



AAG 2026

SAN FRANCISCO | March 17-21

EXHIBITOR &
SPONSOR
PROSPECTUS

Hilton Union Square

EVENT OVERVIEW

The AAG Annual Meeting is the flagship event of the American Association of Geographers and one of the largest global gatherings of geographers, spatial scientists, and allied professionals. Each year, this premier conference brings together thousands of attendees from academia, government agencies, nonprofits, and the private sector to share cutting-edge research, explore innovative technologies, and engage in critical conversations shaping geography's future and its many applied fields.

The 2026 AAG Annual Meeting will occur March 17–21 at the Hilton Union Square in San Francisco, California. This highly anticipated event is expected to attract around 6,500 attendees from around the world, representing disciplines such as Geography, Geographic Information Science (GIS), Environmental Science, Urban and Regional Planning, Public Health, Climate Science, Geospatial Technology, Remote Sensing, Cartography, and more. Attendees include a diverse mix of academics, researchers, students, government officials, nonprofit leaders, and private-sector innovators working across various sectors.

The meeting features an extensive program of paper sessions, poster presentations, hands-on workshops, keynote addresses, and interactive panels. It also includes a vibrant exhibit hall, networking events, and career development opportunities for students and early-career professionals. San Francisco's urban and environmental landscape provides an ideal setting for exploring themes of resilience, equity, innovation, and sustainability issues that resonate strongly with AAG members and conference participants.

For exhibitors and sponsors, the AAG Annual Meeting offers unparalleled brand visibility and direct access to a highly engaged, influential audience. Organizations focused on technology, data science, environmental services, public policy, or education will find this a prime opportunity to demonstrate thought leadership, connect with decision-makers and institutional partners, recruit top talent, and build lasting relationships within the geographic community. Participating in AAG 2026 positions your brand at the center of the conversations and innovations shaping the future of place-based knowledge.

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WHY EXHIBIT AT AAG

Exhibiting at the AAG Annual Meeting places your organization at the forefront of one of the largest and most respected global gatherings of geography and geospatial professionals. With 6,500 attendees from academia, government, nonprofits, and private industry, the event offers direct access to a highly engaged and influential audience. It's the ideal venue to showcase your technologies, services, and solutions—from GIS tools and spatial analytics to environmental and educational platforms.

This is also a prime opportunity to recruit top talent, form strategic partnerships, and connect with decision-makers shaping the future of research, policy, and technology. For tech and Geotech companies, AAG is a unique platform to demonstrate innovation, collaborate on applied solutions, and gain visibility in a rapidly evolving sector.

Government agencies benefit by promoting public programs, recruiting skilled professionals, and engaging with a cross-sector community aligned with public missions. Exhibiting at AAG reinforces your commitment to innovation, inclusion, and the advancement of geographic science.

KEY BENEFITS

- ✓ **Reach 6,500 attendees from academia, government, nonprofits, and more**
- ✓ **Showcase tools, services, and technologies to a high-interest, technically proficient audience**
- ✓ **Engage with decision-makers who influence purchasing, partnerships, and research adoption**
 - ✓ **Recruit top talent from a pool of emerging and established experts**
 - ✓ **Build strategic collaborations with universities, institutions, and public agencies**
- ✓ **Demonstrate your role in advancing solutions for climate, equity, health, and sustainability**
- ✓ **Align your brand with a mission-driven global community shaping the future of geography**

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ATTENDEE DEMOGRAPHICS

Attendee Snapshot

Attendees	Countries	Members	Students
6,500	80	78%	40%

Job Functions



Professors, lecturers,
and researchers



Graduate and
undergraduate students



GIS analysts and
specialists



Environmental scientists
and planners



Urban and regional
planners



Policy advisors and
agency officials



Technology and software
developers

GEOGRAPHIC REACH



- Strong U.S. representation, particularly from university departments of geography and environmental science
- International participants from Europe, Canada, Latin America, Asia, and Africa
- Significant participation from institutions with global development, climate, or mapping initiatives

