



UAA2020

50th Annual Conference

April 2 - 4, 2020 | Washington, DC

EXHIBITOR Prospectus



URBAN AFFAIRS ASSOCIATION

2020

Renaissance Washington, DC Downtown Hotel
999 Ninth Street NW | Washington, DC 20001



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About Us

About the Annual Meeting

The UAA Annual Meeting hosts more than 1,000 urban scholars, researchers, and public service professionals from over 20 major academic disciplines including all social sciences, public policy, and administrative studies during a three-day event.

The conference provides a dynamic and interdisciplinary environment with ample opportunities for editors to promote new and existing titles, while simultaneously recruiting outstanding scholars for future publications.

Attendance & Past Meetings

Year	City	Registrants
2019	Los Angeles	1,036
2018	Toronto	987
2017	Minneapolis	788
2016	San Diego	837
2015	Miami	893
2014	San Antonio	781
2013	San Francisco	912

About UAA

The Urban Affairs Association (UAA) is the international professional organization for urban scholars, researchers, and public service professionals. Founded in 1969, UAA has been dedicated to creating interdisciplinary spaces for engaging in intellectual and practical discussions about urban life. Its members from nearly 40 countries foster and shape a more just and equitable world through theoretical, empirical, and action-oriented research. UAA members are faculty, graduate students, public & nonprofit sector practitioners, and independent researchers & consultants.



2019 Attendee Demographics

Major Disciplines & Fields Represented:

- City & Regional Planning
- Economics
- Geography
- Political Science
- Public Administration
- Public Policy
- Social Work
- Sociology
- Urban Planning & Architecture
- Urban Studies



400+
institutions and
organizations
represented



50.96%
first-time attendees

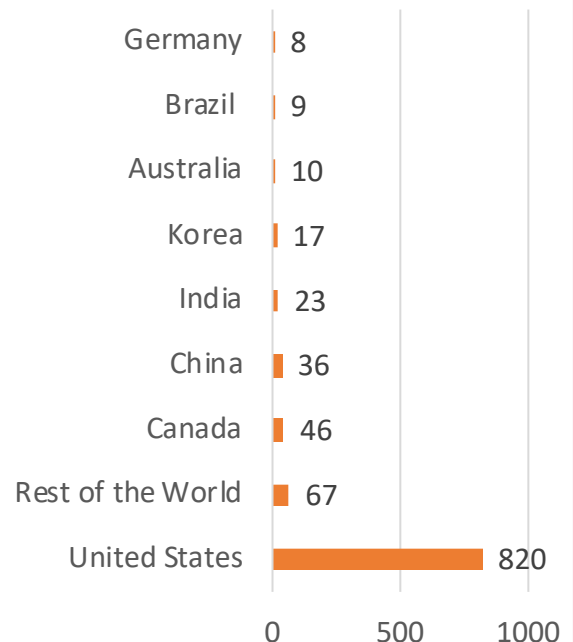


200+
sessions offered



1,036
attendees from
80+ countries

2019 Participants by Country



Dates & Deadlines

October 2019

- 18** Online Exhibitor Registration Form is Available

December 2019

- 13** Payment Deadline to Register as an Exhibitor

February 2020

- 24** Exhibitor Confirmation and Layout Sent via Email

March 2020

- 2** Optional: Payment Due for Online Conference Program Ad
Optional: Payment Due for Conference Bag One-Page Ad Insert
- 4** Optional: Payment & Submission Due for Printed Conference Program Ad

April 2020

- 2** Exhibition Installation (8:00 am – 5:00 pm)
- 3** Exhibition Opening (9:00 am – 5:00 pm)
- 4** Exhibition Hours (9:00 am – 5:00 pm)
Exhibition Closing and Dismantling of Materials* (5:00 – 6:00 pm)

*All materials must be removed from Exhibitor Hall by 6:00 pm

Registration Rates

Exhibitor Type

Registration Rates

Exhibitor Representative

435 USD each

Additional Exhibit Table

75 USD/Table

What's included per Company?

- One complimentary table
- Secure exhibit space
- One chair plus small trash can
- One small exhibitor name tent
- Six-foot skirted table

Note to Exhibitors:

To exhibit, there must be at least one registered Exhibitor Representative. The representative fee includes admission to breakfast, coffee breaks, and networking receptions.

Tickets can be purchased for Opening Reception and Luncheons.

Payments **must** be made online using credit card.



Exhibitor Testimonial

"UAA is where urban historians, social scientists, and policy practitioners meet, and is the place to be for any publisher that wants to attract books from and sell books to this diverse community."



Advertising Opportunities

UAA welcomes advertisements that are relevant to research, practice, and/or teaching in urban affairs. If you are interested in any of these advertising opportunities, please contact reg@uaaemail.org. Payments **must** be made online using credit card.

