



American Association of  
Exporters and Importers

AAEI's 103<sup>rd</sup> Annual Conference & Expo

# Sponsorship Prospectus

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June 10-12, 2024

Fort Lauderdale Marriott  
Harbor Beach Resort and Spa



learn more at: [aaei.org](https://aaei.org)

# Sponsorship Benefits

Apex	Diamond	Platinum	Gold
Year-Round Visibility at AAEI Events			
Year-Round Visibility on AAEI Website			
PRE-CONFERENCE			
Company Mention in News Releases	Company Mention in News Releases	Company Mention in E-Newsletter	Company Mention in E-Newsletter
Company Highlight in E-Newsletter	Company Highlight in E-Newsletter	Registration List - 4 weeks & 1 week prior	Registration List - 4 weeks & 1 week prior
Registration List - 4 weeks & 1 week prior	Registration List - 4 weeks & 1 week prior	Logo on Event Website linked to company page	Logo on Event Website linked to company page
Logo on Event Website linked to company page	Logo on Event Website linked to company page	Logo on All Promotional Materials	Logo on All Promotional Materials
Sponsor Recognition on social media	Sponsor Recognition on social media		
Logo on All Promotional Materials	Logo on All Promotional Materials		
ON-SITE			
Naming Rights to Off-Site Conference Events	Single Booth Space	1 Full-Conference Registrations	Logo on Sponsor Banners
Double Booth Space	2 Full-Conference Registrations	Logo on Sponsor Banners	Exhibit Hall Acknowledgement
Exclusive Sponsor Recognition	Logo on Sponsor Banners	Exhibit Hall Acknowledgement	Sponsor Ribbons
Podium Acknowledgement	Exhibit Hall Acknowledgement	Sponsor Ribbons	Company and logo listing in mobile app
4 Full-Conference Registrations	Sponsor Ribbons	Company and logo listing in mobile app	Complimentary Bag Insert
Logo on Sponsor Banners	Company and logo listing in mobile app	Complimentary Bag Insert	
Exhibit Hall Acknowledgement	Complimentary Bag Insert		
Sponsor Ribbons			
Company and logo listing in mobile app			
Complimentary Bag Insert			
POST CONFERENCE			
Inclusion in Thank You Ad-Post Conference	Inclusion in Thank You Ad-Post Conference	Inclusion in Thank You Ad-Post Conference	Inclusion in Thank You Ad-Post Conference
Final Registration List- One Week After Event	Final Registration List- One Week After Event	Final Registration List- One Week After Event	Final Registration List- One Week After Event

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# APEX SPONSORSHIP

**\$20,000**

EXCLUSIVE TO 3 SPONSORS (UNTIL MAY 2025)

Each opportunity includes all Apex level benefits. Premium double booths are included with all Apex sponsorships.

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## **APEX SPONSORSHIP OPPORTUNITIES:**

### **Networking Reception & Award Sponsorship**

*Exclusive opportunity*

Tuesday, June 11, 2024 – Host this one and half hour reception, which is the main networking opportunity at the 2024 Annual Conference. Increase visibility with signage throughout the exhibit hall, logo placed throughout the hall, as well as speaking opportunity to welcome the guests. Present a branded award with your company logo to a trade leader during the Networking Reception.

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### **Daily Conference Welcome – Live Introductions Sponsorship**

*Exclusive opportunity*

Begin each day of the conference programing with a welcome by your company representative and introduce 2 other live panel sessions of your choice. Introduce the session & moderator with pre-written script by AAEL.

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## Conference Registration & Education Registration

*Exclusive opportunity*

Feature your company branding on AAEL's conference registration webpage and on-site check-in kiosks as attendees sign up and register for the event! Also feature your company branding year-round on the new education registration page (until May 2024)!

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# DIAMOND SPONSORSHIP

**\$11,000**

Each opportunity includes all Diamond level benefits. Premium single booths are included with all Diamond sponsorships.

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## **Diamond Sponsorship Opportunities:**

### **Lanyard Sponsorship**

*Exclusive opportunity*

Sponsor the conference lanyard worn by all attendees throughout the conference with your company logo prominently featured. Stand out in the crowd with this exclusive sponsorship!

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### **Name Badge Holder Sponsorship**

*Exclusive opportunity*

Sponsor a custom event badge featuring your company logo prominently visible on the badge.

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### **Conference Bag Sponsorship**

*Exclusive opportunity*

Present your company logo on AAEL's event bag given to all attendees at registration.

