



AMERICAN ASSOCIATION OF  
EXPORTERS AND IMPORTERS

# Trade Matters: RESHAPING THE STATUS QUO

AAEI's 102<sup>ND</sup> ANNUAL CONFERENCE & EXPO

**Renaissance Washington D.C. Downtown Hotel**

June 19 – 22, 2023

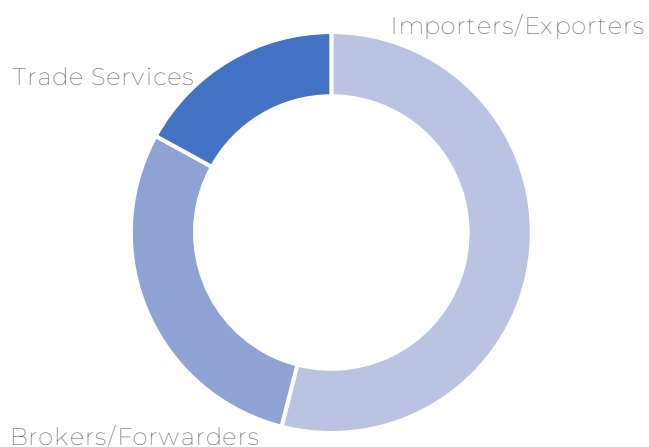
## EXHIBITOR GUIDE

## Why Exhibit?

AAEI conferences attract your customer base. Your company offers products or services geared to AAEI's attendees—importers, exporters, and members of the international trade community. Fellow exhibitors include customs brokers, logistics providers, software companies, trade service professionals, and lawyers. If you want to meet with corporate purchasing decisions makers, then exhibiting at the AAEI conference is the right move for you. The 102<sup>ND</sup> Annual AAEI Conference & Expo will be held June 18-22, 2023 in Washington D.C.

## Attendee Demographics

Attendee Types



# Exhibit Hall Features

## Attendee Lists

The first attendee list will be sent out via email on **Monday, May 22, 2023**. The second list will be sent on **Monday, June 12, 2023**. The final list will be sent following the conclusion of the conference (no later than **Friday, July 14, 2023**).

## Company Description

Please send a short company description (no more than 500 words) by **Friday, May 12, 2023**. The description will be used in the mobile app.

## Conference Bag Inserts

All exhibitors may include one insert into the conference bags, anything from a promotional item to a flyer. However, AAEI reserves the right to decline any insert item that conflicts with a sponsored item due to its similarity or duplication.

You must notify AAEI what your insert will be by **Monday, May 15, 2023**. Exhibitors and sponsors are responsible for shipping their conference bag inserts to the AAEI Office. **Conference bag items must arrive at the AAEI Office by Monday, June 5, 2023.**

## Conference Mobile App



The role of the AAEI conference mobile app continues to expand. The app will be used for:

- Agenda
- Exhibitor Profiles
- Session Presentations, Surveys and Polling
- Speaker Bios
- Gamification
- Exhibitor and Sponsor Ads
- In-app Messaging
- Maps and Local Activities and more!

The app will be heavily promoted, and we will encourage all attendees to download the app to get the full conference experience. This is a great opportunity for you to gain additional exposure at the conference.

## Exhibitor Kit

The Alliance exhibitor kit contains all the forms and information needed to exhibit at the AAEI 102<sup>nd</sup> Annual Conference and Expo, including forms for internet and power, booth services, furniture, carpeting, rigging, and shipping. The kit will be emailed to all exhibitors who reserve a booth and is also available from [Chris Enyart](#) or [Alycia Sohn](#).

## Giveaways

If you intend to do a giveaway as part of your exhibit, please notify AAEI what you are giving away by **Monday, June 5, 2023**. We will include the list of prizes in the mobile app.

## Hotel Reservations

Please book your rooms by May 26, 2023. AAEI does not make reservations on behalf of exhibitors, sponsors, or attendees. Hotel reservations for your booth personnel can be made at the conference rate of \$309.00 per night plus tax.

## Logo

Your logo should be **submitted** as soon as possible, but no later than **Friday, May 12, 2023**. Please submit your logo in a large file size JPEG, GIF or PNG formats and a vector file if available.

