AAPOR 74th
Annual Conference
May 16-19, 2019
Sheraton Centre Toronto Hotel • Toronto, Ontario, Canada

www.aapor.org/conference #AAPOR
The American Association for Public Opinion Research (AAPOR)

Showcase your products and services to key decision makers in the survey and public opinion industry at AAPOR 2019. Over 1,200 experts, from across the U.S. and around the world representing academia, media, government, the non-profit sector, and private industry will attend this event. Most attendees are the decision makers for vendor services with budgets that range from the thousands to the millions of dollars. The AAPOR Conference allows you to keep in touch with your current customers and to target prospective customers, including quantitative and qualitative researchers, survey practitioners, and survey data users – all under one roof!

What is the AAPOR Annual Conference?

- Flagship event for leading survey researchers and practitioners
- Features: Education, training, collaboration, dialogue and networking for attendees
- The AAPOR community includes producers and users of survey data from a variety of disciplines. Our members span a range of interests including election polling, market research, statistics, research methodology, health related data collection and education.

AAPOR members and AAPOR conference participants are interested in:

- Survey planning and design
- Sample provision (address, phone, internet)
- Data collection (call centers, mailing houses, online)
- Software supply
- Data entry
- Data archiving and dissemination
- Multilingual, multicultural, and multinational services
- Online panel services
- Interviewer hiring and training
- Education and training relevant to public opinion research
- Books, journals, and other public opinion research publications

AAPOR Annual Conference Attendees by Sector

- Academia: 39%
- Commercial Organizations: 34%
- Non-Profits: 14%
- Government Agencies: 8%
- Other: 5%
## Sponsorship Levels

<table>
<thead>
<tr>
<th>AAPOR Conference Sponsorship Level</th>
<th>AAPOR Year Round Sponsorship Opportunities</th>
<th>Sustaining Sponsor Recognition</th>
<th>Exhibit Booth</th>
<th>Conference Registrations (meals included)</th>
<th>Short Course Registrations</th>
<th>Advertisement in Conference Program</th>
<th>One Pre-Con Registration Mailing List</th>
<th>Recognition (signage, final program, website)</th>
<th>Underwriting Opportunities available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustaining Sponsorship $20,000</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>5</td>
<td>5</td>
<td>Full-Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Platinum $6,000</td>
<td></td>
<td></td>
<td>✓</td>
<td>4</td>
<td>4</td>
<td>Full-page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Gold $5,000</td>
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<td></td>
<td>✓</td>
<td>3</td>
<td>3</td>
<td>Half-page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Silver $4,000</td>
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<td>✓</td>
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<td>Quarter page</td>
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<td>✓</td>
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<tr>
<td>Bronze $3,000</td>
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<td>1</td>
<td>Quarter page</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibitor Only $2,000</td>
<td></td>
<td></td>
<td>✓</td>
<td>1</td>
<td></td>
<td></td>
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<td>✓</td>
</tr>
<tr>
<td>Conference Supporter $1,000</td>
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<td></td>
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<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*Advertisement must be received by March 29, 2019 in order to be included in the conference program.

## Choose a level

This year, AAPOR will offer a new way to register for sponsorship and exhibit booths to encourage greater sponsorship. Sponsorship opportunities will open on a rolling basis, prioritizing the highest sponsorship levels.

Registration will open on November 5th 2018 for Sustaining and Platinum Sponsors, with additional opportunities opening every two weeks at each sponsorship level. After December 31st, registration for all levels will continue through April 2019 on a first come, first served basis. Below is the schedule for when sponsorship and booth registration begins for each level.

<table>
<thead>
<tr>
<th>Registration Opens:</th>
<th>Sponsorship Level:</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 5</td>
<td>Sustaining and Platinum Sponsors</td>
</tr>
<tr>
<td>November 19</td>
<td>Gold, Sustaining, and Platinum Sponsors</td>
</tr>
<tr>
<td>December 3</td>
<td>Silver, Gold, Sustaining, and Platinum Sponsors</td>
</tr>
<tr>
<td>December 17</td>
<td>Bronze, Silver, Gold, Sustaining, and Platinum Sponsors</td>
</tr>
<tr>
<td>December 31</td>
<td>Exhibit Booth Only, Conference Supporters, Bronze, Silver, Gold, Sustaining, and Platinum Sponsors</td>
</tr>
</tbody>
</table>
Exhibit Booths

Beginning December 31, 2018 registration only for exhibit booths only will open. Booth spaces will be assigned on a first come, first served basis and will continue through April 2019.

