Join the American Anthropological Association and thousands of your anthropology friends and colleagues in San Jose, CA, November 14 - 18, 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 event for 6,500+ anthropologists — both academic and practicing — providing a unique opportunity for exhibitors and sponsors to network, showcase products/services, and meet potential clients.

The 117th AAA Annual Meeting theme is Change in the Anthropological Imagination: Resistance, Resilience, and Adaptation. 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 anthropology - academics, educators, administrators, and students from across the United States representing over 2,300 different institutions of higher learning.

117th AAA Annual Meeting
Wednesday, November 14 – Sunday, November 18
San Jose Convention Center
San Jose, CA
American Anthropological Association

The American Anthropological Association is the world’s largest association for professional anthropologists, with more than 10,000 members.

Based in Washington, D.C., 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 22 journals, 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.
Why Exhibit at the 117th AAA Annual Meeting?

Join us for the leading anthropological annual meeting of the year and network with 6,500 anthropologists.

ACCESS
More than 6,500 plus anthropologists, both academic and practicing, will be in attendance! Complimentary post-show attendee list is given to all exhibitors.

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

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

INSIGHT
Learn what new issues anthropologists are facing in academia or in the field. Discover their concerns and how you can help to resolve their problems.

PUBLICATIONS SHOWCASE
Showcase your books or journals to our academic base interested in pursuing their education, and who are interested in publishing their own work.

TECHNOLOGY & PRODUCT DEMONSTRATIONS
Provide attendees with innovations in their field. Give them hands-on demonstrations that will allow them to see how technology can revolutionize their work.

Who Should Exhibit?

- Anthropological Field Research Tools
- Book and Journal Publishers
- Classroom Technology Solutions
- Fellowships
- Foundations and Think Tanks
- Funding Foundations and Grantmakers
- NGOs and Government Organizations
- Online Universities

- Polling and Data Centers
- Recruiters and Job Services
- Research Databases
- Research Tools and Analytics
- Survey Tools and Programs
- Textbook Publishers
- University Graduate Programs
- University Presses
Who Attends?

The 117th AAA 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 and influencers from more than 2,300 organizations across the US and around the world.

Many attendees are key decision-makers within their institutions.

Attendee Demographics by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>24%</td>
</tr>
<tr>
<td>Midwest</td>
<td>13%</td>
</tr>
<tr>
<td>West</td>
<td>17%</td>
</tr>
<tr>
<td>South</td>
<td>22%</td>
</tr>
<tr>
<td>International</td>
<td>24%</td>
</tr>
</tbody>
</table>

Based upon 2017 AAA Annual Meeting Data

Professionals vs. Students

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionals</td>
<td>66%</td>
</tr>
<tr>
<td>Students</td>
<td>32%</td>
</tr>
<tr>
<td>Retired</td>
<td>2%</td>
</tr>
</tbody>
</table>

Based upon 2017 AAA Annual Meeting Data

OUR SIX LARGEST SECTIONS (according to 2017 membership report)

- Society for Cultural Anthropology (SCA)          1,038 Members
- American Ethnological Society (AES)              1,006 Members
- Society for Medical Anthropology (SMA)           1,001 Members
- Society for Linguistic Anthropology (SLA)        705 Members
- Anthropology and Environment Society (A&E)       643 Members
- Association for Feminist Anthropology (AFA)      642 Members

Questions? Contact Exhibits Manager at 301-200-4616 ext. 105 or at aaaexhibits@sponsorshipboost.com
More Attendee Demographics

117th AAA 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 Archaeology
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

117th AAA Annual Meeting attendees cover a broad range of anthropological disciplines. Sample attendee titles from AAA 2017 include:
Previous Exhibitors

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

American Museum of Natural History
Alexander Street
Allied Powers LLC
Archaeological and Cultural Education Consultants
Berghahn Books
Beta Research Associates, Inc.
Bloomsbury Publishing
Cambridge University Press
Cornell University Press
Documentary Educational Resources
Duke University Press
Economic Science Institute
Emory University
George Mason University
Harvard University
Harvard University Press
Haymarket Books
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
New School for Social Research
NYU Press
Oxford University Press
Palgrave Macmillan
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

