The American Anthropological Association is the world’s largest association for professional anthropologists, with about 9,000 members, including 250 university departmental partners, in 100 countries throughout the world. Founded in 1902, the Association remains a valuable and trusted resource for its members.

The 2021 Annual Meeting will be held in Baltimore, MD, November 17–21. We are confident that a hybrid event in 2021 will increase opportunities for engagement with attendees, presenters, exhibitors, and sponsors. We look forward to furthering the field of anthropology by facilitating knowledge sharing and community growth with whatever method of gathering is safe in November. We look forward to you joining us in 2021!

Organizations that exhibit at the Annual Meeting receive special discounts and pricing on AAA advertising.
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WHO ATTENDS THE ANNUAL MEETING

Demographics - Career Status

- Professional - 67%
- Student - 30%
- Retired - 3%

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.

The 2021 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.

Demographics - Location

- International - 24%
- Northeast - 23%
- West - 23%
- South - 16%
- Midwest - 13%

Based upon 2019 AAA Annual Meeting Data.
WHY EXHIBIT

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.
WHO SHOULD EXHIBIT

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.

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
- 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
- Field Schools
ANTHRO FAIR TRADE MARKET

For the fourth year, we are excited to offer the Anthro Fair Trade Market in the 2021 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 whose missions align 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
SPONSORSHIPS

Why Sponsor?

Sponsoring at the Annual Meeting puts your organization in the spotlight. Sponsors receive top priority on booth selection, discounted rates on booths and advertising, promotion of their name/logo throughout the meeting. We offer a variety of sponsorships from coffee breaks, social distancing signs, Wi-Fi, registrations, focus groups, and more. If you’re looking to expand your impact at the meeting, reach out to us to talk about custom options. We will work with your budget to help you find the exposure that fits your organization’s needs.

Liz Myers
Sales and Marketing Coordinator
Email: emyers@americananthro.org
Phone: 240-397-9510
FLOOR PLAN

Premium   Standard   Fair Trade   Meeting Area

Exhibitor Hours

INSTALLATION   Wednesday, November 17   12:00 pm - 5:00 pm

EXHIBIT HALL OPEN   Thursday, November 18   9:00 am - 5:00 pm
                       Friday, November 19   9:00 am - 5:00 pm
                       Saturday, November 20 9:00 am - 4:00 pm

DISMANTLE   Saturday, November 20   4:00 pm - 8:00 pm
IN-PERSON BOOTH PRICING

Premium Booth (10 x 10) $2,800
- A complimentary virtual booth
- Listed as an official exhibitor on the Annual Meeting website
- Rent multiple booths | 10% off each additional booth
- 3 full event registrations per 10 x 10 space
- Priority in reserving complimentary private meeting space
- Post-show attendee list
- 7” x 44” exhibitor identification sign
- 30% off AAA in-house advertising in 2021

Standard Booth (10 x 10) $1,750
- A complimentary virtual booth
- Listed as an official exhibitor on the Annual Meeting website
- Post-show attendee list
- 7” x 44” exhibitor identification sign
- 2 full event registrations per 10 x 10 space
- 30% off AAA in-house advertising in 2021

Sharing a booth or program ad is prohibited without the consent of AAA. Each booth will receive a table and all furniture, chairs, etc, are not included in the price.
MEETING ADVERTISEMENTS

**SOLD OUT---E-Blast- $995**
Send an email to all the attendees (virtual and in-person) before, during, or after the meeting. An e-blast only features your information, image, and links and lets your separate yourself from the other vendors and advertisers. Limited available.

**Kick-Off Email-$295- ONLY 1 Left**
The Kick-Off email or “Know before you go” email is sent to attendees a few days before the meeting. It is packed with vital information and often referred back to by attendees. We offer two featured highlight spots.

**Daily Email- $195-- ONLY 4 Left**
The daily email is sent to all attendees and highlights key events for the day. We offer two featured highlight spots.

**And More...**
As the plans for the Annual Meeting progress, we may create more advertising options. These opportunities will be presented to registered exhibitors first.
ON-SITE GUIDE ADVERTISEMENTS

For our in-person attendees, we are providing an on-site guide. The first few pages of the guide will contain maps, an at-a-glance schedule, key events, and essential information. The remaining pages will be available for purchase. We will provide a version of the guide online for our virtual attendees. Advertising in the on-site guide allows you to reach all attendees and create an impact.

LIMITED SPACE AVAILABLE!

Back Cover $3,000
Full Page $1,500
Only a few left

Inside Cover $2,000
Half Page
SOLD OUT
AAA ADVERTISEMENT OPTIONS

AAA offers a variety of advertising avenues to reach our 6,000+ membership. Many of our meeting attendees overlap with our membership. Reach this audience with one of the options below, generally filled with content about the meeting.

Exhibitors receive 30% off the prices below!

November/December Issue of *Anthropology News*

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$1,295</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$1,195</td>
</tr>
<tr>
<td>Full Page</td>
<td>$995</td>
</tr>
<tr>
<td>Half Page</td>
<td>$595</td>
</tr>
<tr>
<td>Third Page</td>
<td>$395</td>
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</table>

**Member Newsletter**

- October
- November
- December

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Leaderboard</td>
<td>$495</td>
</tr>
<tr>
<td>Two Featured Highlights</td>
<td>$395</td>
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<tr>
<td>Medium Rectangles</td>
<td>$195</td>
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</tbody>
</table>

**Weekend Reads**

Sent bi-weekly to members & anthropology enthusiast.

<table>
<thead>
<tr>
<th>Advertisement</th>
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</tr>
</thead>
<tbody>
<tr>
<td>One premium leaderboard per email</td>
<td>$495</td>
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</table>

**AAA Website**

- October
- November
- December

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>$495</td>
</tr>
<tr>
<td>Interior page</td>
<td>$295</td>
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The American Anthropological Association reserves the right to approve all advertisements. The information contained is subject to change without notice.

*To receive special exhibitor pricing, an organization must have participated as an virtual exhibitor or sponsor and paid all invoices for 2020 Raising Our Voices or have committed to a 2021 booth or sponsorship.

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.