Source: AAG 2025 Annual Meeting

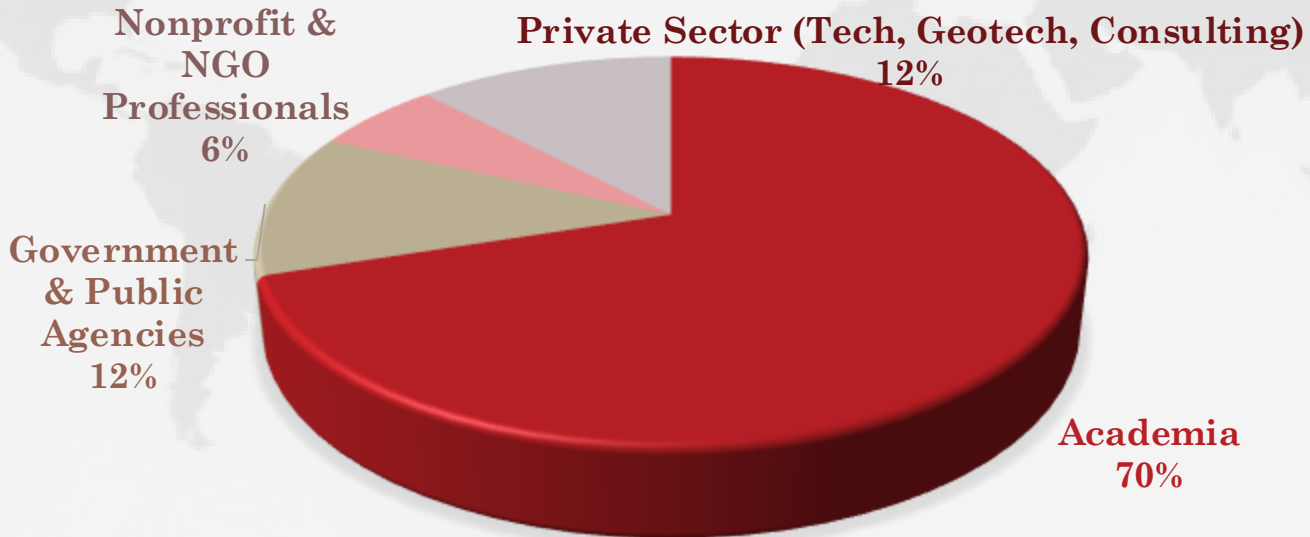
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ATTENDEE DEMOGRAPHICS

Fields and Industries

- Cartography
- Education
- Environmental Sciences
- GIS Sciences
- Geospatial Technology
- Government Agencies
- Non-Profit/NGO
- Public Health
- Publishers
- Research
- Colleges and Universities
- Transportation
- Urban Planning



Source: AAG 2025 Annual Meeting

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PREVIOUS EXHIBITORS

A selection of past exhibitors includes:

AAAS Science & Technology
AGI / Earth Magazine
American Geosciences Institute
American Meteorological Society
Applied Field Data Systems
ARC Science Simulations
Arizona State University
Ashgate Publishing
Avenza Systems
Berghahn Books
Blue Marble Geographics
Boston University
Bureau of Land Management
China Data Institute
Clark Labs
Cornell University Press
Duke University Press
East View Geospatial
Eastern Michigan University
Edward Elgar Publishing
Elsevier
Esri
Expedia Group
Forrest T Jones
Gamma Theta Upsilon
George Mason University
GIS Certification Institute
Guilford Press
Haymarket Books
Hexagon Geospatial
IGC 2028

Indiana State University
Ingram Academic & Professional
International Geographical Union
International Journal of Urban and
Regional Research
IPUMS
MacMillan Learning
MapStory
McGraw-Hill Higher Education
MDPI
MDPI AG
MIT Press
National Geospatial-Intelligence
Agency
National Oceanic and Atmospheric
Administration
NC State Center for Geospatial
Analytics
NCI-Division of Cancer Control
Oxford University Press
Palgrave Macmillan
Pearson
Pix4D
PM Press
Race, Ethnicity and Place
Routledge
Rowman & Littlefield Publishers
SAGE Publications
Science Partner Journals
Spatial Data Lab, Harvard
University
Springer
Springer Nature
Taylor & Francis

Temple University
Texas State University
The MIT Press
The WPI Press
UCGIS
United States Senate
University of Arkansas
University of California – Davis
University of California Press
University of Chicago Press
University of Denver
University of Georgia Press
University of Illinois Urbana-
Champaign
University of Maryland
University of Minnesota Press
University of Nebraska Press
University of Oklahoma-Geography
& Environmental Sustainability
University of Redlands
University of Toronto Press
US Census Bureau
US Geological Survey
US Geospatial Intelligence
Wiley
William & Mary
Woodrow Wilson International
WWHGD Working Group

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BOOTH PACKAGES

NEW This Year!

