

American Association
for Aerosol Research
38th Annual Conference:
An Online Event



OCTOBER 5-9, 2020

Exhibitor & Sponsor Prospectus

2020 Organizational Members:

Aerodyne Research | Cambustion | Magee Scientific
Particle Instruments | Sunset Laboratory | TSI | URG

For Conference details, please visit www.aaar.org/2020/

DEAR AAAR EXHIBITOR & SPONSORS:

AAAR has been holding its annual meeting each October for more than 30 years. Thanks to your loyal support, the meeting has been exceedingly successful as a platform for showcasing the latest developments in aerosol science and technology and for productive networking between people from academia, government, industry and public sector.

The ongoing COVID-19 pandemic has prompted us to adopt a virtual format for the meeting—something that we have never done before. The AAAR Conference Committee and AAAR leadership have been working diligently on making the AAAR virtual conference a success. This document has been created specifically for our Exhibitors and Sponsors to help you better understand what to expect from the meeting this year.

1. Based on the large number of submitted abstracts (*nearly 600*), we are planning for an intensive research program with presentations within the traditional areas of the AAAR conference as well as special symposia, including a symposium on the role of aerosol science in the understanding of the spread and control of COVID-19 and other infectious diseases. We are also planning to offer our highly-popular tutorial sessions, as well as other special events.

For more details, please refer to the conference webpage: <https://www.aaar.org/2020/>

2. Following the example of other virtual events, we have reduced registration fees in order to make the event more attractive to our association members as well as newcomers, and to further increase our traditionally high attendance figures. Furthermore, due to the eliminated travel and accommodation costs, we anticipate an increased level of attendance at the meeting compared to our in-person meetings. Finally, we intend to advertise this meeting to non-AAAR members to draw in people from related fields. Given all this, we are confident this will be an excellent venue to promote your products.
3. After consulting several companies that traditionally come to the AAAR Conference Exhibitions, we elected to forego a virtual exhibition in the 2020

AAAR meeting program. Instead, we will be offering various advertising options, conference registrations, and different levels of priority consideration for the 2021 AAAR Conference Exhibition as a way of raising money for the conference and AAAR.

4. Some of you were so committed to supporting this conference that you paid for participation in it even before COVID-19 impacted all of our lives. **THANK YOU!!! We will work with you to ensure that your generous investment in AAAR returns value to your company.** Specifically, if you already paid for your participation in the 2020 AAAR Exhibition or paid for sponsorship of specific conference activities before June 30, 2020 you will have the following options:

- a) If you are interested in any of the sponsorship opportunities listed below, you can apply your previous contribution (or part of it) towards these sponsorship opportunities. The rest will be refunded to you or applied towards sponsorship of the 2021 meeting.
- b) If you are not interested in participating in the 2020 AAAR virtual meeting, you can request a full refund. Please submit your request before September 1, 2020 to be eligible for the refund.

5. Some of you have paid for the Organizational Membership, which provides a discount for additional exhibit options and priority for selecting exhibit space and types of sponsorships at next year's conference. You will continue to enjoy the usual benefits of the Organizational Membership.

Thank you once again for your generous support of AAAR. We truly value your support during these challenging times and look forward to continuing our partnership with you and working together to deliver exceptional programming and content in the field of Aerosol Research.

John Lessard, AAAR Managing Director
JLessard@virtualinc.com

Sergey Nizkorodov, AAAR Development Committee Chair
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THANK YOU to the artists listed below for allowing us to use their art work in the 2020 Annual Conference design.



Clayton Kacica and
Girish Sharma



Timothy Sipkens



Michael Valerino and
Lucas Rocha-Melogno



Nathan Reed, Girish Sharma
and Pratim Biswas

SPONSORSHIP

Here are the available sponsorship levels at the 2020 AAAR Conference: An Online Event. Note that compared to our usual sponsorship levels, these values are reduced, and will increase back again in the following years.

(Our normal sponsorship levels are shown in parenthesis.)



	SUPPORTING	BRONZE	GOLD	PLATINUM
AMOUNT CONTRIBUTED (in US dollars)	\$1,000	\$2,000	\$3,000	\$6,000
(NORMALLY)	(\$2,500)	(\$5,000)	(\$10,000)	(\$15,000)
CONFERENCE ATTENDANCE DISCOUNTS				
Number of FREE conference registrations	1	2	3	5
Number of free AAAR memberships for one year (includes a FREE abstract code for the next year's conference)	1	2	3	5
ADVERTISING AT THE 2020 AAAR MEETING				
Logo displayed at the plenary talks	✓	✓	✓	✓
Logo displayed at technical sessions or special activities of your choice		1	3	6
Logo displayed on the conference website, linked to the company website	Tier III	Tier II	Tier II	Tier I
DEDICATED PAGE ON CONFERENCE WEBSITE WITH PERSONAL CUSTOMIZATION				
Logo, description, video, contact information				✓
Logo, description, contact information		✓	✓	
ADVERTISING AFTER THE MEETING				
Electronic list of conference attendees provided to the sponsor		✓	✓	✓
Three ads in the AAAR Particulars newsletter		Banner (3x\$125 value)	½ page (3x\$250 value)	full page (3x\$500 value)
Logo and link displayed on the AAAR website			12 months	12 months

We prefer to receive unrestricted funds for the general support of the conference. But if you prefer to designate that your contribution goes towards a specific purpose, you can select from the following list of options:

	Amount	Available	
Student poster presenter awards	\$1,000	2	Sponsor name announced at award ceremony
Student platform presentation awards	\$1,000	2	
Aerosol Art Competition awards	\$1,000	2	
Plenary talk sponsorship	\$1,500	4	Sponsor name featured at plenary talk
Technical session sponsorship	\$1,500	10	Sponsor name featured at the session
Special symposium sponsorship	\$1,500	5	
Early Career Event sponsorship	\$1,500	1	

ORGANIZATIONAL MEMBERSHIP

Companies who have committed to the Organizational Membership will receive the following benefits. Since there will be no exhibition this year, the cost of the membership will be reduced from \$4,009, which you already paid, to \$2,000. You are welcome to request a refund on the excess payment or apply it to the sponsorship.

- ◆ Booth selection priority at the 2021 AAAR conference
- ◆ Right of first refusal of 2021 AAAR conference sponsorships
- ◆ 25% discount for each additional 10'x10' exhibit space at the 2021 AAAR conference
- ◆ Electronic conference attendee lists
- ◆ Two 2020 AAAR conference registrations and two AAAR memberships
- ◆ Listing on AAAR website and AAAR 2020 program website as an Organizational Members

In addition to the cost of the Organizational Membership, all of the sponsorship opportunities listed above are available to the Organizational Members as well.

EXAMPLES OF VIRTUAL ADVERTISING