All exhibit booths will include one (1) 6-foot by 30-inch table, two (2) chairs and electricity (basic power strip).

Morning and afternoon session refreshment breaks will be located in the exhibit area to help promote traffic.

Additional booth representative badges can be purchased for $350 (meals included). A limit of two additional representatives can be added to each booth.

Book Exhibit Opportunities

Unable to exhibit at the conference? Publishers and individuals are invited to send unlimited titles to the conference. All shipping and handling charges are a responsibility of the sender. All books are considered a donation to AAPOR. Companies must complete the Book Exhibition Opportunities form in order to participate.
AGT is BACK!

AAPOR’s Got Talent is back and looking for sponsors! AGT is sure to be one of the highest profile, exciting, and creative events of the 2019 conference!

Not familiar with AGT? AGT was created in 2018 and took inspiration from reality TV talent shows, as we believe AAPOR members have the talent to tackle some of the toughest issues in survey research. The five finalists presented innovative research ideas at the 2018 conference and one was crowned as AGT’s winner! For this year’s topics, the entire AAPOR community will again be invited to help identify the most pressing issues in survey research. As a sponsor, you will have final say in choosing from among the submitted ideas.

A panel of judges, along with the audience will choose the winner and runner-up. The winning team will receive $3,000 cash prize. The runner-up team will receive $500 cash prize. These exciting prizes will be sure to put the event on everyone’s radar!

Choose Sponsorship Level:

Exclusive Sponsorship - $4,000

Benefits: You are the sole sponsor! As the only sponsoring company you will not share the spotlight with anyone else. You will also receive one member on the topic selection committee; one member on the abstract selection committee; one member on the judges’ panel; large logo on all materials; opportunity to interact with participants at lunches and dinner (at reserved tables).

Tier 1 Sponsorship - $2,000 (Two spots available at this level)

Benefits: one member on the topic selection committee; one member on the abstract selection committee; one member on the judges’ panel; large logo on all materials; opportunity to interact with participants at lunches and dinner (at reserved tables).

Tier 2 Sponsorship - $1,000 (Four spots available at this level)

Benefits: one member on the topic selection committee; one member on the abstract selection committee; smaller logo on all materials; opportunity to interact with participants at lunches and dinner (at reserved tables).

Other benefits of sponsorship include:

• Increased exposure for your organization at the conference, by its name appearing on all advertising materials
• Networking and collaboration with co-sponsors* and AAPOR’s Got Talent teams at multiple conference events including reserved tables at lunches and dinner and a planned social event one evening of the conference

*Should there not be an exclusive sponsor.
Underwriting Opportunities

All underwriters will receive the following:
- Recognition on conference signs
- Company listing in the conference program for the underwriting opportunity chosen
- Recognition on the AAPOR website

1. **Wi-Fi Sponsor (Exclusive) – $14,500; Co-sponsorship: $8,000 per sponsor**

As the Wi-Fi Sponsor, you will be providing complimentary wireless internet access for meeting attendees in all meetings rooms and public spaces. Your company's logo will be displayed on signage throughout the conference. Benefits include having your company name as the Wi-Fi password!

**Upgrade**: For an additional $1,000, your company’s logo will be displayed on the Wi-Fi landing page! (Only available to exclusive sponsors)

2. **Saturday Night Wine Service – $12,500**

Bringing back a long-standing and much-appreciated tradition, wine service offered at our Saturday Night Banquet will showcase the sponsor's logo displayed on each banquet table. Sponsorship includes one bottle each of red and white wine at every table.

3. **Thursday Evening Kickoff Welcome Mixer – $10,000**

This year's Thursday evening kick off dinner will not only provide the opportunity to meet and mingle with old and new friends, but will offer several food stations. Your logo will be prominently displayed on conference signs and on cocktail napkins at the reception.