- Booth package savings – Your booth includes basic furniture at no extra cost
- Free flooring – Venue is carpeted, no need to rent flooring
- Full-access badges – Full-conference access badges instead of exhibit hall only
- Evening reception returns – 2 hours of focused networking in the expo hall
- Optional upgrades – Sponsorship and advertising opportunities available (see next page)

Standard Booth Price

- \$3,300 per linear 10' x 10' space, add \$150 for each booth corner
 - Includes one (1) white draped table, two (2) chairs, one (1) small wastebasket
 - Registration includes two (2) Full Conference Badges, and discounted additional badges at \$399 each (2 maximum)

Island Booth Prices:

- \$12,500 per 20' x 20' island space
 - Includes two (2) white draped tables, four (4) Chairs, one (1) small wastebasket
 - Registration includes four (4) Full Conference Badges and discounted additional badges at \$399 each (2 maximum)
- \$18,000 per 20' x 30' island space
 - Includes two (2) white draped tables, four (4) chairs, one (1) small wastebasket
 - Registration includes four (4) Full Conference Badges and discounted additional badges at \$399 (2 maximum)

Non-profit Booth Price*

- \$1,950 per 10' x 10' linear booth, plus \$150 for each booth corner
 - Includes one (1) white draped table, two (2) chairs, one (1) small wastebasket
 - Registration includes (1) Full Conference Badge and discounted additional badges at \$399 (2 maximum)

* AAG-approved 501(c) (3) organizations only. University Press Publishers are not approved for this space.

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EXHIBIT HALL SCHEDULE

Tuesday, March 17, 2026

Booth Install	8:00 AM-4:00 PM
Opening Reception	5:30-6:30 PM

Wednesday, March 18

Exhibit Hall Open	10:00 AM-3:00 PM
Beverage Break	10:00 AM & 2:00 PM

Thursday, March 19

Exhibit Hall Open	10:00 AM-3:00 PM
Beverage Break	10:00 AM & 2:00 PM

Friday, March 20

Exhibit Hall Open	10:00 AM-1:00 PM
Beverage Break	10:00 AM
Booth Dismantle	1:00 PM-7:00 PM

****schedule subject to change****

CANCELLATION POLICY

Any exhibitor who cancels all or part of a purchased booth on or before **January 1, 2026**, will forfeit and pay AAG, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's exhibit space. Any exhibitor who cancels all or part of the purchased booth space after that date will not receive a refund, and AAG will retain all monies paid as liquidated damages.

In the event of a default by the exhibitor, as outlined in the previous sentence, the exhibitor shall forfeit the amount set forth above as liquidated damages, regardless of whether Show Management enters into a lease for the space involved. Cancellation requests must be submitted, in writing, to the [Exhibits Manager](#). Any company that cancels all or part of a sponsorship opportunity will not receive a refund, and AAG will retain all monies paid as liquidated damages.

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SPONSORSHIP

Sponsorship Levels and Benefits

- Platinum (\$15,000+): Six (6) full-conference registrations, signage, sponsored session
- Gold (\$10,000+): Four (4) full-conference registrations, signage
- Silver (\$7,500+): Two (2) full-conference registrations, signage
- Bronze (\$5,000+): One (1) full-conference registration, signage

Education & Event Sponsorships

Sponsored “Geographies in Practice” Workshop **\$5,500 (60 minutes) | 4 Available**
Host a hands-on session showcasing tools or skills for geography professionals. Includes exclusive branding, input on content (pending AAG approval), demo opportunities, and recognition in the program and signage.

