77th Annual Conference

Come Together
Advancing Inclusion and Equity Through Data Collection, Measurement, and Community

Exhibitor and Sponsorship Prospectus
May 11-13, 2022
Sheraton Grand Chicago • Chicago, IL
Welcome back! The American Association for Public Opinion Research (AAPOR) is thrilled to announce that its 77th Annual Conference will be held in-person at the Sheraton Grand Chicago on Wednesday, May 11 through Friday, May 13, 2022. As we reconvene for the first time since 2019, this is your opportunity to showcase your organization’s products and services at the premier forum for advancing knowledge in public opinion and survey research.

We expect over 1,200 experts, from across the U.S. and around the world representing academia, media, government, the non-profit sector, and private industry to 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!

Public health guidelines will be strictly followed in order to create a safe environment for all sponsors, exhibitors and attendees.

This prospectus contains many exciting ways for your organization to support AAPOR, to reap the benefits of sponsorship, and to show off your organization! We thank you in advance for your support and look forward to seeing you in the Windy City!

Darby Steiger, AAPOR Conference Chair
Brady West, AAPOR Associate Conference Chair
The American Association for Public Opinion Research (AAPOR)

What is AAPOR?
The American Association for Public Opinion Research (AAPOR) is the leading professional organization of public opinion and survey research professionals in the United States, with members from academia, media, government, the non-profit sector, and private industry. Members share an interest in survey research, qualitative and quantitative research methods, and public opinion data. We are a professional organization dedicated to advancing the science and practice of survey and public opinion research in order to give people a voice in the decisions that affect their daily lives.

What is the AAPOR Annual Conference?
• Flagship event for leading survey researchers and practitioners
• Features: Education, training, collaboration, dialogue and networking for attendees
• The theme of the 2022 AAPOR Annual Conference is "Come Together: Advancing Inclusion and Equity Through Data Collection, Measurement, and Community"

Who attends the AAPOR Annual Conference?
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, data collection and education.

AAPOR members and AAPOR conference participants are interested in:
• Qualitative and quantitative research methods
• Survey planning and design
• Sample provision (address, phone, internet)
• Data collection (call centers, mailing houses, online, in-person)
• Software supply
• Focus group services
• Data entry
• Data archiving and dissemination
• Data analysis
• Multilingual, multicultural, and multinational services
• Online panel services
• Interviewer hiring and training
• Education and training relevant to public opinion research
• Best-practices and methodological innovations in the field
• Public policy and applied research
• Books, journals, and other public opinion research publications

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AAPOR Annual Conference Attendees by Sector
Academia: 23%
Commercial Organizations: 32%
Non-Profits: 23%
Government Agencies: 13%
Other: 9%

www.aapor.org      #aapor
**Sustaining Sponsorship**

Become an [AAPOR Sustaining Sponsor](#) and take your support to an exclusive level! If you select a combination of sponsorship and advertising opportunities that total $20,000 or more, you will be recognized as an AAPOR Sustaining Sponsor. To qualify for this premier support level:

1. Choose your AAPOR Annual Conference sponsorship (e.g. Platinum level sponsorship, à la carte sponsorship opportunities of your choice, advertising etc.)
2. Select from the year-round sponsorship opportunities to extend your exposure beyond the conference.

Benefits exclusively for Sustaining Sponsors:

- Recognition as a Sustaining Sponsor on signage, in the final program and on the AAPOR website
- Sustaining Sponsor name badge ribbon for all employees of the Sustaining Sponsor registered to attend the AAPOR Annual Conference
- 5 complimentary full conference registrations (meals included)
- 5 complimentary short course registrations
- Reserved priority seating in all-attendee conference events

“AAPOR – both the organization and the conference – is an integral and irreplaceable part of the public opinion and survey research landscape. Westat values the conference as a place to share ideas and learn from colleagues. Our sponsorship is an investment in the future of the field.”

— Westat, Sustaining Sponsor
Sponsorship Package Levels

Sponsorship packages include conference registration, short course registration, and advertisement in the conference program.