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## Conference Mobile App Sponsorship

*Exclusive opportunity*

AAEI's conference mobile app will be the attendees' source for presentations, speaker information and interactive maps of the Exhibit Hall. This sponsorship includes your company logo featured on a splash screen, Platinum Sponsor profile, and clickable banner ad.

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## Strategic Keynote Speaker Sponsorship

*Exclusive opportunity*

At this General Session with the high-level political or corporate speaker as the keynote speaker, attendees build new relationships, visit with old friends, and enjoy a high-profile keynote speaker sure to attract a large crowd! Present your company's name and message through signage and introduction of the keynote speaker.

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## Opening Reception & Welcome Sponsorship

*Exclusive opportunity*

Monday, June 10, 2024 – Open the 2024 Annual AAEI Conference with an hour-and-a-half of networking and drinks held in the Exhibit Hall on Monday, June 10, 2023. Increase visibility with signage throughout the hall, a specialty drink named after your company, logo placed throughout the hall, as well as speaking opportunity to welcome the guests. Then welcome attendees the next day on Tuesday, June 11, 2023, at the opening of the Conference Program.

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## Executive Keynote Speaker Sponsorship

*Exclusive opportunity*

Sponsor a keynote high-level political or corporate speaker and gain early exposure to conference attendees. At this event, attendees build new relationships, visit with old

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friends and enjoy a high-profile keynote speaker sure to attract a large crowd. Present your company's name and message through signage and introduction of the keynote speaker.

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## **Day 1 Breakfast in Exhibit Hall Sponsorship**

*Exclusive opportunity*

Tuesday, June 11, 2024 – Host Day 1 Breakfast in the Exhibit Hall with your company's branding as attendees' network before sessions. includes signage and your company's logo on cocktail napkins.

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## **Day 2 Breakfast in Exhibit Hall Sponsorship**

*Exclusive opportunity*

Wednesday, June 12, 2024 – Host Day 2 Breakfast in the Exhibit Hall with your company's branding as attendees' network before sessions. includes signage and your company's logo on cocktail napkins.

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## **Day 1 Lunch in Exhibit Hall Sponsorship**

*Exclusive opportunity*

Tuesday, June 11, 2024 – Present your company's branding at the start of Day 1 Buffet Lunch in the Exhibit Hall as attendees' network between sessions with signage and your company's logo on cocktail napkins.

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## **Day 2 Lunch in Exhibit Hall Sponsorship**

*Exclusive opportunity*

Wednesday, June 12, 2024 – Present your company's branding during the Day 2 Buffet Lunch in the Exhibit Hall as attendees' network between sessions with signage and your company's logo on cocktail napkins.

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## Conference Mobile App

*Exclusive opportunity*

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## Tech Sponsor

*Exclusive opportunity*

Become the AAEI's technology sponsor with an live panel introduction to the tech breakout, social media wall with branded hashtag, and signage on the technology dais.



# PLATINUM SPONSORSHIP

**\$5,000**

Includes all Platinum level benefits

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## Platinum Sponsorship opportunities

### Printed Conference Agenda Card

*Exclusive opportunity*

Your company brand in everyone's pocket – sponsor AAEL's handy printed program agenda available to attendees in all conference bags.

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### Notebooks with Your Logo

*Exclusive opportunity*

Your company logo on a beautiful keepsake notebook that attendees may use long after the conference.

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### Wifi Sponsorship

*Exclusive opportunity*

Keep AAEL's attendees connected by sponsoring the conference Wifi service. Attendees will see your splash page each time they open they connect to the internet.

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## Beach Mat with Your Logo

*Exclusive opportunity*

Hang out at the beach with attendees with your branded beach mat!

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## Day 1 Morning Refreshment Break Sponsorship

*Exclusive opportunity*

Tuesday, June 11, 2024 – Sponsor one of the morning or afternoon breaks! Signage will be placed throughout the exhibit hall and near food stations.

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## Day 2 Morning Refreshment Break Sponsorship

*Exclusive opportunity*

Wednesday, June 12, 2024 – Sponsor one of the morning or afternoon breaks! Signage will be placed throughout the exhibit hall and near food stations.

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## Session Commercial Ad

*Limited opportunity*

Have AAEL play your 30-second commercial ad between sessions during the conference program. At least 1 play per day. NOTE: Sponsor must provide their own commercial ads.

# GOLD SPONSORSHIP

**\$3,000**

Includes all Gold level benefits

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## Gold Sponsorship Opportunities

### **Tabletop Signs**

*Limited opportunity*

Your company logo and message on tabletop signs featured on the conference tables as attendees join sessions.

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### **Pens at the Registration Desk**

*Limited opportunity*

Your company logo is on pens at the AAEL registration desk.

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