Sponsored Educational Session **\$4,500 (60 minutes) | 4 Available**
Present a session on research, tools, or insights. Includes branded listing, sponsor-selected speakers (with AAG approval), material/demo distribution, and promotional recognition.

Sponsored Roundtable Discussion **\$3,000 (60 minutes) | 4 Available**
Host a roundtable on a topic aligned with your mission. Includes branding, topic input, invite options, signage, and optional giveaways.

Expo Welcome Reception (exclusive or each) **\$12,500 / \$5,000 each | 3 Available**
High-visibility networking event in the exhibit hall. Includes: logo on signage and napkins.

Awards Ceremony Sponsorship **\$10,000 | 1 Available**
Sponsor AAG’s premier event honoring scholars and educators. Includes: verbal recognition, logo on signage and printed materials, program/app listing, and option to provide a gift for awardees.

Careers Center Sponsorship **\$10,000 | 1 Available**
Support students and job seekers at this high-traffic resource hub. Includes: signage in the space, recognition in the app, option to place branded materials, and possible involvement in a career development activity.

Student Hub **\$10,000 | 1 Available**
Sponsor a relaxed networking space for students. Includes: signage with your logo, display table for materials (with AAG approval), and mixed seating for drop-in use. *Add-on: Lunch or Social Hour - \$5,000 (food/beverage not included).*

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SPONSORSHIP

Student Day Sponsorship

\$5,000 | 3 Available

Support this full day event that recognizes students and supports them in their research and career aspirations. . Includes: signage in the space, option to place branded materials, and possible involvement in a student day activity.

Education Symposium

\$5,000 | 3 Available

Support this full day event that recognizes educators covering geography in the middle school, high school, 2-year and 4-years colleges and provides them with resources and discussions to attract students to study geography. Includes: signage in the space, option to place branded materials, and possible involvement in a student day activity.

World Geography Bowl

\$3,500 | 3 Available

Support this highly anticipated event in which each of our 9 AAG Regional Divisions brings a team of students to compete against each other about geography knowledge. Includes: verbal recognition, logo on signage and printed materials, and option to provide a gift or prize to winners and participants.

Higher Education Leadership Social

\$1,000 | 2 Available

Support this social event for our network of 350+ chairs of higher education geography programs and departments, where they can network and receive best practices on leadership in higher education. Includes: signage in the space, option to place branded materials, and possible involvement in the social activity.

Geography's Scientific Discipline Social

\$1,000 | 2 Available

Support this social event for our network of 80 chairs of our specialty and affinity groups, spanning all sub-disciplines of geography (human geography, GIScience, physical geography), where they can network and receive professional learning on facilitating journals, mentoring, and careers preparation within their groups. Includes: signage in the space, option to place branded materials, and possible involvement in the social activity.

Department Showcase

\$500 (non-exhibitors) | \$150 (exhibitors) | 15 Available

The Department Showcase on Wednesday, March 18 gives accredited colleges and universities the chance to highlight their geography programs to students. Each department receives a draped table and chair. For-profit companies are not eligible.

All sponsors will be listed on signage, the event website, the mobile app, and rotating slides in select locations on site.

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SPONSORSHIP

Meeting Sponsorships

Meeting Wi-Fi

Your company name will appear in the Wi-Fi network name; the booth number will be included in the password.

\$15,000 | 1 Available

Conference Lanyards

Your logo will appear alongside AAG's on attendee lanyards.

\$10,000 | 1 Available

Water Stations

Your logo will be displayed on signage at each station.

\$5,000 | 1 Station

You are Here Locator Map

Your logo on a large illuminated meeting space map.

\$5,000 | 1 Available

Beverage Breaks in the Expo

Sponsor a refreshment break with branded signage.

\$3,500 | 5 Available

Charging Station

Your logo will be displayed on a charging table in a high-traffic area.

\$3,500 | 2 Available

Head Shot Lounge

Give attendees a new professional head shot! Includes branded signage at the lounge, optional handouts (with AAG approval), and a contact list of attendees who download their image.

\$10,000 | 1 Available

Floor Stickers (Available in the Expo or at Registration)

Promote your message with three (3) custom 3'x3' floor stickers, featuring your graphic alongside the AAG logo. Stickers will be placed in the exhibit hall and measure approximately 3' wide x 2' tall.