All Sponsors receive:
- Pre-and post-conference registration lists (Attendee name, company, mailing address)
- Booth in the exhibit hall
- Fees waived for corner booths
- Sponsorship level recognition in the conference program, conference website, pre-conference emails, communications to AAPOR’s listserv

### AAPOR Conference Sponsorship Level

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Registration (meals included)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Short Course Registrations</td>
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<td>4</td>
</tr>
<tr>
<td>Reserved priority seating in all-attendee events</td>
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<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ad in Program**</td>
<td>Quarter Page</td>
<td>Quarter Page</td>
<td>Half Page</td>
<td>Full Page</td>
</tr>
</tbody>
</table>

**Advertisements must be received by March 25, 2022 in order to be included in the conference program.

**Sponsorship Registration**
Registration will open the week of November 1, 2021 for Sustaining and Platinum Sponsors, with additional opportunities opening every two weeks at each sponsorship level. Starting January 1, 2022, registration for all levels will continue through April 2022 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>
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<tbody>
<tr>
<td>November 5</td>
<td>Sustaining and Platinum Sponsors</td>
</tr>
<tr>
<td>November 15</td>
<td>Gold, Sustaining, and Platinum Sponsors</td>
</tr>
<tr>
<td>December 1</td>
<td>Silver, Gold, Sustaining, and Platinum Sponsors</td>
</tr>
<tr>
<td>December 15</td>
<td>Bronze, Silver, Gold, Sustaining, and Platinum Sponsors</td>
</tr>
<tr>
<td>January 1, 2022</td>
<td>Exhibit Booth Only, Bronze, Silver, Gold, Sustaining, and Platinum Sponsors</td>
</tr>
</tbody>
</table>
Summary of Sponsorship Opportunities

**SAY MORE WITH AAPOR –**
Sponsorship activities that impact all attendees.

- **Lanyards:** $7,500
- **Hotel key cards:** $4,000
- **Conference Mobile App:** $6,500
- **Audio/Visual:** $8,500
- **Local commemorative item:** $4,000
- **Conference self-care kit:** $6,000

**TASTE MORE WITH AAPOR –**
Sponsorship activities around meals and breaks, when AAPORites are hungry for information

- **Dessert breaks (3 available):** $2,000
- **Coffee breaks (2 available):** $1,500
- **Continental breakfasts in the Exhibit Hall (2 available):** $3,000
- **All-Attendee Awards Banquet (1 available):** $6,000

**CONVEY MORE WITH AAPOR –**
Targeted opportunities to create meaningful moments for AAPORites

- **Twitter board:** $5,000
- **Come Together room:** $3,000
- **Quiet room:** $1,500
- **Short courses (On-site and Virtual):** $5,000
- **Speed Networking (2 sessions):** $2,000
- **Spotlight demo session (5 available):** $3,500

**PLAY MORE WITH AAPOR –**
Sponsor one of our many social activities

- **Thursday night at the Improv:** $3,500
- **Friday night presidential reception with jazz band:** $8,000
- **Friday night Wine Service/Celebratory Toast:** $14,000
- **First-time drink ticket:** $2,500
- **Post banquet party:** $8,000
- **Golf Outing:** $2,500
- **Fun Run/Walk:** $2,000
- **Photo Booth:** $2,500
- **Professional Headshot station:** $5,000

**STAY MORE WITH AAPOR –**
Year-round opportunities for lasting impact

- **2022 Webinar series:** $10,000
- **AAPOR Newsletter to all members:** $4,000
- **Career Center:** $1,500
Conference Sponsorship Opportunities

Broaden your reach by choosing an à la carte sponsorship at an additional fee.

All à la carte sponsors will receive the following:

• Recognition on conference signs
• Company listing in the conference program and conference app for the specific opportunity chosen
• Recognition on the AAPOR website

SAY MORE WITH AAPOR – Sponsorship activities that make an impact on all attendees

Lanyards – $7,500
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.

Hotel Key Cards – $4,000
This sponsorship provides continuous exposure throughout the conference to all attendees staying at the Sheraton Grand Chicago 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.

Conference Mobile App – $6,500
Be the sponsor of our popular Conference Mobile App! The app houses all of the critical conference information for attendees and has ease of use that makes this sponsorship a winner for you and attendees. The sponsor of the mobile app is acknowledged via an in-app banner ad at the top of the screen, which is sure to be seen continually throughout the conference. The app can be used to view the schedule, get session descriptions, seek information on speakers, find exhibitors and much more. This tool is an attendee's best friend!

Audio/Visual – $8,500
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 meeting rooms immediately before and after each session, this sponsor will receive widespread recognition, including a mention in the Friday night awards presentation. This opportunity spans the entire conference.

Commemorative Item – $4,000
Increase your name recognition by putting something in the hands of every attendee at the conference. Sponsors provide the branded product, subject to AAPOR approval.

Conference Self-care Kit – $6,000
Promote your company while also promoting the health and safety of conference attendees. The self-care kit will be distributed to all attendees and will include items like hand sanitizer, wipes, and a mask, all in a package branded with your company's logo.
Conference Sponsorship Opportunities

**TASTE MORE WITH AAPOR –** Sponsorship activities around meals and breaks, when AAPORites are hungry for information

**Dessert Break (3 available) – $2,000 each**
Who doesn't love afternoon sweets to keep them going at a conference? Attendees will love these enhanced breaks where both desserts and coffee are served in the exhibit hall. Your company's logo will be displayed on signage in the break area of the exhibit hall and in the meeting program.