- Listing and 25 word company description in the Final Program (Deadline August 6, 2018)
- Post Show Attendee List
- Booths are 10’ x 10’ with back and side drape included
- 7” x 44” exhibitor identification sign
- 3 full conference attendee badges per 10’ x 10’ space
- Carpet is required – the convention center is not carpeted

Exhibitor Hours

INSTALLATION
Wednesday          November 14          12:00 pm – 5:00 pm
EXHIBIT HALL OPEN
Thursday           November 15          9:00 am – 5:00 pm
     Friday           November 16          9:00 am – 5:00 pm
     Saturday         November 17          9:00 am – 4:00 pm
DISMANTLE
Saturday           November 17          4:00 pm – 8:00 pm
Questions? Contact Exhibits Manager at 301-200-4616 ext. 105 or at aaaexhibits@sponsorshipboost.com

Celebration of Authors

FRIDAY, NOVEMBER 16TH  |  2:00 PM – 5:00 PM

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

Held in the Exhibit Hall on Friday, November 16th from 2:00 pm – 5:00 pm, we invite exhibitors to honor their authors. AAA will promote the Celebration of Authors throughout the meeting in signage, app and onsite program. Then, AAA’s leadership will begin the celebration with a few words to honor these authors. We will encourage attendees to stop by during this time to acknowledge and celebrate their authors. Exhibitors can host their own F&B celebrations for their authors. Join us at this celebration!
Sponsorship Levels

PLATINUM

Choose one option. You will receive the benefits of the option chosen and you will be listed as a Platinum Sponsor on all marketing materials and signage.

Lanyards -- SOLD
Place your logo all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company’s logo throughout the annual meeting. Attendees will be photographed during the annual meeting and as such, your company’s logo will appear in future promotional and marketing materials for the annual meeting.

Private Exhibitor Reception/Educational Event
Private reception room for evening hospitality or educational event at the headquarters hotel or convention center, depending upon availability. The American Anthropological Association will provide:
- Suitable location – either elegant reception space or educational room
- Basic AV set
- Directional signage
- Marketing description in program and mobile app, if desired
- Marketing eblast to all attendees.

Available Thursday through Saturday. Catering costs are covered by the sponsor.

GOLD

Choose one option. You will receive the benefits of the option chosen and you will be listed as a Gold Sponsor on all marketing materials and signage.

Directional Signage (5 signs)
Advertise with company graphics and logos on five (5) directional signs, which will be located throughout the convention center. These double-sided signs measure approximately 1 meter wide x 3 meters tall. The entire back side of the sign is for your advertising graphics.

Networking and Charging Lounge
The Vista Point lounge, located next to the registration lobby is an excellent place for attendees to relax, recharge and network. The lounge will be branded with graphics of your choice. AAA will provide the furniture and equipment necessary to furnish the Networking and Charging Lounge.
Sponsorship Levels

SILVER

Choose one option. You will receive the benefits of the option chosen as well as be listed as a Silver Sponsor on all marketing materials and signage.

Mobile App Landing Page
The Mobile App Landing Page will be viewed by attendees every time they open the app. Your custom graphics and hyperlink of your choice will be displayed on this splash page.

Video Testimonial
Your logo and hyperlink will be linked to the value and prestige of our annual meeting along with year round exposure on the AAA webpage dedicated to client testimonial. This will be a 30 second minute video testimonial of your company on the AAA annual meeting show floor. This includes 1 promotional e-blast.

BRONZE

Choose one option. You will receive the benefits of the option chosen and you will be listed as a Bronze Sponsor on all marketing materials and signage.

Tote Bag Insert
Take your message directly to attendees by placing your company flyer in each conference tote bag. Expose your latest product or publication, or entice attendees to visit your booth in the exhibit hall.

Banner Ads – $1,500 (for 3 months)
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-blasts
Customize an e-blast with text (maximum 500 words), one logo, and one graphic that the American Anthropological Association 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.
A La Carte Options

THE FOLLOWING OPTIONS OFFER ADDITIONAL ADVERTISING:

On-site Program Advertisement

- Back Cover: $3,000
- Inside Front Cover Color: $2,500
- Center 2 page spread Color: $2,000
- Inside Back Cover Color: $1,800
- Single Page Color Ad: $1,600
- Full Page B&W: $1,300

ONLY 20 Pages available

Branded Floor Stickers: $1,000 for 5 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’.

