitioner

Environmental Social Scientist
Environmental Specialist
Ethnographic Filmmaker
Executive Director
Manager of Community Based Research & Engagement
Manager, Quality of Education Standards and Practice
Manager, Social Accountability
Managing Director
Managing Editor
Museum Anthropologist/Arctic Archaeologist
Museum Director
National Campaign Strategist
Post-Doctoral Research Associate
Professor of Anthropology
Professor Emeritus of Linguistics
Professor Emeritus of Psychological Anthropology
Professor of Anthropology
Research Analyst
Research and Teaching Coordinator
Research and Teaching Fellow
Research Anthropologist
Senior Associate Professor
Senior Consultant
Senior Curator & Curator of Asian & Pacific folk Art
Senior Curator, Anthropology, Museums Victoria
Senior Director of Academic Diversity and Inclusiveness
Senior Fellow, National Council for Science and the Environment
Senior Food for Peace Officer
Senior Instructor
Senior International Forests Program Director
Senior Research Officer
Senior Research Associate
Senior Research Consultant
Who Should Exhibit?

Anthropological Field Research Tools
Book and Journal Publishers
Classroom Technology Solutions
Fellowships
Foundations and Think Tanks
Funding Foundations and Grant Makers
NGOs and Government Organizations
Online Universities
Online Learning Software/Tools Companies
Polling and Data Centers

Qualitative Data Software
Recruiters and Job Services
Research Databases
Research Tools and Analytics
Survey Tools and Programs
Textbook Publishers
Transcription Service Providers
University Graduate Programs
University Presses

Anthro Marketplace

The American Anthropological Association (AAA) and the Canadian Anthropology Society (CASCA) are excited to partner with the Fair Trade Federation (FTF) again in 2019. The FTF is a globally recognized leader in the fair trade movement. This initiative infuses our meeting with unique opportunities for our attendees to connect with and purchase goods from vendors that support the mission for which they so deeply care. These mission driven exhibitors draw traffic to and through the hall increasing your exposure on the floor, while giving attendees a destination in the exhibit hall rooted in purpose. Please see our past exhibitors from the 2018 Annual Meeting. Limited discounted booths are available in the Anthro Marketplace.

- Dunitz & Company, Inc.
- Conscious by Kali
- HoonArts Fair Trade
- MZ Fair Trade
- Pearls with Purpose
Previous Exhibitors

You’re in good company! Exhibitors at recent Annual Meetings have included:

American Museum of Natural History
Alexander Street
Allied Powers LLC
American Anthropological Association
Archaeological and Cultural Education Consultants
Berghahn Books
Beta Research Associates, Inc.
Bloomsbury Publishing
Cambridge University Press
Conscious By Kali
Cornell University Press
Documentary Educational Resources
Dunitz & Company, Inc.
Duke University Press
Economic Science Institute
Emory University
George Mason University
Harvard University
Harvard University Press
Haymarket Books
HoonArts Fair Trade
Human Relations Area Files
Indiana University Press
Institute for Field Research
Janet Keller & Associates Editing
Johns Hopkins University
Max Planck Institute for Social Anthropology
Michigan State University Press
Microsoft Research
MIT Press
MZ Fair Trade
New School for Social Research
NYU Press
Oxford University Press
Palgrave Macmillan

Pearls with Purpose
Premium Booth
Princeton University
Princeton University Press
Routledge
Rowman & Littlefield Publishing Group
Royal Anthropological Institute
Rutgers University Press
Smithsonian Institution
Stanford University Press
The Institute for Social Studies ISS
The National Science Foundation
The University of Arizona Press
The Wenner Gren Foundation
Turkan Basin Institute
UCL Press
University College London
University of Alabama Press
University of California Press
University of Colorado Press
University of Hawaii Press
University of Minnesota Press
University of Nebraska Press
University of New Mexico Press
University of Oklahoma Press
University of Pennsylvania Press
University of Texas Press
University of Toronto Press
University of Washington Press
Vanderbilt University Press
Verbi Software/MaxQDA
W.W. Norton
Waveland Press
Wiki Education Foundation
Wiley
Exhibit Booth Package

10x10 Exhibit Booth Package:

**SIGNATURE:** $3,000  
**STANDARD:** $2,750

**INCLUDES:**
- Exhibitor Listing and 25-word company description in the Final Program (Deadline August 6, 2019)
- Post Show Attendee List
- 7” x 44” exhibitor identification sign
- Up to 3 full conference attendee badges per 10’ x 10’ space
- *Carpet is not required*

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
For updated floor plan, please visit https://www.eventscribe.com/2019/AAA/exhibitors/index.asp
Celebration of Authors

Thursday, November 21st | Friday, November 22nd | 3 pm – 5 pm

Celebrate and honor our member authors at our brand new Celebration of Authors!

