

The logo for GOErgo, featuring the text "GOErgo" in a bold, sans-serif font. The "O"s are stylized with three small dots above them. Below the main text is the tagline "The Global Organization of Ergonomics" in a smaller, lighter font.

GOErgo™ presents
The Global Organization of Ergonomics

The 20th Annual
appliedergonomics
CONFERENCE 2017
Practitioners talking with practitioners

Advertising & Sponsorship Brochure

March 27: Exhibit Setup • March 27-29: Exhibit

Disney's Coronado Springs Resort | Orlando, Fla.

ADVERTISING OPPORTUNITIES



INSERT FLYER FOR ATTENDEE BAGS

\$500 per standard insert (1 page or front/back page)

\$600 per brochure, pamphlet, tri-fold, CD, etc.

Your company's product ad or flyer is a great way to guarantee attendees see your message. You provide the material; we place it in the attendee conference bags for distribution at registration.



PRE-CONFERENCE CUSTOM E-BLAST

\$750 (limited to 5)

Get your message out to all registered attendees with a pre-conference custom-designed e-blast! Promote your company's product or service for the upcoming conference and don't forget your booth number. You provide the HTML and text-only files and host the images from your server. With the ability to customize everything, you have complete control over the content of the e-blast.



CONFERENCE WEBSITE BANNER AD

\$550 (300"x250" pixels ad runs for 2 months, limited to 3)

RUN BEGINS FEB. 1, 2017, AND ENDS MAR. 31, 2017

Your company's web banner graphic and link to your landing page will be displayed on the official conference website for two (2) highly visible months. Web banner ads can drive traffic to your website and allow dynamic and time-sensitive promotion as well as enhance your company's image and brand awareness prior to the conference.



ADVERTISING IN THE DAILY UPDATES CONFERENCE NEWS (EXCLUSIVE)

\$750 (leaderboard 650"x90" pixels will appear in approximately 5 issues)

Every afternoon during and after the conference, we send attendees an update about upcoming schedules and events as well as an update from the show floor. Take advantage of this opportunity to highlight your company with your own customized ad.



DISPLAY AD IN CONFERENCE PROGRAM

FULL-PAGE, 4-COLOR PRIME POSITIONS AVAILABLE!

\$1,350 INSIDE FRONT COVER – C2

\$1,250 INSIDE BACK COVER – C3

\$1,495 BACK COVER – C4

Increase your visibility to every conference attendee by placing a full-page, four-color display ad in the conference program that every attendee will receive. This program is used by all attendees as a daily guide and key to planning their schedules. Every activity, session, and event is listed in this informative program guide. Remember this guide will be carried by each attendee at the conference and kept to use as a reference tool throughout the year.

SPONSORSHIP OPPORTUNITIES



ATTENDEE CONFERENCE BAGS \$5,000

All conference attendees will receive a conference bag at registration. Take advantage of this exclusive chance to brand a high-valued, highly visible item utilized by every attendee. Attendees will be thrilled that you provided an easy, take-home bag for them.



ATTENDEE BADGE HOLDERS \$3,500

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company logo will be printed on the name badge holder each attendee will receive upon registering.



SPONSOR VIDEO KEYNOTE SESSION \$4,000

(two slots available before Keynote Speaker presentations)

Be featured for up to three minutes before each keynote presentation! Keynote presentations are the best attended sessions of any conference, which means your infomercial sponsorship is a can't-miss chance to get your business in front of nearly all the conference attendees. Be as creative as you like — just send us your video and we'll do the rest!



ATTENDEE PADS & PENS \$2,500

With so many sessions for note-taking, every attendee will be thankful to have your branded pad and pen to keep them organized. Attendees will see your company logo every time they take a note. After the show, attendees will continue to use these items and see your brand reminding them to give you a call.



BRANDED REUSABLE WATER BOTTLES \$2,500

Secure a brand reminder every time attendees take a sip. Don't forget your booth number. Attendees will thank you for providing an item they can use throughout the conference and after.



ONLINE CONFERENCE PROCEEDINGS \$1,000

Make sure your company logo and link to your landing page receive high visibility with conference attendees even after the conference is over. All attendees will want to review the online Conference Proceedings, and your sponsorship will ensure they see your logo each time they do!



ERGO QUIZ BOWL CONTEST \$1,500

Act now and increase awareness as the sponsor of the Ergo Quiz Bowl Contest! Open to all attendees, this fast-paced quiz is where you'll find teams taking the ultimate ergo challenge! Be front and center where teams and spectators unite to test their ergonomics knowledge. Prominently displayed signage with your logo will show your sponsorship and support of this event!