Ad Type	Ad Specification	Cost	Ad Requirements
Online Conference Ad	Online Ad includes: organization's logo, email, website, and additional texts and links for marketing	\$750	<ul style="list-style-type: none"> Organization Logo - .jpg or .png file at minimum 1200x1800 pixels (300 dpi) Specialized text (max. of 50 words) and the ability to include hyperlinks
Printed Conference Program Ad	Printed Program Ad on 8.5" x 11" Page in Black and White	\$1,250	<ul style="list-style-type: none"> Portrait Orientation PDF Press Quality <u>OR</u> .jpg or .png file at minimum 1200x1800 pixels (300 dpi)
Conference Bag One-Page Ad Insert	Pre-Printed Ad on 8.5" x 11" Page	\$1,500	<ul style="list-style-type: none"> Text and images may be printed single or double sided Inserts must be shipped to conference hotel for distribution

Conference Sponsorship Opportunities

The UAA Annual Conference attracts about 1,000 attendees from universities and organizations across the globe. If you are interested in any of these sponsorship opportunities, please contact sponsors@uaaemail.org. Payments **must** be made online using credit card.

Benefits	Diamond	Emerald	Platinum	Gold	Silver	Bronze
	\$22,000 - \$30,000	\$10,000 - \$20,000	\$6,000 OR \$8,000	\$4,000	\$2,000	\$1,000
Sponsored Conference Activity	Specially Tailored Initiatives (see details on next page)			General Initiatives		
Conference Registration Waiver(s)*	✓	✓	✓	✓	✓	✓
Logo in Conference Communications and Marketing	✓	✓	✓	✓	✓	✓
Acknowledgement in Printed Program	✓	✓	✓	✓	✓	✓
Logo on Conference Signage	✓	✓	✓	✓	✓	✓
Ability to Participate as Presenter(s) and/or Moderator(s)	✓	✓	✓	✓	✓	✓
One-Page Advertisement in Printed Program	✓	✓	✓	✓		
Invitation(s) to Conference VIP Dinner**	✓	✓	✓	✓		
Logo on Conference Bag	✓	✓	✓			
Sponsorship Thank You Plaque	✓	✓				

Conference Sponsorship Opportunities (cont.)

Examples of Special Conference by Activity Sponsorship Level

Based on the initiative and sponsorship amount, the UAA Executive Office will work with you to meet your objectives. Below are examples of special conference-related activities that UAA is particularly able to implement. Please note that we welcome new ideas not listed below that you may have in mind.

Sponsorship Level Required:	Special Conference Initiatives:
Diamond or Emerald	Program Related <ul style="list-style-type: none"> - Conference tracks (5 – 10 sessions) - Mini-conference track (3 – 4 sessions) - Professional development workshop (full day) - Professional development workshop (half day)
	Targeted Recognition <ul style="list-style-type: none"> - Poster Competition - Specialized Awards - Conference Scholarships (topic-related or target group)
	Social Event <ul style="list-style-type: none"> - Networking Reception
	Additional Marketing <ul style="list-style-type: none"> - Distribution of promotional materials at conference registration (e.g. conference bag inserts) - On-site specialized banner - Exhibit Space
Platinum	Program Related <ul style="list-style-type: none"> - Professional development workshop (half day) - Mini-conference track (3 – 4 sessions)
	Targeted Recognition <ul style="list-style-type: none"> - Conference Scholarships (topic-related or target group)

General Conference Support by Sponsorship Level

Gold, Silver and Bronze sponsors support conference audio-visual services and space rental of session rooms.

*For each \$2,000 of sponsorship, the sponsor will receive one Regular Conference Registration Waiver or two Basic Conference Registration Waivers. At the \$1000 sponsorship level (Bronze), the sponsor will get one Basic Registration Waiver. Regular Registration covers all conference materials, audio-visual support, breakfast, coffee breaks, networking receptions, and access to exhibits. Basic Registration covers all conference materials, audio-visual support, coffee breaks, and access to exhibits. No meals or networking receptions are included in the Basic Registration.

** Diamond and Emerald sponsors each receive two invitations to the Annual VIP Dinner. Platinum and Gold sponsors each receive one invitation to the Annual VIP Dinner.

Contact Us

Mailing Address

Urban Affairs Association
c/o Urban Studies Program
University of Wisconsin-Milwaukee
Box 413, 2200 E. Kenwood Blvd
Milwaukee, WI 53201-0413

Save the Date!

Join us this year & every year!
April 21-24, 2021 • Nashville, TN

Event Planning

Kayla Kuo	Event Planning Specialist	events@uaamail.org
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Sponsorship Opportunities

Deidre Beadle	Assistant Director	sponsors@uaamail.org
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Conference Payments

Maggie McCollum	Finance & Membership Manager	reg@uaamail.org
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Stay Up-to-Date with UAA!