Held for the first time at AAA 2018, our Celebration of Authors was a big success!

Attendees, authors, and exhibitors greatly valued the dedicated time in the exhibit hall to celebrate the authors’ works. Attendees had a chance to meet and talk with authors. Exhibitors had the opportunity to acknowledge the fantastic contribution of their authors while enjoying the increased booth traffic from attendees. And, authors enjoyed basking in the limelight!

For 2019, we have extended the hours of the Celebration of Authors. Now held at the end of Thursday and Friday exhibit hours, we can celebrate the great work of our authors. In order to “spread the wealth” of traffic over more than one time slot, limited spaces for each evening are available.

We invite exhibitors to sign up to honor their authors during these times. Choose an open time slot on either Thursday or Friday (or both) to host a celebration in your booth.

AAA and CASCA will promote the Celebration of Authors, including the participants of each evening, throughout the meeting on signage, on the mobile program and in the printed program. (Print Deadlines Apply)
Become a AAA Partner in 2019 and Save!

Add-on a AAA annual meeting sponsorship to become an AAA annual meeting partner. Choose from four levels of partnerships to save big and create maximum exposure. Your organization will be highlighted as a meeting partner on the website, in the Annual Meeting program book, and on the interactive exhibitor map.

<table>
<thead>
<tr>
<th>Partnership Options</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10 Premium Booth</td>
<td>$5,500</td>
<td></td>
<td></td>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td>Choose a 10 x10 or 10 x20 Premium Booth</td>
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<td>$7,300</td>
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<td>$6,000</td>
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<tr>
<td>Inside Front or Back Cover</td>
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<td></td>
<td></td>
<td></td>
<td>$2,500</td>
</tr>
<tr>
<td>2 Page Color Ad</td>
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<td></td>
<td></td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td>1 Page Color Ad</td>
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<td></td>
<td></td>
<td></td>
<td>$1,600</td>
</tr>
<tr>
<td>Choose Any Level 1, 2, 3, 4</td>
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<td></td>
<td></td>
<td>$10,000</td>
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<tr>
<td>Choose Any Level 2, 3, 4</td>
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<td></td>
<td></td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td>Choose Any Level 3, 4</td>
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<td></td>
<td></td>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td>Choose Any Level 4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,500</td>
</tr>
<tr>
<td>Advance Reg List</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td>Additional Meeting Registrations x4</td>
<td>$6,100</td>
<td>$8,600</td>
<td>$11,000</td>
<td>$20,040</td>
<td>$720</td>
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<tr>
<td>Total Value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$6,100</td>
</tr>
</tbody>
</table>

Custom options available, contact Liz Myers at 571-483-1165 or emyers@americananthro.org.

Don’t forget to ask how you can become a AAA partner all year long and receive savings on advertisement in AAA publications!
Sponsorship Levels

LEVEL 1

OPENING KEYNOTE

On Wednesday evening, November 20, our opening keynote event will feature a First Nations Welcome from representatives of the Musqueam, Squamish, and Tsleil Waututh Nations. This will be followed by a presentation by noted architect Douglas Cardinal, who, of course, has completed many important public commissions, including Canada’s National Museum of History and the National Museum of the American Indian in Washington, DC.

COFFEE/TEA BREAK

This is one of the most requested items among our attendees! Sponsor an assortment of beverages with signage on the table and information in the program book. Leave your materials on the table for attendees to take with them.

FILM & MEDIA FESTIVAL

Become the exclusive sponsor of this festival that focus on visual aspects of cultural lives and experience. Benefits include:

• Organization name and logo on all marketing of this festival
• Opportunity to address film goers on each evening prior to screening
• On site signage at convention center for duration of AAA Annual Meeting
• Customized e-blast to all AAA attendees showcasing your sponsorship of the festival

LEVEL 2

$5,000 | $4,500 For all partners

DIRECTIONAL SIGNS

Advertise with company graphics and logos on directional signs, which will be located throughout the convention center. These double-sided signs measure approximately 1 meter wide x 3 meters tall.

WI-FI SPONSORSHIP

Want the password to be your organizations name? All communications about Wi-Fi (eg. emails, signage) will have your organization listed as the sponsor.
LEVEL 2 (Continued)

AWARDS LUNCHEON
AAA takes time to honor our award recipients, guests, and our panel members. The AAA President hands out awards during a positive and uplifting lunch.

