

2020 AAW INTERNATIONAL SYMPOSIUM ADDITIONAL SPONSOR AND MARKETING OPTIONS

Each year the world of woodturners gathers — The 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 May 1, 2020 – 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 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 May 1, 2020 – 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 May 1, 2020 - 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.

Advertising Contacts:

Erica Nelson, Advertising Representative • erica@pierreproductions.com • 763-497-1778
Betsy Pierre, Advertising Manager • betsy@pierreproductions.com • 763-295-5420

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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!**

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2020 Symposium Sponsorship and Marketing Options Reservation Form

Please reserve the following participation.

Return this order to Erica: erica@pierreproductions.com or fax – 763-497-8810

Company Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

2020 AAW Annual Symposium

(please reference the 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

Betsy Pierre, Advertising Director – 763-295-5420 / betsy@pierreproductions.com
American Association of Woodturners - 222 Landmark Center, 75 5th 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.)