

# 2019 AAW INTERNATIONAL SYMPOSIUM

## ADDITIONAL SPONSOR AND MARKETING OPTIONS

Each year the world of woodturners gathers — The 2019 event is expected to draw a combined, approximate 2,000 registered attendees, regional woodturning enthusiasts and general public. Several sponsorship opportunities exist with this event. They include:

### **Registration Packet Insert**

Cost: \$250 per insert + cost of insert

Supply a quantity of a single (8½" × 11" or smaller) information sheet, flyer, coupon or piece of your company literature (subject to AAW approval) in the registration packets and gain maximum exposure to all attendees. (Advertiser responsible to supply a quantity of inserts by June 1, 2019 – exact number will be confirmed as the event date approaches.)

### **Donate an Item to the AAW Silent Auction**

Interest and participation among attendees in the expanded AAW Silent Auction held the past recent years has been outstanding. The silent auction offers attendees an affordable alternative to the more prestigious live auctions and it contributes essential funding to benefit our ongoing AAW educational services and publications. AAW encourages all exhibitors to donate an item to the Silent Auction. Since the majority of Symposium attendees are woodturners, many people prefer the chance to bid on non-turned alternatives – tools, equipment, branded-wear clothing, unique experiences, etc. This is another avenue to get your brand, products and/or services visibly positioned in front of attendees. All Silent Auction items will be prominently displayed in the Instant Gallery until Saturday evening, when they are moved into the dinner hall for the auction close. To donate an item, please contact Linda Ferber at [linda@woodturner.org](mailto:linda@woodturner.org) or 651-484-9094. Exhibitors who donate to the Silent Auction will be recognized on the AAW App and with appropriate mentions provided during the Symposium.

### **Official Symposium Lanyard Sponsor**

Cost: \$500 + cost of lanyard

One of the best Symposium branding options available – have your logo be worn by nearly every Symposium attendee throughout the event. (Sponsor responsible to supply lanyards by June 1, 2019 – exact number will be confirmed as the event date approaches.)

### **Official Symposium Tote Sponsor**

Cost: \$500 + cost of tote

Prominently display your logo beside the AAW logo on the official symposium tote. (Sponsor responsible to supply totes by June 1, 2019 - exact number will be confirmed as the event date approaches.)

### **Instant Gallery Sponsor**

Cost: \$5,000

Sponsor one of the largest group of turned-wood objects under one roof – approximately 30,000 square feet of heavily attended space. Sponsor will receive logo recognition in the Handout Book as well as via signage in the area.

### **Special Exhibitions Gallery Sponsor**

Cost: \$1,000 per room

Special Exhibitions at the AAW Symposium include the AAW member juried and Professional Outreach Program (POP) invitational exhibits. These artists' work are selected on originality and technical excellence. Special Exhibitions also include the POP Merit Award artist exhibit. This award is given to artist(s) whose body of work has contributed significantly to the growth of woodturning as an art form. The AAW Special Exhibitions feature world class work and an excellent opportunity to highlight your brand. Sponsor will receive logo recognition in the Handout Book as well as via signage in the area.

For more information, contact:

Erica Nelson • [erica@pierreproductions.com](mailto:erica@pierreproductions.com) • 763-497-1778

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## ADDITIONAL SPONSOR AND MARKETING OPTIONS continued.

### **General Demonstration Rooms**

Cost: \$1,000 per room

Typically 14-16 rooms will be designated for live demonstration breakout sessions during the symposium. These breakouts will cover a diverse range of woodturning topics. Each room typically sees 11 sessions throughout the symposium with on average 80-200 people in attendance. Sponsor will receive logo recognition in the Handout Book as well as via signage in the area.

