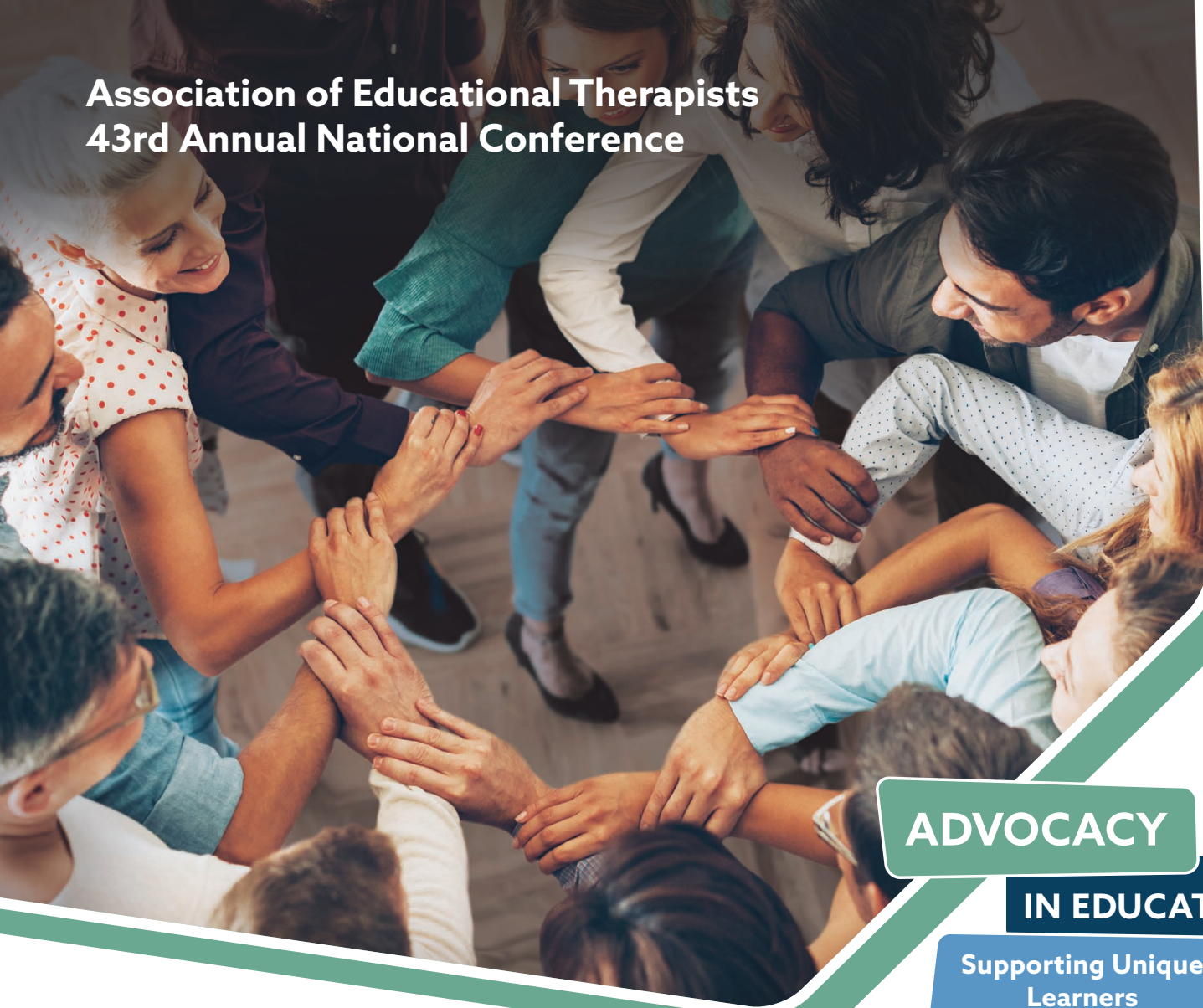


Association of Educational Therapists
43rd Annual National Conference



ADVOCACY

IN EDUCATION:

Supporting Unique
Learners

ADVOCACY IN EDUCATION:

Supporting Unique Learners

Sponsor and Advertiser Prospectus

November 4-6, 2021

THE ASSOCIATION OF EDUCATION THERAPISTS 43RD ANNUAL NATIONAL CONFERENCE

While separation and social distancing continues to flatten the COVID-19 curve, AET decided to host this year’s annual conference virtual again. Please join us November 4-6, 2021 for our second virtual conference. This event will offer the educational opportunities AET prides itself on, while providing health and safety during these times.

AET’s 43rd Annual National Conference theme, *Advocacy In Education: Supporting Unique Learners*, will address issues and concerns that affect all educational therapists who care for students and their families. Educational sessions are designed to enhance knowledge, skills, and appreciation for the profession.

With this move to a virtual platform, we are offering a comprehensive approach to our sponsorship opportunities to help continue purposeful, quality communication all while building brand awareness amongst a network of educational therapist professionals.