4. **Tote Bags (Exclusive) — $10,000**

The conference tote bag has become an essential item for each of our attendees. From the moment they pick up their registration packets until the time they head for the airport, attendees carry their tote bag emblazoned with the sponsor's logo. For constant visibility at the conference and after, you can’t beat this opportunity.
Underwriting Opportunities (continued)

5. Audio/Visual – $8,500 for the entire conference
   The audio/visual support for our conference consistently receives top marks from our presenters and attendees. In addition to your sponsor logo displayed on the screen in all breakout rooms immediately before and after each session, this sponsor will receive widespread recognition, including a mention in the Saturday night awards presentation. This opportunity spans the entire conference.

6. Saturday Night President’s Reception – $8,000
   The Saturday Night Banquet kicks off with the President’s Reception—our traditional event where attendees enjoy a chance to mingle with old and new friends over drinks and hors d’oeuvres. Your logo will be prominently displayed on conference signs and on cocktail napkins at the reception.

7. Lanyards – $7,000
   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.

8. Saturday Night Post-Banquet Entertainment – $5,000
   When not participating in education sessions, AAPOR conference attendees love to network. No activity demonstrates this better than our post-banquet wind down. The sponsor of this year’s event will certainly be remembered for providing AAPORites with an opportunity to network on the last night of the conference. Your logo will be displayed prominently throughout the event.

9. Specialty Coffee Station in the Exhibit Hall (6 available) – $5,000 each
   Attendees are sure to appreciate a boost of hazelnut or vanilla in their coffee with a specialty coffee station. Your company’s logo will be displayed on signage in the break area and in the meeting program.

10. Twitter Board – $3,500
    AAPOR attendees love to tweet their experiences and thoughts on the conference! Your support underwrites a large monitor prominently located outside the exhibit hall displaying real-time commentary by social media-savvy attendees. Your logo or artwork of your choosing will be placed on foam core that wraps around the monitor.
Underwriting Opportunities (continued)

11. Saturday Night Banquet Award Presentation – $3,000
After being entertained throughout dinner with photos from the various conference activities, everyone attending the banquet will sit back and enjoy the pièce de résistance, a video-taped interview with the AAPOR Award winner—AAPOR’s highest award. The sponsor’s logo will appear throughout the presentation.

12. Hotel Key Cards – $3,000
This sponsorship provides continuous exposure throughout the conference to all attendees staying at the Sheraton Denver Downtown Hotel. The sponsor’s logo and the conference logo are placed on two keys per guest room. The key cards are printed in two colors on both sides.

13. Golf – $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 sponsor of the golf outing also provides prizes for several contests, including low net, closest to-the-pin and longest drive. Giveaway items for golf participants are also welcome and must be approved by AAPOR before the conference.

14. Fun Run/Walk – $2,000
Whatever our location, whatever the weather, a hearty group of attendees participate in the annual AAPOR Fun Run/Walk the Saturday Morning of the conference. Up to 50 participants will run or walk the two-mile course. This sponsorship helps support bottled water for the participants and transportation to the course (if necessary). The sponsor of this event also provides prizes for the first and second fastest male/female runner and first place walker. Giveaway items for Fun Run/Walk participants are also welcome and must be approved by AAPOR before the conference.

15. Continental Breakfast (2 available) – $2,000 each
Attendees begin Friday and Saturday morning with coffee, light breakfast and the opportunity to network and meet with exhibitors. Continental Breakfast sponsors will see their logos prominently placed on signage.
Underwriting Opportunities (continued)

16. First-Time Attendee Drink Ticket – $1,500
Help welcome first-time attendees with a drink ticket to use at the Thursday Night New-Member & All-Chapter Welcome Dinner. This event is a must-attend for conference participants and a great opportunity to welcome future customers.

17. Short Course Sponsorship – $1,000 per course
Each year AAPOR invites renowned experts to teach short courses at the annual conference. These short courses allow attendees to supplement their already robust conference experience with in-depth educational sessions. They are taught by nationally and internationally recognized experts who will cover timely and innovative topics in the public opinion and survey research field. Your sponsorship helps defray instructor expenses and provides refreshments during the short course sessions. This is an exceptional opportunity to have your logo placed on signs outside the short course session.