\$3,000 | 3 Available

Directional Signage (each)

Your logo will appear alongside AAG's on directional signage.

\$1,250 | 10 Available

All sponsors will be listed on signage, the event website, the mobile app, and rotating slides in select locations on site.

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SPONSORSHIP

Digital Advertising Sponsorships

Mobile App Splash Page

\$5,000 | 1 Available

Your custom graphic will be visible to all attendees on their mobile phones or tablets.

Mobile App Banner Ad

\$3,500 | 5 Available

Your logo will be featured in a rotating banner ad within the app.

Mobile App Push Notifications (each)

\$750 | 15 Available

Use AAG push notifications as an opportunity to draw attendees to your booth, a special event, or offer, or to alert attendees to your company's promotions and giveaways. (Subject line: 29 character limit including spaces; Body: 100 word limit)

Geogram Article

\$5,000 | 1 Available

The Geogram e-blast reaches 15,000 contacts with 6,500+ opens. Submit up to 150 words, a title, logo (JPG or PNG), text URLs, and one button link. Deadline: 10 business days before sending. AAG may edit copy with approval.

Know Before You Go Banner

\$3,000 | 1 Available

Showcase your 400x100 banner ad (linked to an external URL) in the "Know Before You Go" email sent to all 6,500+ AAG Annual Meeting attendees. JPG or PNG, 300 dpi.

Sponsored E-Blast

\$2,500 | 3 Available

Reach 6,500+ attendees with a pre- or post-show e-blast sent by AAG on your behalf. Includes one 750x100 banner and up to 500 words with a URL. Limited availability; AAG approval required.

Geogram Email Banner Ad

\$850 | 6 Available

The Geogram e-blast reaches 15,000 contacts with 6,500+ opens per send. Sent weekly and daily during the conference. Includes a 400x100 banner ad (JPG or PNG, 300 dpi).

All sponsors will be listed on signage, the event website, the mobile app, and rotating slides in select locations on site.

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2026 EXHIBITOR CONTRACT

COMPANY NAME			
BOOTH CONTACT		CONTACT TITLE	
CONTACT PHONE		CONTACT EMAIL	
COMPANY STREET ADDRESS	CITY	STATE	ZIP
COMPANY WEBSITE (published)	COMPANY PHONE (published)		COMPANY EMAIL (published)

BOOTH ASSIGNMENT

Every effort is made to accommodate your preferred booth location, but we cannot guarantee that you will receive one of your preferred choices. Please indicate your first, second, and third choices below. To ensure you receive one of your top choices, please select booths in different areas of the exhibit hall and choose some that are not immediately located near the entrances. 1st _____ 2nd _____ 3rd _____

2026 BOOTHS INCLUDE:

- Each 10x10 equivalent, in-line booth includes 3’ draped sidewalls and 8’ back drape, 7”x44” booth identification sign, two chairs, one white draped table, one small wastebasket, and two Full Conference Badges. Plus, discounts on additional purchased badges at \$399 each (2 maximum)
- Each 20x20/20x30 booth comes with carpet, a 7”x44” booth identification sign, four chairs, two draped tables, one small wastebasket, and four full conference registrations. Plus, discounts on additional purchased badges at \$399 each (2 maximum)
- Listing in the mobile app directory and online exhibitor directory
- Post-show attendee list containing names and mailing addresses, according to attendee privacy preferences

TYPE OF BOOTH	COST	QUANTITY	SUBTOTAL
10X10 NON-PROFIT BOOTH*	\$1,950	x _____	= _____
10X10 STANDARD BOOTH	\$3,300	x _____	= _____
10X10 CORNER FEE	\$150	x _____	= _____
20X20 ISLAND BOOTH	\$12,500	x _____	= _____
20X30 ISLAND BOOTH	\$18,000	x _____	= _____
			TOTAL = _____

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2026 EXHIBITOR CONTRACT (CONTINUED)

PAYMENT METHOD (50% payment is due with the contract before 1/23/2026, then 100% payment is due with the contract)

PAYMENT (check one)

- CREDIT CARD – available upon request**
- ACH – preferred payment type**
- Wire Transfer**

ATTENTION!