## Pricing

| <b>Exhibitor Registration</b><br>*Includes one full conference attendees, 3 booth-only staff | <b>2023 Rates</b> |
|--|-------------------|
| Single Booth   | <b>\$3,750</b>    |

\*\*Registered booth only attendees will now be served keynote luncheons. No lunches will be served separately in the Exhibit Hall.

## Private Event Functions

If you are planning to host an event (such as a reception or sport outing) to our attendees, we ask that you please schedule this after all AAEI programming. The right to use the AAEI name for off-site events is reserved for Apex Sponsors only. For more information, please contact [Chris Enyart](#) or [Alycia Sohn](#).

## Registration

### Full Conference Registration

All booths will include one full conference registration and three booth-only registrations. Please notify us of all booth registrants before **Friday, June 2, 2023**. Additional full registrations may be purchased from the AAEI website.

## Sponsorships

Sponsorship opportunities are available! Please see the sponsorship prospectus. Premium booths are included with Apex and Diamond sponsorships. Contact [Chris Enyart](#) or [Alycia Sohn](#) for more information.

**Buy a Booth**

## Important Dates and Deadlines

|                      |   |
|----------------------|---|
| <b>ASAP</b>          | <ul style="list-style-type: none"> <li>▪ Logo Due</li> <li>▪ Company Description due</li> </ul>                     |
| <b>May 15, 2023</b>  | <ul style="list-style-type: none"> <li>▪ Mobile App Ads due</li> </ul>  |
| <b>May 15, 2023</b>  | <ul style="list-style-type: none"> <li>▪ Notify AAEI of conference bag insert item</li> </ul>                       |
| <b>May 22, 2023</b>  | <ul style="list-style-type: none"> <li>▪ First attendee list sent to all exhibitors</li> </ul>                      |
| <b>May 26, 2023</b>  | <ul style="list-style-type: none"> <li>▪ Last day to reserve hotel rooms at the AAEI group rate.</li> </ul>         |
| <b>June 5, 2023</b>  | <ul style="list-style-type: none"> <li>▪ Notify AAEI of any booth contest or raffle drawing information.</li> </ul> |
| <b>June 5, 2023</b>  | <ul style="list-style-type: none"> <li>▪ Last date to make changes to exhibit booth staff</li> </ul>                |
| <b>June 5, 2023</b>  | <ul style="list-style-type: none"> <li>▪ Conference bag inserts must arrive at AAEI Office</li> </ul>               |
| <b>June 12, 2023</b> | <ul style="list-style-type: none"> <li>▪ Second attendee list sent to all exhibitors</li> </ul>                     |
| <b>June 19, 2023</b> | <ul style="list-style-type: none"> <li>▪ Exhibitor Move-In</li> </ul>   |
| <b>June 22, 2023</b> | <ul style="list-style-type: none"> <li>▪ Exhibitor Move-Out</li> </ul>  |
| <b>July 14, 2023</b> | <ul style="list-style-type: none"> <li>▪ Final attendee list sent to all exhibitors</li> </ul>                      |

## What's Included

Each booth will be **10' WIDE x 8' DEEP** and will be outfitted with pipe and drape, a skirted table, a waste-basket and two chairs.