18. Coffee Break (6 available) – $1,000 each
What better way to connect with colleagues than over coffee? Help keep attendees refreshed as they enjoy conversation before dashing to their next session. Your company’s logo will be displayed, on signage in the break area and in the meeting program.

19. Commemorative Item (5 opportunities) – $1,500 each or $2,000 for non-sponsors
After picking up their registration materials, the first thing attendees do is go through their tote bag to see what goodies are inside! What better way to increase your name recognition than to put something in the hands of every attendee at the conference? Sponsors provide the branded product subject to AAPOR approval.

20. Custom Sponsorship (Market Value)
If you have an idea for an exclusive underwriting opportunity that is not listed, please contact Tonya Cabrera to discuss at tcabrera@aapor.org or +1-847-686-2377.

To secure one of these items and enhance your conference sponsorship, contact Tonya Cabrera at tcabrera@aapor.org or 1.847.686.2377
Advertising Opportunities

The AAPOR 74th Annual Conference Program is scheduled to print mid-April. Advertising space is available in black and white only; full, half, and quarter-page sizes will be accepted from corporations, agencies, universities, individual AAPOR members or a group of individuals.

<table>
<thead>
<tr>
<th>Conference Program Advertising</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Full-Page*</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside Front Cover Full-Page*</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Back Cover Full-Page*</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$400</td>
</tr>
<tr>
<td>Half-Page</td>
<td>$300</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$200</td>
</tr>
</tbody>
</table>

*For an additional fee color advertisements are accepted for Back Cover, Inside Front Cover Full-Page and Inside Back Cover Full Page positions.

To participate, send the exhibit and Support Contract, payment and digital artwork AAPOR Headquarters by March 29, 2019. The program is prepared in 8 ½” x 11” format with a glossy cover and matte text pages.

**Take One Table - $300**
- Unsupervised literature table where attendees can browse
- Acceptable items include: brochures, educational materials, publications, newsletters, and surveys
- Items must be shipped and received at AAPOR headquarters to arrive by April 30, 2019. AAPOR Staff will ensure that all items are displayed.

**Tote Bag Inserts - $750**
- Companies are invited to include company or product information (fliers, postcards, etc.) to be placed in every conference tote bag

**Room Drop Program - $1,700**
- Hand-delivered message to public opinion and survey research professionals will help your organization increase its presence in the exhibitors’ hall.
- Your printed material delivered to the hotel room of each attendee staying in the conference hotel.
- Room drops will take place on the peak check-in day Thursday, May 16
- Room drops can be 8.5” x 11” invitations to visit your booth and are subject to approval.
- In order to participate in the Room Drop Program, the Exhibit Contract Form must be completed and sent to AAPOR headquarters by March 29, 2019.

Note: AAPOR will schedule room drops only if a minimum of three companies apply for the program. If this minimum is not met by March 29, 2019, AAPOR will issue full refunds.
AAPOR Year-Round Sponsorship Opportunities

Transparency Initiative - $2,500
- Sponsor the Transparency Initiative to join AAPOR in the effort to promote methodological disclosure through a proactive educational approach that assists survey organizations in developing simple and efficient means for routinely disclosing the research methods associated with their publicly released studies.
- Receive acknowledgment with logo display on the Transparency Initiative webpage year-round!

2019 Webinar Series - $6,000
- Sponsor AAPOR’s General Interest educational webinar series for the entire year of 2019.
- Your logo will be displayed on each promotional email blast marketing for each of the 12 webinars.
- Your logo will be displayed on the online education/webinar page for the entire year of 2019.

AAPOR Newsletter - $3,500
- Sponsor an issue or contribute a general interest article for one of the six annual issues of AAPOR’s online newsletter.
- The article will include the sponsoring organization logo.
- Content is subject to advance review. Deadlines will be provided.

Survey Practice Journal Sponsorship - $2,500
- Sponsor an issue of AAPOR’s online-only journal Survey Practice, the official online journal of AAPOR, which is widely read by practitioners, researchers, instructors, and students.
- Sponsorship includes the opportunity to include a general interest article.
- Organization logo is displayed in the issue and in marketing to 6,000+ email addresses, summarizing issue content.
- Content is subject to advance review. Deadlines will be provided.