Credit card information should **not** be emailed or mailed. AAG will provide an online portal for payments once contract have been submitted.

PAYMENTS

Payments over \$20,000 must be made via ACH or wire transfer. For amounts under \$20,000, credit card payments may be accepted upon request; however, ACH is strongly preferred. Payment instructions will be included with the invoice.

REFUND/CANCELLATION POLICY

Any exhibitor who cancels all or part of the purchased booth space on or before January 1, 2026, will receive a 50% refund. No refunds will be given after January 1, 2026. Cancellation requests should be sent via e-mail to expo@aag.org.

AGREEMENT

I hereby apply for exhibit space at the 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING and fully understand that this form shall become a binding contract subject to the Exhibitor Terms and Conditions outlined in these materials and those established by AMERICAN ASSOCIATION OF GEOGRAPHERS. The exhibition is organized and managed by the AMERICAN ASSOCIATION OF GEOGRAPHERS. Any matters not covered in the Rules and Regulations are subject to the interpretation of the AMERICAN ASSOCIATION OF GEOGRAPHERS Council and the AMERICAN ASSOCIATION OF GEOGRAPHERS Executive Director or his/her designee, and all exhibitors must abide by their decision(s). Exhibitors must comply with all rules and regulations of the San Francisco Hilton Union Square in San Francisco. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor agrees to abide by the laws and rules for itself and its employees.

CASH/CARRY

There is a strict no-cash-and-carry policy (selling products directly to attendees on the show floor) as per the rules and regulations of the signed space contract. Skincare items, lotions, TENS Units, jewelry, cell phone chargers, or other items do not maintain the professional environment of the AMERICAN ASSOCIATION OF GEOGRAPHERS trade show floor and will be denied exhibit space. Please check the box below that you adhere to this policy. If you are found after vetting your company to be a retailer of these types of products, your booth fees will be refunded, and you will be removed from the floor.

- By checking this box, I agree to the above Cash and Carry Policy for exhibiting.**
- By checking this box, I agree that I have read and reviewed the 2026 Official Exhibitor Rules & Regulations before completing this form.**

PRINT NAME

SIGNATURE

DATE



OFFICIAL EXHIBIT SCHEDULE

See the Exhibitor & Sponsor Prospectus for the complete show schedule.

SHOW MANAGEMENT

The exhibition is organized and managed by the AMERICAN ASSOCIATION OF GEOGRAPHERS. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AMERICAN ASSOCIATION OF GEOGRAPHERS Board of Directors and the AMERICAN ASSOCIATION OF GEOGRAPHERS Executive Director or their designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the San Francisco Hilton Union Square's policies and procedures for the 2026 Annual Meeting. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for themselves and their employees, agrees to abide by the foregoing rules and regulations and any amendments or additions in conformance with the preceding sentence.

ASSIGNMENT OF BOOTH SPACE

Booths will be assigned on a first-come, first-served basis. Every effort is made to accommodate your preferred booth location, but we cannot guarantee that you will receive one of your preferred choices. Booth registration for the 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING must be made in our software, MapYourShow. The exhibitor fully understands that it becomes a binding contract, and the exhibitor is subject to the terms and regulations set forth by the AMERICAN ASSOCIATION OF GEOGRAPHERS as listed therein. In addition, the AMERICAN ASSOCIATION OF GEOGRAPHERS reserves the right to reject an application that, in its judgment, is inappropriate for the 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING.

INCLUDED IN BOOTH SPACE

Please see the Exhibitor & Sponsor Prospectus for specific inclusions for exhibitor levels.

INSTALLATION AND DISMANTLE OF EXHIBITS

Show Management reserves the right to fix the time for the booth installation before the show's opening and for its removal after the show's conclusion. Under no circumstances will the addition or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation and dismantling must occur only during the installation and dismantle times designated in the Exhibitor Services Manual. Any material not called for by said time and date will be shipped at the exhibitor's expense by a carrier selected by the official drayage contractor. No one under 18 will be permitted on the exhibit floor during installation, open show hours, or dismantle hours.