**Coffee Break (2 available) – $1,500 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 of the exhibit hall and in the meeting program.

**Continental Breakfast in the Exhibit Hall – $3,000**
Attendees begin Thursday and Friday 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.

**All-Attendee Awards Banquet (1 available): $6,000**
Create an impact at our biggest meal of the conference, when attendees join together for the final banquet. Your company's logo will be displayed on each table in the ballroom and in the meeting program.
Conference Sponsorship Opportunities

CONVEY MORE WITH AAPOR - Targeted opportunities to create meaningful moments with conference attendees.

Twitter Board Sponsor – $5,000
Sponsor the active Twitter Board that will be updated in real-time throughout the conference with Tweets related to the conference. Your logo will be prominently displayed at the top of the social wall at all times.

Come Together Room – $3,000
New this year! As we reconvene after two years of meeting virtually, our new “Come Together Room” is designed to be a creative and engaging dedicated room that is available at all times during the conference for AAPORites to engage in informal conversations about our research, our interests, and our communities. Your logo will be prominently displayed in the room, and the Come Together Room will be branded with your company’s name in the conference program and marketing materials.

Quiet Room – $1,500
New this year! Dedicated space at the AAPOR conference for attendees to take a break from conference commotion. The Quiet Room is not for conversations or for meetings. Your logo will be prominently displayed in the room, and the Quiet Room will be branded with your company’s name in the conference program and marketing materials.

Short Course Sponsorship – $5,000
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 and featured in the virtual short courses.

Speed Networking – $2,000
Employers and AAPOR attendees love our Speed Networking sessions to learn more about each other. Your logo will be prominently displayed in our Speed Networking room and in the conference program.

Spotlight demo session – $3,500
New this year! Boost the impact of your booth by sponsoring a spotlight demo session. A designated area will be set up in the exhibit hall with a stage and audience-style seating for you to present a 20-minute showcase of your company’s latest innovations. Demo content must be approved by AAPOR before the conference. Prizes and giveaways are encouraged!
Conference Sponsorship Opportunities

**PLAY MORE WITH AAPOR** – Sponsor one of our many social activities

**Thursday Night at the Improv – $3,500**
Chicago is famous for its improv theaters. Get your creative juices flowing and get your company’s name associated with a fun night out by sponsoring an AAPOR outing to an improv theater on Thursday night. Your company’s name will be listed on the program and on special tickets that are designed for this event.

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

**Friday Night Wine Service/Celebratory Toast – $14,000**
Bringing back a long-standing and much-appreciated tradition, wine service offered at our Friday 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.

**First-Time Attendee Drink Ticket – $2,500**
Help welcome first-time attendees with a drink ticket to use at the Wednesday Night New-Member & All-Chapter Welcome Dinner. This event is a must-attend for conference participants and a great opportunity to welcome future customers.

**Post Banquet Party – $8,000**
When not participating in education sessions, AAPOR conference attendees love to have fun! No activity demonstrates this better than our post-banquet party. 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 and in the program.

**Golf Outing – $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.

**Fun Run/Walk – $2,000**
Whatever our location, whatever the weather, a hearty group of attendees participate in the annual AAPOR Fun Run/Walk, which will be held on Friday morning. Up to 50 participants usually 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. Give away items for Fun Run/Walk participants are also welcome and must be approved by AAPOR before the conference.

**Post-Banquet Photo Booth Sponsor – $2,500**
As the Photo Booth Sponsor at the Post Banquet Party, your company will be providing attendees a great chance to have some fun. Attendees will be able to pose in the photo booth with friends, and take the photos home as a memory. Sponsors will be acknowledged on signage as well as on the printed photos.

**Professional Headshot Station – $5,000**
Every meeting attendee wants to be recognized as a professional. What better way to get that feeling than with a professional headshot. Sponsor this station and a digital image will be available for attendees to use copyright-free on their websites, social media, and other marketing pieces. Your logo will be displayed on signage and you’ll have the opportunity to place branded materials at the station as well.
Conference Sponsorship Opportunities

STAY MORE WITH AAPOR – Year-round opportunities for lasting impact

2022 Webinar Series – $10,000
• Sponsor AAPOR’s General Interest educational webinar series for the entire year of 2022.
• 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 2022.

AAPOR Newsletter – $4,000
• 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.

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.