AAPOR Career Center - $1,500
- Advertise career opportunities with a web banner advertisement in the interactive online AAPOR Career Center.
- Sponsors receive a single 90-day post in AAPOR’s Career Center.

Social Media Presence - $3,500
- Receive a special callout twice a year on AAPOR social media exclusively thanking you for your support.
- Your logo will be posted on the AAPOR Facebook page, promoting your support.
General Information

Booth Assignment Policy:
If you are reserving an exhibit booth only, requests for locations will be accepted beginning December 31, 2018 and will continue through April 2019 on a first come, first served basis. No booth will be assigned without full payment. AAPOR reserves the right to determine final exhibit booth assignments. Exhibitors wishing to avoid assignment of space adjacent to a competitor should indicate this on the application for exhibit space. Careful consideration will be given to such requests. AAPOR reserves the right to alter the floor plan at any time.

Cancellation Policy:
Cancellations received in writing by February 22, 2019, will be subject to a 50 percent administrative fee. No refund is issued for cancellations received after February 22, 2019.

Official Exhibit Contractor:
All decorating and exhibit furniture will be handled by the official contractor, Freeman Decorating. Each confirmed exhibitor will receive one (1) 6-foot table and two (2) chairs with their booth. Electrical (basic power strip) is also included with your booth. Exhibitors will be given an exhibitor service kit with information about ordering additional furniture, electrical, internet and 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 February 2019 and will include a registration form and shipping instructions.

Exhibit Personnel:
All participants affiliated with exhibits must be registered for the AAPOR 74th Annual Conference. Each person will be issued an exhibitor badge and must be employed by the exhibiting organization or have a direct business affiliation. Exhibiting companies are limited to one complimentary registration (meals included). A special $350 registration fee is available per person for no more than two additional conference registrations (meals included).

Hospitality Suite/Event Scheduling:
Exhibitors and sponsors are encouraged to host hospitality suites or other events during the course of the AAPOR Annual Conference. Events cannot overlap or conflict with scheduled AAPOR program items. Contact Tonya Cabrera for more information, tcabrera@aapor.org or 1.847.686.2377.

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, Applied Probability, and evening receptions, which offer a more casual atmosphere to interact with attendees. Complete details on all events will be available.
Security:
Exhibit management provides peripheral security guard service; however, it is the responsibility of each exhibitor to protect display material from loss or damage. Please be certain that all small display and personal items are secure before leaving the booth – even temporarily.

Hotel Information:
This year’s annual conference will be held at the Sheraton Centre Toronto Hotel

Host Hotel:
Sheraton Centre Toronto Hotel
123 Queen St W
Toronto, Ontario M5H 2M9
Canada
Phone: +1.416.361.1000
Fax: +1.416.947.4801
Secure Fax Number for Credit Card Payment: +1.416.947.4801

Room rate is $236.00 CAD for single or double occupancy (includes complimentary guest room internet). Rates are subject to applicable local taxes in effect at the time of check-in. Rates will be available to attendees, based on availability from May 11, 2019 through May 22, 2019. Visit AAPOR’s website at www.aapor.org for details and to make online reservations. Reservations must be made no later than April 17, 2019. After this date, discounted rates will not apply.

Apply to Exhibit or Sponsor the AAPOR 74th Annual Conference
Complete the Exhibit and Sponsorship Contract and indicate your level of support. A Letter of Agreement will be sent after AAPOR receives your signed contract.

Complete and return the following to AAPOR:
- Signed Exhibit and Sponsorship Contract
- Full payment

Return materials with full payment to:
American Association for Public Opinion Research
Attn.: Exhibit and Sponsorship Manager
One Parkview Plaza, Suite 800
Oakbrook Terrace, IL 60181 USA
Phone: +1.847.686.2377
Fax: +1.847.686.2251
Email: tcabrera@aapor.org

Exhibitor materials also available at www.aapor.org.

Questions:
Contact Tonya Cabrera at AAPOR Headquarters
Phone: +1.847.686.2377
Fax: +1.847.686.2251
Email: tcabrera@aapor.org