

# BACK TO THE HUMOR

# 2025 AATH ANNUAL CONFERENCE & HUMOR ACADEMY

May 1-4, 2025 | Hilton Charlotte University Plaza

## PROGRAM SPONSORSHIPS

### Keynote Sponsor | \$1,500 per session

- Podium acknowledgment
- Recognition in the program book
- Quarter-page ad in program book
- Recognition in conference email campaign
- Recognition on the AATH website
- Opportunity to have promotional items placed in attendee bags



### Keynote Series Sponsor | Exclusive Sponsor | \$10,000

The Keynote Series Sponsor receives the above, plus the following:

- Complimentary exhibit space
- Opportunity for a brief intro before the event/speaker
- Up to 2 conference registrations
- Signage opportunities
- Social media promotion
- Upgrade to a Full-page ad in the program book

### Networking/Evening Event Sponsor | \$1500

- Signage opportunities
- Business card ad in the program booklet

## FOOD AND BEVERAGE SPONSORSHIPS

### Individual Meal/Beverage Sponsors

- Podium acknowledgment
- Complimentary Business card ad in the program book
- Recognition in conference email campaign
- Recognition on the AATH website
- Opportunity to have promotional items at each place setting included in the handout bags

### Select from the following:

- Thursday Opening Welcome Reception | \$2500
- Friday Lunch | \$3000
- Saturday Lunch | \$3000
- Saturday Awards Banquet | \$5000
- Sunrise Coffee Station | \$1500
- Drink Ticket Sponsor | \$2000  
*One ticket per attendee, branded signature cocktail*
- Travel Tumbler Coffee Mug | \$750  
*Displayed at Sunrise Coffee Station or individual place setting*



## IN-KIND DONATIONS

Please contact the office to make arrangements to contribute an in-kind donation to include in the attendee SWAG.

### HANDOUT BAG SPONSOR | \$500

Your logo/message featured prominently on the attendee tote bag provided. Include a promotional item and/or literature. Recognition in the program book.

### EMAIL SPONSOR | \$350

Sponsor logo/listing featured in conference email campaigns, including social media and website links.

### ATTENDEE SWAG (STUFF WE ALL GET) | \$250

All attendees will receive conference "gifts." Donors can underwrite the contents and leave a lasting impression with a message. Please contact the office to make arrangements.



## ADVERTISE

### ADVERTISE IN THE PROGRAM BOOK

The Program Book will be a constant companion for attendees during the four-day event. Placement will be first-come, first-served. Trim size of Guide: 8.5 x 11, saddle-stitched. Provide 300 dpi minimum, full-color PDF in dimensions below.

**FULL PAGE AD | \$300** | 8 x 10 inches, Bleed dimensions 8.75 x 11.25

**HALF PAGE AD | \$150** | 8 x 5.25

**QUARTER PAGE AD | \$75** | 3.5 x 4.75

**BIZ CARD AD | \$40** | 3.5 x 2

**VIDEO AD | \$500** | 1-2 minute video of product or service. It will be played multiple times during the conference and may be used in social media, email campaigns, and on the website.

## EXHIBIT

### EXHIBIT HALL SPONSORSHIP | \$500

- Premium placement in the exhibit hall
- Double booth space
- Signage opportunities
- Half-page ad in the program booklet
- Promotional items or information included in the handout bags

### EXHIBITOR SHOWCASE | TABLETOP EXHIBIT SPACE

AATH MEMBER | \$50 FOR SINGLE | \$80 FOR DOUBLE

NON-MEMBER | \$100 FOR SINGLE | \$175 FOR DOUBLE

# REGISTER ONLINE

or submit the completed form  
**BEFORE MARCH 31ST!**



ONLINE: [www.aath.org](http://www.aath.org)

EMAIL: [michele@aath.org](mailto:michele@aath.org)

MAIL: AATH, ATTN: Michele StClair  
6845 Weaver Rd., Ste 300  
Rockford, Illinois 61114

Questions?  
Please call 815 708-6587

**DON'T MISS THIS OPPORTUNITY!**

## INDIVIDUAL GIFTS

If you wish to support AATH with a smaller or private contribution, we thank you for your generosity and open heart. For individual arrangements, please contact the office. You may also make your donation online.

## PROGRAM SPONSOR

Select your sponsorship choice and **submit this form online or email**

- KEYNOTE **\$1,500 PER SESSION**
- KEYNOTE SERIES **\$10,000**
- NETWORKING/EVENING EVENT **\$1,500**
- HANDBAG **\$500**
- EMAIL **\$500**
- ATTENDEE SWAG **\$250**

## FOOD & BEVERAGE SPONSOR

- THURSDAY OPENING WELCOME RECEPTION | **\$2500**
- FRIDAY LUNCH | **\$3000**
- FRIDAY TIMELESS MEMORIES REUNION | **\$2500**
- SATURDAY LUNCH | **\$3000**
- SATURDAY AWARDS BANQUET | **\$5000**
- SUNRISE COFFEE STATION | **\$1500**
- DRINK TICKET SPONSOR | **\$2000**

## ADVERTISE

Select your ad size, and submit your final artwork **online or email**

- FULL PAGE **\$300**
- HALF PAGE **\$150**
- QUARTER PAGE **\$75**
- BIZ CARD SIZE AD **\$40**
- VIDEO AD **\$500**

## EXHIBIT

- EXHIBIT HALL SPONSORSHIP **\$500**
- AATH MEMBER SINGLE **\$50**
- AATH MEMBER DOUBLE **\$80**
- NON-MEMBER SINGLE **\$100**
- NON-MEMBER DOUBLE **\$175**

## SPONSOR / ADVERTISER / EXHIBITOR INFO

COMPANY NAME (as it should appear in marketing materials)

CONTACT PERSON

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

PHONE

EMAIL

## PAYMENT INFORMATION

**CHECK** (made payable to AATH in U.S. dollars)

Amount enclosed: \$ \_\_\_\_\_

**CREDIT CARD**

AMEX  VISA  MasterCard  Discover

CARD NUMBER

EXPIRES

CVV CODE

SIGNATURE

DATE

## THE ONLY EVENT OF IT'S KIND!

Connecting an international community of professionals who integrate humor into their work and daily lives. Featuring evidence-based insights and research from keynote speakers and interactive breakout sessions.

**Humor Academy | May 1**  
**AATH Conference | May 2-4**

