



AET's 46th Annual **CONFERENCE**

November 1-3, 2024

Me + We: The Power of Connection

THE ASSOCIATION OF EDUCATIONAL THERAPISTS' 46TH ANNUAL CONFERENCE

Welcome!

You are invited to join us at the upcoming [Association of Educational Therapists](#) (AET) Annual Conference, taking place from November 1-3, 2024. This conference aims to explore the crucial links between the study of learning, learning processes, and practical instructional methods. Our discussions will center around evidence-based strategies to foster the development of both clients and students. Despite being held virtually this year, the conference guarantees outstanding prospects for professional advancement, networking, and collaborative learning.

Professionals who participate in the AET conference are essential in choosing educational products for their clients in different environments like clinics, schools, and private practices. Educational institutions depend on the advice of these experts to obtain the most appropriate educational materials and resources.

The conference will be attended by:

- Educational Therapists
- Tutors and Coaches
- Educators working with PreK-University students in both general and special education
- Parents
- Allied Professionals, including Occupational Therapists, Physical Therapists, Speech-Language Pathologists, Social Workers, Psychologists, and Psychiatrists

We cannot thank you enough for your continuous support over the years, as it has been truly invaluable. We invite you to embrace this opportunity to engage with AET attendees and expand your connections within the educational therapy community.

My best,

Peggy Moede
Executive Director

Sponsorship Levels

Sponsorship Levels are awarded based on your total spend on your Vendor Hall Package and Sponsorship Opportunities.

| INCLUDED BENEFITS | Bronze | Silver | Gold |
|---|---------------------|-----------------------|-----------------------|
| 1 year general membership | ✓ | ✓ | ✓ |
| Generalized thank you to all our sponsors at the opening remarks | ✓ | ✓ | ✓ |
| Opportunity to provide a swag or coupon for distribution to all attendees | ✓ | ✓ | ✓ |
| Invitation to join our Facebook group and a post thank you for being a sponsor | ✓ | ✓ | ✓ |
| Logo placement on AET's conference website | ✓ | ✓ | ✓ |
| During 2024, discounts on Virtual Exhibit Booth | 50% Off | FREE | FREE |
| Logo placement on AET's main website for one year with optional link to your external website | | ✓ | ✓ |
| Pre and/or post-conference e-blast to AET's membership list | | One | Two |
| Acknowledgment in two <i>AET Journals</i> | | One | Two |
| Complimentary registrations | | One | Two |
| Advertisement in conference program electronic guide book | | Half page | Full page |
| Highlighted on social media before conference with link to your website | | | ✓ |
| Acknowledgment in emails sent from the office regarding this years conference | | | ✓ |
| PRICE | \$500 | \$1,100 | \$2,000 |
| | <i>\$600 value!</i> | <i>\$1,500 value!</i> | <i>\$3,000 value!</i> |

SPONSORSHIP REACH



780+

AET MEMBERS



1175

LINKEDIN



3000+

EMAIL SUBSCRIBERS



895

FACEBOOK



1600+

FB GROUP



320+

INSTAGRAM

Vendor Hall Booths

As a virtual exhibitor, you will have the opportunity to attend the conference while displaying your products or services in our new virtual vendor hall.

Exhibitor Booth

\$100 Introductory Rate!

(\$200 for both 2024 & 2025 Conferences)

Connect with potential and existing customers at our NEW Virtual Exhibitor Night on Wednesday, Oct 30, with options to chat with guests on November 1st and 2nd. Your company's name, logo, and website link will be displayed on our exhibitor's webpage, which registered guests can access during the weeks leading up to and through the conference.



Event Opportunities

Sole Session Sponsor • \$350

Your company will be thanked by name with an opening and closing shout-out during one of the virtual session presentations, and your logo will be on the speakers handouts, if available. These Session Sponsors also receive a Showcase Tile on that presentation. For the session you sponsor, you are the only company that will have advertising during that presentation.

Ad Specs:

- Branded slide during the session (logo, 50-word description, and company URL).
- One Showcase Tile (250x300px graphic, and company URL).



Session Tile • \$250

Have your company displayed on a session showcase tile. Within the live session presentation, attendees can open the various session handouts, documents, and/or click on your sponsor tile. The tile has a 250x300px graphic along with a link to your website.



Ad Specs:

- 250x300px graphic image
- Short title and 25-word description
- Company URL

Lobby Advertisement • \$800

Greet the attendees while they enter the event's main lobby with either a static image advertisement or a short 30-second video. You provide us with a short marketing video, and we will place it into the "Welcome Video" message lineup on the event's Virtual Lobby.

Ad Specs:

- Video file (mp4, mov)
- Company URL

À la carte Opportunities

Support AET and your business this year by participating in our conference.

