



AEE INTERNATIONAL CONFERENCE EXHIBITOR PROSPECTUS

JACKSONVILLE, FLORIDA | NOVEMBER 3-6, 2011

SIGN UP TODAY FOR YOUR EXHIBIT SPACE OR
MARKETING OPPORTUNITY AT WWW.AEE.ORG.

BOOTHS ARE ASSIGNED ON A FIRST-COME, FIRST-SERVED BASIS, SO RESERVE
YOUR SPACE TODAY! THE DEADLINE FOR BOOTH PURCHASE IS OCTOBER 21,
2011. THE ADVERTISING MATERIALS DEADLINE IS OCTOBER 1, 2011.

RESERVE YOUR SPACE TODAY AT AEE.ORG

Jacksonville, Florida hosts the 39th Annual International AEE Conference.

No other conference in the world offers you more direct contact with outdoor, adventure, classroom, corporate and therapeutic experiential educators. And this year, exhibiting at the Annual International AEE Conference gets even better, with the exhibit hall serving as the hub of the conference. Features of the exhibit hall include the AEE Bookstore and store, member center, and the silent auction.

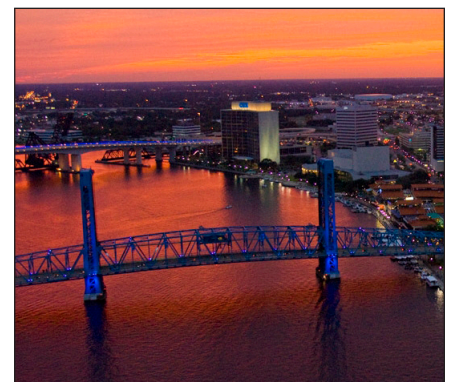
We also have several special events scheduled to take place to promote high traffic to the exhibit hall, including the opening reception and “Meet the Employer” event. Additionally we will open up the exhibit hall to the public on Saturday, November 5th during normal business hours to promote Experiential Education through the providers of goods and services in the field.

Space is limited in this year’s exhibit hall—don’t delay, reserve your prime booth location now! If you have any questions, feel free to contact me or the AEE office directly. We look forward to seeing you in Jacksonville!

Sincerely,



Evan Narotsky
Conference and Events Director



THE MENU

This year’s menu of exhibitor options includes:

- Exhibitor Space
- Table top displays
- Advertising
- Business Affiliate program
- Event sponsorship
- Information Table
- Goodie bag materials distribution
- Conference sponsorship



RESERVE YOUR SPACE TODAY AT AEE.ORG

Exhibitor Space

Prime exhibitor space is available in the Grand Lobby at the 39th Annual International AEE Conference. Space is located near the AEE bookstore, logoed gear store, silent auction and other hall highlights. Exhibitors receive 8x10 foot booth space, but customized sizes are also available. Members receive special exhibitor space, so please join AEE. For exhibitor space rates, please see the rate sheet. Your exhibitor space includes:

- 2 complimentary entries to the conference
- listing in the conference brochure and on the website
- reduced advertising rates

This year, AEE is glad to also provide the option of a **table top display** exhibitor space. Exhibitors at this level will be situated just outside the exhibit hall near the registration area of the conference. For exhibitor space rates, please see the rate sheet. Your table top display space includes:

- 1 complimentary entry to the conference
- listing in the conference brochure and on the website
- reduced advertising rates

Can't commit to an exhibitor space? Two other opportunities exist for you to educate and inform conference attendees. You can place your information at our **"information table"** for conference attendees to view and review. This will be managed and restocked each day by conference volunteers, saving you the time and travel expense of attending the conference yourself. You can also choose to insert your materials into the **conference attendee goodie bags** for a small fee. This is a great option for groups, businesses and organizations who want to get in front of all the attendees for a low cost.

Exhibitors can also sponsor events at the International Conference. Contact staff below for details.

Advertising Opportunities

Conference brochure

Advertise in our conference brochure. Each year AEE promotes the International Conference through a brochure that reaches 6000 experiential educators between May and October. Contact us for a sample. Materials deadline April.

Conference program

Full-, quarter-, and half-page ads are available in the conference program. Over 1000 people see this piece each year and it offers a great way to promote your booth, sponsorship or support of AEE and experiential education. Materials deadline September. See the rate sheet for prices.