SPONSORSHIP LEVELS

INCLUDED BENEFITS	Patron Sponsor	Bronze Sponsor	Silver Sponsor	Gold Sponsor
Complimentary conference registration	One	One	One	Two
Verbal recognition at opening session	✓	✓	✓	✓
Complimentary advertising in conference program e-book	Quarter page	Quarter page	Half page	Full page
Linked logo with 50-word company feature on AET Sponsorship Page		✓	✓	✓
Logo placement on AET’s Main website homepage, that links to listing on Sponsorship Page	✓	✓	✓	✓
Acknowledgement of sponsorship level in AET Journal	Twice	Twice	Twice	Twice
Logo placement on background of virtual conference display screens			✓	✓
Logo placement on the digital schedule that will be sent out to attendees for the event				✓
Pre or post-conference e-blast to AET’s email list				✓
PRICE	\$1,000	\$1,300	\$1,700	\$3,000

SPONSORSHIP OPPORTUNITIES

Sponsorship creative is due October 5, 2021.

The AET conference attracts professionals concerned with the educational needs of individuals with learning disabilities and other learning challenges: educational therapists, psychologists, speech-language professionals, clinical social workers, marriage and family therapists, occupational therapists, teachers, resource specialists, and administrators.

Professionals at the AET conference play a pivotal role in the selection of educational products for their clients in clinics, schools, and private practices. Educational settings rely on the recommendations of these professionals for the purchase of the most appropriate educational materials and resources.

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

Logo Recognition on Recorded Webinars | \$2,500

AET will be recording each virtual presentation (live or pre-recorded) for future use. Your sole recorded session sponsorship will feature a beginning slide with your logo and sponsorship recognition, an ending slide with your logo and a short 15-word description, and your logo on the AET website. The recordings will be available for all AET members and non-members to view on-demand.

Linked Logo with 50-word Company Feature | \$300

Your logo will be placed on the Sponsorship page within the AET conference website that will link to a web page of your choice.

Logo Placement on Background of Virtual Conference Display Screens | \$350

Your logo will be placed at the end of each session recognizing your sponsorship support at the AET conference.

Logo Recognition on AET Home Page | \$350

Your logo will be placed on the AET home page for one full year.

Logo Bundle | \$550

Bundle the *Linked Logo with 50-word Company Feature* and *Logo Recognition on AET Home page* and save \$100! We will link your home page logo to your feature on the sponsorship page for multiple levels of exposure.

Add in the Virtual Conference Display Screens for an additional \$175.

Conference Program E-Book Ad

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 link your ad to

SPONSORSHIP OPPORTUNITIES *cnt'd*

Sponsorship creative is due October 5, 2021.

Broadcast Email

This powerful visibility tool allows your organization the ability to reach our 700+ 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.
- Emails may launch pre or post meeting, but the HTML file is due ten days prior to deployment to ensure proper time to upload, test, and proof, and must go out by 12/31/2021.
- You select a day in which you want your email to deploy, and AET will schedule accordingly.
- Provide a subject line and pre-header when submitting your HTML.

Commercial I \$400

Provide us with a short introductory video (no longer than 60 seconds) of your company and/or product offerings. This video will be placed at the end of, or in between sessions as determined by AET.

Video Specs

- Please send as MP4 Format

Lunch & Learn I \$850

Lunch & Learn's are factual presentations that offer new solutions to existing problems and provide an ideal atmosphere to share your expertise, demonstrate techniques, and provide the opportunity to discuss procedures that distinguish your company's product to a network of educational therapist professionals.

These presentations must not be a sales pitch and should be educational. Please plan for a 45 minute presentation, with a 15 minute Q&A at the end. Presentations may be live or pre-recorded but we strongly suggest to provide a live presentation.

All content will need to be submitted and approved by AET prior to the conference.

AET SPONSORSHIP CONTRACT

Sponsorship creative and payment must be received by: **October 5, 2021**.

Please send all completed contracts to Kate Feuling at k.feuling@aetonline.org.

Sponsorship Levels

<input type="checkbox"/> Patron Sponsor	\$1,000
<input type="checkbox"/> Bronze Sponsor	\$1,300
<input type="checkbox"/> Silver Sponsor	\$1,700
<input type="checkbox"/> Gold Sponsor	\$3,000

Sponsorship Opportunities

<input type="checkbox"/> Logo Recognition on Recorded Webinars	\$2,500
<input type="checkbox"/> Linked Logo with 50-word Company Feature	\$300
<input type="checkbox"/> Logo Placement on Background of Virtual Conference Display Screens	\$350
<input type="checkbox"/> Logo Recognition on AET Home Page	\$350
<input type="checkbox"/> Logo Bundle	\$550
<input type="checkbox"/> *Add in the Virtual Conference Display Screens	+\$175
<input type="checkbox"/> Digital 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"/> Broadcast Email	
<input type="checkbox"/> One Email	\$500
<input type="checkbox"/> Two Emails	\$800
<input type="checkbox"/> Commercial	\$400
<input type="checkbox"/> Lunch & Learn	\$850

Registration

Price x Qty

Registrations may be purchased for the conference at \$175 each. This registration is for full conference access.

Conference Registration(s) \$175 x ____

TOTAL PURCHASE

\$



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 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 Kate Feuling at k.feuling@aetonline.org or 414-908-4941 Ext. 111. 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 from with payment to:

Kate Feuling
k.feuling@aetonline.org
7044 S. 13th Street, Oak Creek, WI 53154
Phone: (414) 908-4941 Ext. 111
Fax: (414) 768-8001

Cancellation Policy:

Cancellations must be emailed to Kate Feuling at k.feuling@aetonline.org by **October 1, 2021**. Cancellations received before October 1, 2021 will be refunded less a \$100 processing fee. No refunds will be made for cancellations received after **October 1, 2021**. 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.