### **Thursday Evening Welcome Reception**

Cost: \$500 shared (up to 4) / \$1,500 exclusive

Kicking the symposium experience off to a great start. Members are invited to browse the Special Exhibitions, meet up with old friends, make new ones, enjoy a drink from the cash bar and complimentary snacks. An excellent branding opportunity. Sponsor will receive logo recognition in the Handout Book as well as via signage at the event. Expected attendance: 500-750

### **Friday Evening Educational Opportunity Grants Charitable Gala & Auction**

Cost \$1,000 shared (up to 4) / \$3,000 exclusive

A Symposium highlight – Be part of this wonderful, fun-filled event. Sponsor will receive a reserved table for 10 as well as logo recognition in the Auction catalog distributed electronically on a global scale, in the Handout Book, via signage at the auction as well as recognition from the podium. Expected attendance: 600-700

### **Saturday Evening Social Hour Sponsor**

Cost: \$500 shared (up to 4) / \$1,500 exclusive

A great opportunity to show your support as Symposium attendees gather and enjoy each other's company. Sponsor will receive logo recognition in the Handout Book as well as via signage at the social. Expected attendance: 700-800

### **Saturday Evening Dinner Event Sponsor**

Cost \$1,000 shared (up to 4) / \$3,000 exclusive

A wonderful opportunity to network and to enjoy the company of woodturners worldwide. Sponsor will receive two tickets to event, as well as logo recognition in the Handout Book, via signage at the event and recognition from the podium at the event. Expected attendance: 700-800



**Consider a  
custom sponsorship or  
marketing opportunity -  
AAW is open to discussing  
your ideas!**

For more information, contact:  
Erica Nelson • [erica@pierreproductions.com](mailto:erica@pierreproductions.com) • 763-497-1778

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## 2019 Symposium Sponsorship and Marketing Options Reservation Form

Please reserve the following participation.

Return this order to Erica: [erica@pierreproductions.com](mailto:erica@pierreproductions.com) or  
fax – 763-497-8810

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### 2019 AAW Annual Symposium

(please reference the 2019 AAW International Symposium Sponsor Options)

#### Sponsorship or Marketing Option:

\_\_\_\_\_

Fee: \$ \_\_\_\_\_

Additional Notes: \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Your AAW Symposium Contact:**

**Erica Nelson, Sales Representative – 763-497-1778 / [erica@pierreproductions.com](mailto:erica@pierreproductions.com)**

Betsy Pierre, Advertising Director – 763-295-5420 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

American Association of Woodturners - 222 Landmark Center, 75 5<sup>th</sup> St W, St. Paul, MN 55102-7704

**Credit Card Payment:** You may pay by credit card if you prefer.

Check type: \_\_\_ Visa \_\_\_ MC \_\_\_ Discover \_\_\_ AMEX      The above Final Total will be charged.

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration: \_\_\_ / \_\_\_ Security Code \_\_\_ \_\_\_ \_\_\_ (Three numbers. AMEX has four.)

# AAW INTERNATIONAL SYMPOSIUM HANDBOOK

## Advertising rates and options

American Association of Woodturners 2019 International Symposium Handbook  
Distributed onsite at the symposium — approximately 1,500.

This is the official spiral bound event Handbook for the world's largest woodturning event. This book is printed in full color and features the key proceedings of the symposium, including the schedule of events, presentation descriptions, presenter and panelist bios plus much more.

## Rates (full color)

Size options	
Outside Back Cover	\$599
Inside Front Cover	\$539
Opposite Inside Front Cover	\$539
Inside Back Cover	\$539
Full Page	\$329
Half Page	\$229
Quarter Page	\$149

- All rates apply to camera-ready copy only.
- Contact Erica for help with ad design services  
erica@pierreproductions.com, 763-497-1778.

## Submission deadline

2019	
Deadline	April 1, 2019

## Payment and terms

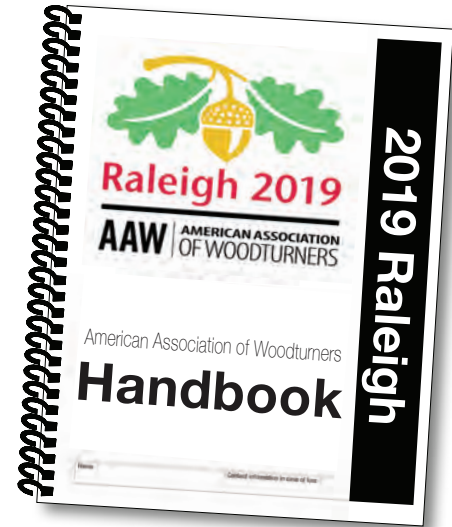
- No cancellations accepted after ad due date.
- Copy is accepted subject to policies and approval of the AAW.