LEVEL 3 $3,000 | $2,700 For all partners

LANDING PAGE ON ONLINE PROGRAM
The Landing Page will be viewed by attendees every time they open the Online Program. Your custom graphics and hyperlink of your choice will be displayed on this splash page.

REGISTRATION/INFO DESK
Have your logo appear on the registration and info desk. As each attendees pick up their meeting materials, they will see your logo and have a chance to pick up materials that you provide.

CALENDAR
Become the exclusive sponsor of the AAA calendar with your graphic or logo appearing every month.

LEVEL 4 $1,500 | $1,350 For all partners

BANNER ADS
Display a hyperlinked ad to be displayed on the AAA meetings page, where registered and prospective attendees will see your ad each time they visit the AAA website. With an average of 350 visitors per day, you are ensured visibility. The banner ad will be 175 pixels wide by 200 pixels tall.

E-BLAST
Customize an e-blast with text (maximum 500 words), one logo, and one graphic that the AAA will send to all attendees prior to the Annual Meeting. This e-blast will feature ONLY your company. All e-blasts must be approved by AAA.
LEVEL 4 (Continued)

BRANDED FLOOR STICKERS
Help lead attendees to the exhibit hall with unique and highly visible floor stickers. These stickers will feature graphics of your choice and your booth number. Approx. size 2’x 3’.

A La Carte Options

THE FOLLOWING OPTIONS OFFER ADDITIONAL ADVERTISING:

<table>
<thead>
<tr>
<th>Option</th>
<th>Platinum or Gold Level Upgrade</th>
<th>Silver or Bronze Level Upgrade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,000</td>
<td>$750</td>
</tr>
<tr>
<td>Inside Front Cover Color</td>
<td>$2,500</td>
<td>$300</td>
</tr>
<tr>
<td>2-Page Color Spread</td>
<td>$2,000</td>
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</tr>
<tr>
<td>Inside Back Cover Color</td>
<td>$1,800</td>
<td>$100</td>
</tr>
<tr>
<td>Single Page Color Ad</td>
<td>$1,600</td>
<td>Included</td>
</tr>
<tr>
<td>Half Page Color Ad</td>
<td>$1,000</td>
<td></td>
</tr>
</tbody>
</table>

Advance Registrant Mailing List $1,000
Target your market early. A mailing list of our advance registrants will be available November 1, 2019. Mail your postcard, brochure, or flyer to all pre-registered attendees. This list contains mailing addresses and is for one-time use only.

“Know Before You Go” Email $750
Only TWO spots available! Emailed a few days before the meeting, this email contains information that attendees will refer back to throughout the meeting.
AAA 2019 SPONSORSHIP CONTRACT

2019 AAA/CASCA Annual Meeting
November 20 - November 24, 2019
Vancouver Convention Center
Vancouver, BC

PAYMENT

Full payment is due at the time of contract submission. Your exhibitor opportunity or advertising confirmation email will outline any additional specifications, deadlines, restrictions, or inclusions depending on chosen item(s). Any company that cancels all or part of a sponsorship will not receive a refund and AAA will retain as liquidated damages all monies paid.

PAYMENT METHOD

- Check: Please make payable to AAA. Mail to address listed above.
- Credit Card: Please charge $______________________________
  - Visa
  - MasterCard
  - American Express

Card #

Authorized Signature

BILLING ADDRESS

Authorized Signature

COMPANY INFORMATION

Company Name: _______________________________________________________________

Contact Name: _______________________________________________________________

Title: _______________________________________________________________

Address: _______________________________________________________________

City, State, Zip: _______________________________________________________________

Phone: _______________________________________________________________

Email: _______________________________________________________________

SPONSORSHIP OPPORTUNITY CHOSEN

Item: _______________________________________________________________

Price: ___________________________

Item: _______________________________________________________________

Price: ___________________________

Item: _______________________________________________________________

Price: ___________________________

Item: _______________________________________________________________

Price: ___________________________

TOTAL: $ ________________________

RETURN THIS APPLICATION TO:
FAX: 703-528-3546
or MAIL: Liz Myers
2300 Clarendon Blvd, Suite 1301
Arlington, VA 22201-3386
Questions? Phone: 571-483-1165
EMAIL: emyers@americananthro.org

AUTHORIZED SIGNATURE

Authorized Signature

Title

Date
AAA ADVERTISING AND SPONSORSHIP POLICY
TERMS OF AGREEMENT

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 will be 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.