CONFERENCE T-SHIRT \$7,500

BE A PART OF THE EXCITEMENT AS WE CELEBRATE 20 YEARS OF AEC! Seize this perfect opportunity to ensure your brand sticks with people even after the conference is over. This year's T-shirt will feature the conference logo on the front and your company's logo on the back. Have your brand viewed on a global scale by hundreds of attendees at AEC, but also receive additional exposure after the conference whenever someone wears the T-shirt. This exclusive deal is only available to one exhibitor.



OFF-SITE NETWORKING EVENT \$1,500

Now is your opportunity to enhance your company's visibility! Take part in the fun at the Off-Site Networking Event, an after-hours social activity for attendees to unwind and network! Prominently displayed signage with your logo will show your sponsorship support of this event.



CHARGING STATION TOWER OR CUBE \$5,000

Now is your opportunity to enhance your company's visibility! Your company's logo will be prominently displayed on a centrally located charging station used by attendees throughout the conference. The best feature is that each unit has multiple units with lockable doors! Attendees set their own combination, go and attend a session, and return for their phone or tablet. *Add additional TV Monitors for front/back panel coverage offering continuous branding for your company or products. Prominently displayed signage with your logo will show your sponsorship support of this event.

*Additional charge



PROFESSIONAL BUSINESS HEADSHOTS \$2,000

Every business professional understands the value of a powerful image. A picture says 1,000 words, but a picture with a face says much more. A great headshot can capture immediate attention. Take this unique opportunity to provide attendees with the perfect business tool — a professional business headshot. Headshots are a great way to stand out from the masses on websites or personals. Attendees will thank you for your sponsorship. Prominently displayed signage with your logo will be positioned at the event area for added exposure.



ERGO CUP® AWARDS CEREMONY (STREAMED ONLINE) \$2,750

Align your company with excellence by sponsoring the inaugural livestream of the esteemed Ergo Cup® awards ceremony. The internationally recognized Ergo Cup® honors the top companies in the field with awards for demonstrations of their innovative ergonomic solutions.

For the first time, the awards ceremony will be streamed online for anyone to watch, regardless of attendance at the Applied Ergonomics Conference. For \$2,750, your company has the opportunity to sponsor the livestream and gain widespread exposure in the ergonomics and human factors field.

MULTI-SPONSORSHIP PACKAGE

\$4,000

The Applied Ergonomics Conference is the premier ergonomics event of the year! Now is your opportunity to enhance your company's brand and visibility with this multi-sponsorship package. This package includes two signature events and complimentary Wi-Fi. Your organization will be front and center which will allow for valuable networking opportunities with attendees. Prominently displayed signage with your logo will be positioned at each signature event and for the Wi-Fi sponsorship.



Ergo Quiz Bowl Contest



Off-Site Networking Event



Wireless Internet (Wi-Fi)

CO-SPONSORSHIP OPPORTUNITIES



WELCOME RECEPTION

\$10,000

Your company can welcome and host this informal networking event on Monday, March 27, 2017. Attendees will enjoy hors d'oeuvres and drinks in a relaxed atmosphere and discuss the day's events. As a sponsor, this is a great way to increase the awareness of your company with attendees. We will provide high-quality signage with your company's logo prominently displayed at the reception. For added exposure, you may provide cups and napkins with your company logo or marketing message.



CONTINENTAL BREAKFAST

\$3,000 PER DAY

Get attendees off to a great start and get them thinking about your company first thing in the morning. Each breakfast will feature your company's logo prominently displayed near the food and beverage stations. For added exposure, you may provide cups and napkins with your company logo to increase visibility. Choose from three (3) available days: Tuesday, Wednesday or Thursday.



ATTENDEE LUNCHEON

\$5,000

After a great morning of sessions, attendees will be ready for a well-deserved lunch. Take this opportunity to sponsor the attendee luncheon on Tuesday, March 28, 2017. We will provide high-quality signage with your company's logo prominently displayed near the food and beverage stations. For added exposure, you may provide cups and napkins with your company logo or marketing message.



REFRESHMENT BREAKS

\$2,000 PER BREAK

Attendees will be sure to thank you for providing a relaxing break between sessions. We will provide prominently displayed signs with your company's logo at the refreshment stations located in the Exhibit Hall area. Further your exposure by supplying cups and napkins with your company logo or marketing message.

QUESTIONS?

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