### ALSO INCLUDED:

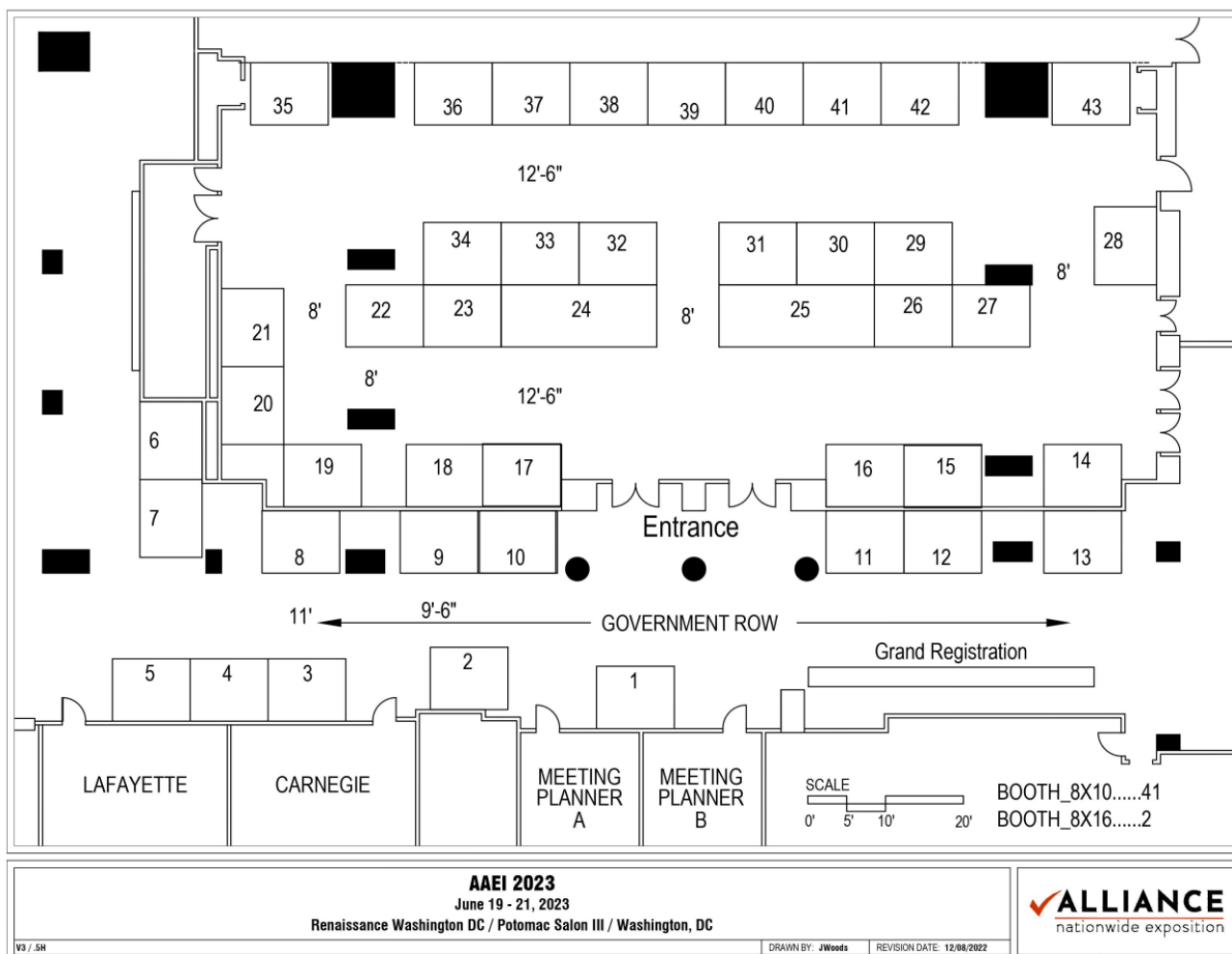
- ✓ One free full conference registration
- ✓ Three complimentary booth-only registrations
- ✓ Promotional item of your choice to be placed in conference bags (AAEI reserves right to turn down promotional items that are similar to sponsored items - please contact [Chris Enyart](#) or [Alycia Sohn](#) for more information)
- ✓ Logo displayed on promotion material and conference website with a link to your webpage
- ✓ Company listing in the conference mobile app
- ✓ Electronic copy of attendee list 4 and 1 weeks prior to event with a final list 2 weeks after

## **Policies**

AAEI is asking for a deposit to reserve booth locations and sponsorship opportunities online, payable by credit card only.

- Booth reservations require a 20% non-refundable deposit payable by credit card.
- If you are unable to pay the deposit online with a credit card, please contact Chris Enyart at [cenyart@aaei.org](mailto:cenyart@aaei.org) or Alycia Sohn at [asohn@aaei.org](mailto:asohn@aaei.org).
- The balances for all exhibit booth due Net-30 days after the time of invoicing.
- The balances of any booths after February 15, 2023 are due by April 14, 2023, after the time of invoicing.
- After April 14, 2023, any booth balances are due immediately.
- Please see the Sponsorship Agreement for sponsorship policies.

# Exhibit Hall Floor Plan



[Buy a Booth](#)





# CONTACT US

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