## Ad production costs

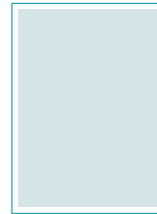
- Costs incurred for preparation of artwork, special production requests, halftones, separations, typesetting and client-requested changes will be billed to the advertiser.
- Production estimates may be requested from the advertising department. Layout with detailed specifications should accompany all ads that require typesetting by the publisher. Publisher cannot guarantee exact match of special typeface.

## Submitting files

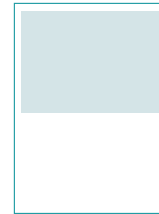
- FTP and email should be compressed. Disk must be labeled clearly with a descriptive file name, format, and platform.



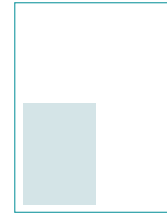
## Dimensions Width x height



**Full**  
7.425" x 9.425"  
188 mm x 239 mm



**1/2 horizontal**  
7.425" x 4.625"  
188 mm x 117 mm



**1/4**  
3.625" x 4.625"  
92 mm x 117 mm

## Submission specifications

### File formats accepted

- JPG (preferred)
- Press quality PDF with embedded fonts.

### Images, logos, artwork

- Providing color files is encouraged. No additional charge.
- All art must be saved as CMYK (four-color process). RGB images will not be accepted.
- Please do not send files with spot colors. Spot (PMS) colors detected will be printed as CMYK match.
- All images saved at 100% and a minimum of 300 dpi. Line art must be a minimum of 1200 dpi.
- Files lower than minimum dpi may lose clarity when printed.
- Images and logos from websites are not acceptable.
- Do not include printer's marks (crop, bleed, etc) on ads.
- All ads must be cropped to final size before submission.
- Reproduction quality of materials not meeting specifications will be converted at advertiser's risk.

For more information, contact:  
Erica Nelson • erica@pierreproductions.com • 763-497-1778

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Advertising Insertion Order  
**American Association of Woodturners (AAW)**  
**2019 Symposium Handbook**  
Complete and fax to 763-497-8810

**Advertiser information**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**2019 Symposium Handbook Ad Order (all ads are full color) – Deadline April 1, 2019**

AAW members receive discounted advertising rates. Please check your membership level:

- Artist and General Business members 5% off
- Supporting and Benefactor members 10% off
- Business Benefactor members 15% off
- Business Patron members 20% off

**Ad Size:** \_\_\_\_\_

**Placement Request:**

- Run of Pub
- Back Cvr
- Inside Front Cvr
- Opposite Inside Front Cvr
- Inside Back Cvr

**Base Rate:** \$ \_\_\_\_\_ per Insertion

**Less Member Discount:** \$ \_\_\_\_\_ per Insertion

**Special Instructions:** \_\_\_\_\_ **Final Total:** \$ \_\_\_\_\_ per Insertion

Signing below constitutes agreement to the details listed above and to the *American Woodturner* General Terms & Conditions.

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

**Your American Association of Woodturners Advertising Contact:**  
**Erica Nelson, Sales Representative – 763-497-1778 / erica@pierreproductions.com**  
Betsy Pierre, Advertising Director – 763-295-5420 / betsy@pierreproductions.com  
American Association of Woodturners - 222 Landmark Center, 75 5<sup>th</sup> St W, St. Paul, MN 55102-7704

**Credit Card Payment:** You may pay by credit card if you prefer.

Check type: \_\_\_ Visa \_\_\_ MC \_\_\_ Discover \_\_\_ AMEX      The above Final Total will be charged.

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Expiration: \_\_\_ / \_\_\_ Security Code \_\_\_ \_\_\_ \_\_\_ (Three numbers. AMEX has four.)

## **Mechanical Requirements**

Art Submission: See rate card for dimensions and submission specifications.

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Send artwork to: Erica Nelson – [erica@pierreproductions.com](mailto:erica@pierreproductions.com) / 763-497-1778. Please refer to rate card for submission guidelines.

## **General Terms & Conditions**

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication, the American Association of Woodturners.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Advertisements must be placed during a six-issue period for frequency discounts to apply.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use previously submitted art or 2) the advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

Publisher’s liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Cover and Preferred placements are non-cancellable.

Other cancellations must be made prior to an issue’s deadline.