The AET conference attracts professionals who support the academic and non-academic challenges of individuals with learning disabilities and other learning differences. The below can be purchased separately or a la carte to sponsorship. **Sponsorship creative is due September 27, 2024.**

Conference Program E-Book Ad

This program guide puts valuable information right at attendees' fingertips. Many sizes of advertisements are available to fit your needs and your budget.

| | |
|--|-------|
| Inside Front Cover (7.5" W x 10" H)..... | \$450 |
| Full Page (7.5" W x 10" H)..... | \$400 |
| Half Page (7" W x 4.5" H)..... | \$300 |
| Quarter Page (3.4" W x 4.5" H)..... | \$200 |
| Business Card (3.4" W x 2" H)..... | \$75 |

Ad Specs:

- All ads should be high-resolution (PDF or JPEG).
- No bleed or registration marks at a minimum of 200ppi.
- Please provide a URL to a web page of your choosing.

Website Video Ad • \$350

You provide us with a short 30-second marketing video, and we will place it on the AET conference website.

Broadcast Email

This powerful visibility tool allows your organization the ability to reach our 800+ members and is a great way to communicate your message.



One email: \$500

Two emails: \$800

Email Specs:

- Emails may not contain attachments, should be less than 1 MB and must be in HTML format that does not contain absolute positioning or javascript.
- Emails should not be a single JPEG, GIF, or PDF file.
- Graphics and images must be linked from a web server, not embedded in the communication.
- You select a day on which you want your email to deploy, and AET will schedule accordingly, with only one sponsored email going out per day.
- Provide a subject line and pre-header when submitting your HTML.

INCREASE YOUR REACH

If you have questions, or if you do not see a sponsorship opportunity that works well with your marketing objectives, reach out to Peggy Moede at executivedirector@aetonline.org.

SPONSORSHIP CONTRACT

Sponsorship creative and payment must be received by: **September 27, 2024.**

Please send all completed contracts to Peggy Moede at executivedirector@aetonline.org.

Sponsorship Levels

- | | |
|---------------------------------|---------|
| <input type="checkbox"/> Bronze | \$500 |
| <input type="checkbox"/> Silver | \$1,100 |
| <input type="checkbox"/> Gold | \$2,000 |

Vendor Hall Booths

- | | |
|--|-------|
| <input type="checkbox"/> 2024 Virtual Exhibitor Booth | \$100 |
| <input type="checkbox"/> 2024/2025 Virtual Exhibitor Booth | \$200 |

Event Opportunities

- | | |
|---|-------|
| <input type="checkbox"/> Sole Session Sponsor | \$350 |
| <input type="checkbox"/> Session Title | \$250 |
| <input type="checkbox"/> Lobby Advertisement | \$800 |

À la carte Opportunities

- | | |
|---|-------|
| Broadcast Email | |
| <input type="checkbox"/> One Email | \$500 |
| <input type="checkbox"/> Two Emails | \$800 |
| Conference Program E-Book Ad | |
| <input type="checkbox"/> Inside Front Cover | \$450 |
| <input type="checkbox"/> Full Page | \$400 |
| <input type="checkbox"/> Half Page | \$300 |
| <input type="checkbox"/> Quarter Page | \$200 |
| <input type="checkbox"/> Business Card | \$75 |
| <input type="checkbox"/> Website Video Ad | \$350 |

Sponsor and Vendor Registration

Additional registrations may be purchased for the conference for \$175 each if you are a vendor of an exhibition booth, a leveled sponsor, a sole sponsor of a breakout session, or a title sponsor. This registration is for full conference access.

Conference Registration(s) \$175 x ____ = ____

Registrant 1 Name: _____

Registrant 1 Email: _____

Registrant 2 Name: _____

Registrant 2 Email: _____

TOTAL PURCHASE

\$

Cancellation Policy:

Cancellations must be emailed to Peggy Moede at executivedirector@aetonline.org by September 26, 2024. Cancellations received before September 27, 2024, will be refunded less a \$100 processing fee. No refunds will be made for cancellations received after September 27, 2024. There are no refunds for advertisement cancellations.

AET is a 501(c)(3) organization, and contributions to AET are tax deductible to the full extent of the law.

Payment Options

Visa Mastercard American Express

Check enclosed or in mail (*payable to AET*).
There is a \$40 charge for returned checks.

Invoice me

Card Number _____

Expiration Date _____ Total Amount \$ _____

Authorizing Signature _____

Date _____

Print Name on Card _____

Billing Address _____

Primary Contact _____

Primary Contact Phone _____

Primary Contact E-mail _____

Company Name _____

An e-mailed receipt from [authorize.net](https://www.authorize.net) will be sent to the above e-mail address when a credit card is processed. The personal information provided will not be used for any purposes other than those stated upon this form unless you provide your consent. Should you have any questions concerning your personal information contact Peggy Moede at executivedirector@aetonline.org or 414.908.4949 x136. AET endeavors at all times to treat your personal information in accordance with all applicable laws.

Make a copy for your records and send completed contract with payment to:

Peggy Moede

executivedirector@aetonline.org

262 W Main Street, Wales, WI 53183

Phone: 414.908.4949 x136

Last updated 7/1/2024