AEE banner ad rotation

Promote your business or program and gain exposure on the AEE website through our banner ad rotation. Purchase blocks of 50,000 impressions at a time. See the rate sheet.

These advertising opportunities are "a la carte" options separate from becoming a Conference Sponsor. See the Conference Sponsor materials on our website or request materials from the staff below.

Business Affiliates

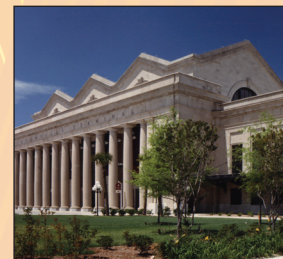
Want to support AEE year round? Join AEE's business affiliate program and you can support AEE at the International Conference, AND through the rest of the year while promoting your program or business to the wider experiential education community through a variety of marketing opportunities. See our website or contact the staff below for more information.

RESERVE YOUR SPACE TODAY AT AEE.ORG

2011 AEE Conference Exhibitor Information

Make plans now to exhibit and promote your program, organization or business at the International Association for Experiential Education (AEE) Conference in Jacksonville, Florida, USA, November 3-6, 2011.

PRIME OSBORN CONVENTION CENTER: Conveniently located on the St. Johns River in downtown Jacksonville.



REACH MORE THAN 900 ATTENDEES: Approximately 90 percent of conference attendees visit the Exhibit Hall each year. Of those attendees, many make multiple visits. In addition, we're positioning the AEE store, member center, conference events, and silent auction inside the exhibit hall to improve the foot traffic and attract attendees. This gives you access to key leaders, decision-makers and buyers in experiential education. This year's Exhibit Hall features:

- Opening Reception
- Attractions designed to draw attendees, including demonstrations, door prizes, drawings, play space, food, music and more!
- Public access on Saturday

WHAT YOUR BOOTH FEE INCLUDES: Each exhibitor booth entitles you to two complimentary conference registrations, and access to Career Connections and our Meet the Employer event. Exhibit booths measure 8' x 10' and come with one 6' topped and skirted table, two chairs and a wastebasket. All booths are equipped with standard 8'-high drapes with 3'-high side divisions and a vendor ID sign displaying the company's name and booth number. Table-top display exhibitors receive one complimentary conference registration and one table adjacent to the exhibit hall.

BOOTH SELECTION: For booth selection, please see the floor plan available on the website (www.aee.org/conferences/intl). All booths will be assigned on a first-come, first-served basis, with consideration given to past AEE exhibitors and members.

MOVE-IN: The AEE Exhibit Hall move-in for exhibitors is on Thursday, November 3, from 9:00 a.m. to 3:00 p.m. with the exhibit hall opening at 3 p.m.. There will be a mandatory Exhibitor's Orientation on Thursday, at 12:00 noon in the Exhibit Hall.

THE EXHIBIT HALL SCHEDULE IS AS FOLLOWS:

- Thursday, November 3rd: 3:00 p.m. – 8:00 p.m., (Opening Reception, 5:30 p.m. – 7:00 p.m.)
- Friday, November 4th: 10 a.m. – 5:30 p.m.
- Saturday, November 5th: 10 a.m. – 5:30 p.m.

TEAR-DOWN: Exhibit tear-down will be Saturday, November 6, from 5:30 p.m. to 7:00 p.m..

CONFERENCE HOTELS: The conference host hotel is the Omni Jacksonville Hotel. Please make your lodging arrangements directly with the hotel by calling 1-888-444-OMNI or online at www.omnihotels.com. Be sure to book your room by October 3, 2011, and mention AEE to receive the special conference rate of \$119/night.

REGISTRATION: All representatives must register for the conference (see Agreement). Please fill out a Conference Registration Form and mail/FAX it to AEE or submit it online. If you would like to purchase meals, Pre-conference workshops, t-shirts, etc., please include additional payment and mail it to AEE or purchase online. The registration brochure is available on the AEE web site (www.aee.org).

DECORATING/SHIPPING & STORAGE SERVICES: AEE will be contracting an official Exhibit Hall decorating company who will be available to help you with all shipping and storage needs. After you register you will receive an Exhibitors' Kit.

QUESTIONS? Please do not contact the convention center directly with questions regarding exhibiting at the AEE Conference. All questions can be fielded by AEE's Conferences & Events Director, Evan Narotsky at 866-522-8337, ext. 12, conferences@aee.org.