Advance Registrant Mailing List: $1,000

Target your market early. A mailing list of our advance registrants will be available November 1, 2018. Mail your postcard, brochure, or flyer to all pre-registered attendees. This list contains mailing addresses and is for one-time usage only.

Mobile App

- Push Notification: $500

Send a notification on the mobile app that will reach attendees. AAA reserves the right to minimize the number of push notifications sent each day. (Maximum 25 words)
FILM & MEDIA FESTIVAL

The Society for Visual Anthropology, one of the AAA’s specialty membership societies, is excited to announce the 2018 Anthropology Film & Media Festival.

Our meeting has held anthropological film screenings for several years to a growing audience of interested attendees. We screen work by students, professional anthropologists, and professional filmmakers at the American Anthropological Association’s annual meeting.

For 2018, we expect nearly 30 films in addition to interactive media. These films will be screened to the 6,500 meeting attendees at selected times in the convention center.

- Shorts - works less than 40 minutes in length
- Feature length - works greater than 40 minutes in length
- Interactive Media - websites, installations, games

To celebrate our theme of *Change in the Anthropological Imagination: Resistance, Resilience, and Adaptation*, we will be showcasing 3 films that offer a wider appeal to the general public. Each of these films will be screen at The Hammer Theatre, courtesy of San Jose State University.

The films will be carefully selected by the Society for Visual Anthropology. One unique and relevant film will be shown during 3 nights (Thursday, November 15, Friday, November 16, Saturday, November 17) of the annual meeting at the Hammer Theatre.

Why Sponsor this Festival?

This is an unparalleled opportunity to reach a wide audience interested in anthropology as well as anthropology students and professors. These films are expertly selected for our curious and adventurous attendees that are passionate about the many different aspects of the human experience.
FILM & MEDIA FESTIVAL SPONSORSHIPS

Exclusive Sponsorship $15,000
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 filmgoers on each evening prior to screening
- Onsite signage at convention center and theatre for duration of AAA annual meeting
- Display table at the Hammer Theatre
- Customized eblast to all AAA attendees showcasing your sponsorship of the Festival

or

1 Evening Sponsorship 3 available $5,000

- Display table at the Hammer Theatre
- Organization name and logo on all marketing of this Festival
- Onsite signage at convention center and theatre for duration of AAA annual meeting
- Display table at the Hammer Theatre

SVA Film & Media Festival Awards
Support the award -- Winning entries $1,000 each

Joan S. Williams Award of Excellence
Named for the Festival’s longtime organizer who retired in 2006, this award is the highest recognition offered.

Jean Rouch Award
This award may be given for exemplary collaborative and participatory work.

Best Student Work

Best Interactive Media (websites, games, installations etc.)
AAA 2018 SPONSORSHIP CONTRACT
American Anthropological Association
117th AAA Annual Meeting
November 14 - November 18, 2018
San Jose Convention Center
San Jose, CA

RETURN THIS APPLICATION TO:
FAX: (888) 908-2732
or MAIL: AAA 2018 • PO Box 600
White Marsh, MD 21162
Questions? Phone: 301-200-4616 ext. 105
EMAIL: aaaexhibits@sponsorshipboost.com

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: $: ____________________

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
o Check: Please make payable to AAA. Mail to address listed above.

o Credit Card: Please charge $ ____________________________________________________
   o Visa o MasterCard o American Express

   Card # _______________________________________________________________________
   Exp. date _____________________________________________________________________
   CSV code _____________________________________________________________________

Name on card ___________________________________________________________________
Authorized Signature __________________________________________________________________
Billing Address ____________________________________________________________________
City/State/Zip _____________________________________________________________________

AUTHORIZED
This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing to the commitment total tallied above. Any questions regarding a specific opportunity in advance of submission may be directed to AAA Exhibits Manager, contact information above.

Authorized Signature __________________________________________________________________
Title ___________________________ Date ___________________________

WWW.AMERICANANTHRO.ORG
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.