Custom Sponsorship (Market Value)
Don’t see what you are looking for? AAPOR will work with you to maximize your marketing goals. If you have an idea for an exclusive sponsorship opportunity that is not listed, please contact info@aapor.org. Past examples of custom sponsorships include a plenary session. We’d be happy to work with you on a new, creative option.
Exhibit Booths
Registration for Exhibit booth-only will open starting January 1, 2022. Booth spaces will be assigned on a first come, first served basis and will continue through April 2022.

Breakfast, morning and afternoon session refreshment breaks will be located in the exhibit area to help promote traffic in the Exhibit Hall.

Booth Fees
Inline Booth Price: $2,500 USD per 10’ x 10’ booth
Corner Booth Price: $2,750 USD per 10’ x 10’ booth
(for sponsors at the Bronze Level or higher, the additional $250 corner booth fee does not apply)

Exhibit Schedule
Setup
Wednesday, May 11  8 a.m. – 12 p.m.

Exhibit Hours
Wednesday, May 11
12:15 - 12:45 p.m. (Exhibit hall preview)
3:45 – 4:30 p.m. (with dessert break)

Thursday, May 12
7 – 8 a.m. (with continental breakfast)
9:30 – 10 a.m. (with coffee break)
3:15 – 4:15 p.m. (with dessert break)

Friday, May 13
7 – 8 a.m. (with continental breakfast)
9:30 – 10:15 a.m. (with coffee break)
11:45 a.m. – 1 p.m.
2:30 – 3 p.m. (with dessert break)

Tear Down
Friday, May 13  4 – 8:30 p.m.

Exhibit Hall Overview
Location: Riverwalk A and B
Ceiling Height: 10’ 6”
Floor: Carpeted
Exhibitor Benefits

- One complimentary conference registration (meals included)
- Two additional conference registrations (meals included) at the reduced rate of $400 per person.
- One 6-foot table, two chairs and electricity (basic power strip)
- Recognition on signage, in the final program and on the AAPOR website

Booth Assignment Policy:
If you are reserving an exhibit booth only, requests for locations will be accepted beginning January 1, 2022 and will continue through April 30, 2022 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.

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.

Official Exhibit Contractor:
All decorating and exhibit furniture will be handled by the official contractor. Each confirmed exhibitor will receive one (1) 6-foot table, two (2) chairs and a basic power strip with electric access with their 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 2022 and will include a registration form and shipping instructions.

Exhibit Personnel:
All participants affiliated with exhibits must be registered for the AAPOR 77th Annual Conference. All attendees, including exhibitors, must be fully vaccinated prior to arriving in Chicago. Other health measures may also be required, depending on public health conditions in Chicago. A special $400 registration fee is available per person for no more than two additional conference registrations (meals included).
Advertising Opportunities

The AAPOR 77th Annual Conference Program is scheduled to be available online and for self-printing 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>Fee</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Full-Page*</td>
<td>$2,500</td>
<td>Size: 8.5&quot;w x 11&quot;h, bleed 1/8&quot; (bleed size 8.75&quot;w x 11.25&quot;h) CMYK or black and white print-ready PDF.</td>
</tr>
<tr>
<td>Inside Front Cover Full-Page*</td>
<td>$1,500</td>
<td>Images 300 dpi.</td>
</tr>
<tr>
<td>Inside Back Cover Full-Page*</td>
<td>$1,500</td>
<td>Allow 1/2&quot; live area (from trim edge) on full page bleed ads</td>
</tr>
<tr>
<td>Full-Page</td>
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<tr>
<td>Half-Page</td>
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<td>Half-page horizontal: 7.5&quot;w x 5&quot;h</td>
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<tr>
<td></td>
<td></td>
<td>Half-page vertical: 3.5&quot;w x 10&quot;h</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$200</td>
<td>3.5&quot;w x 5&quot;h</td>
</tr>
</tbody>
</table>

Sponsors may upgrade ad for additional fee.

*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 contract, payment and digital artwork to AAPOR Headquarters by March 27, 2022. The program is prepared in 8 ½" x 11" format with a glossy cover and matte text pages.
General Information

Cancellation Policy:
Cancellations received in writing by April 1, 2022, will be subject to a 50 percent administrative fee. No refunds are issued for cancellations received after April 1, 2022.

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, however, cannot overlap or conflict with scheduled AAPOR program items. Contact AAPOR headquarters for more information, info@aapor.org.

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, and evening receptions, which offer a more casual atmosphere to interact with attendees. Complete details on all events will be available.

Apply to Exhibit or Sponsor the AAPOR 77th 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

Send your completed contract to AAPOR HQ at info@aapor.org.
Return full payment with reference to contract to:
American Association for Public Opinion Research
1436 Duke Street
Alexandria, VA 22314

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