FAILURE TO OCCUPY SPACE

Exhibitors will forfeit their space if it is not occupied by the time designated in the Exhibitor & Sponsor Prospectus, and the space may be resold, reassigned, or used by management without refund.

RATES, DEPOSITS, AND REFUNDS

Space will be rented at the rates listed on the official Exhibit Space: Application and Contract. No application will be processed or space assigned without full payment in U.S. funds. A standard-size booth will be 10' x 10', having a 10' high back draping and 3' high side wall draping. A 7' x 44" booth sign bearing your company's name and booth number will be provided. A 50 percent refund of the booth fee will be made if written notice of cancellation is received by January 1, 2026. No refund will be made if a cancellation notice is received after January 1, 2026. No transfer of fees will be made to other registration fees or AMERICAN ASSOCIATION OF GEOGRAPHERS meetings. In the event of a default by the exhibitor, as outlined in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount set forth above, regardless of whether or not the Show Management enters into a further lease for the space involved. Suppose a fire, strike, or other circumstances beyond the control of the management cause the exhibit to be canceled. In that case, the AMERICAN ASSOCIATION OF GEOGRAPHERS will determine if rental funds will be returned or rolled over for a future event, which is the limit and extent of AMERICAN ASSOCIATION OF GEOGRAPHERS' liability for such cancellation. AMERICAN ASSOCIATION OF GEOGRAPHERS assumes no responsibility for refunds of nonrefundable airline tickets or hotel charges if a meeting is canceled or abbreviated because of terrorist activity. All cancellation requests must be submitted in writing to the 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING Exhibits Manager at expo@aag.org.

If the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with because of any cause or causes not reasonably within the control of AMERICAN ASSOCIATION OF GEOGRAPHERS or its agents, the Exposition may be canceled or moved to another appropriate location at the sole discretion of AMERICAN ASSOCIATION OF GEOGRAPHERS. AMERICAN ASSOCIATION OF GEOGRAPHERS shall not

be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising under cause or causes not reasonably within the control of AMERICAN ASSOCIATION OF GEOGRAPHERS. Causes for such action beyond the control of AMERICAN ASSOCIATION OF GEOGRAPHERS shall include but are not limited to: fire, casualty, flood, epidemic or pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the San Francisco Hilton Union Square, municipal, state or federal law, policies, orders, or decrees, or act of God. Should AMERICAN ASSOCIATION OF GEOGRAPHERS terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising from there. Refunds of "Paid Exhibit Space Fees" in the event of event termination or cancellation shall be made to exhibitors at the sole discretion of AMERICAN ASSOCIATION OF GEOGRAPHERS and, in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro-rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by AMERICAN ASSOCIATION OF GEOGRAPHERS through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later. Fees may not be refunded for all requests and may be held for future event participation. If the 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING transitions to a virtual conference, exhibitors will be transferred to a virtual booth or have their fees held for a future event.

CONTRACTOR SERVICES

ExpoCCI, AMERICAN ASSOCIATION OF GEOGRAPHERS, Official General Service Contractor, will provide all services in the exhibit area. Complete information, instructions, and a schedule of prices regarding shipping, drayage, labor for installation and dismantling, additional services, and other relevant details will be included in the Exhibitor Services Manual, which the official contractor will forward. An exhibitors' service center will be maintained during applicable hours to facilitate services requested by exhibitors for their additional needs. Under no circumstances will the AMERICAN ASSOCIATION OF GEOGRAPHERS or the San Francisco Hilton Union Square assume responsibility for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, the San Francisco Hilton Union Square will remove them, as the official contractor, and store them until the hall is ready to accept materials for the exhibition. All costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Exhibitor Services Manual.

ARRANGEMENT OF EXHIBITS

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or, for any reason, becomes objectionable must be immediately modified or removed by the exhibitor. **The show management reserves the right to inspect the quality of each booth's appearance and may require changes to be made, where necessary, at the exhibitor's expense.**

BOOTH DESIGN

Each exhibitor will be provided with an official Exhibitor Service Manual. The Exhibitor Service Manual describes the type and arrangement of exhibit space, as well as the standard equipment that Show Management provides for booth construction. All booth space must be arranged and constructed according to the guidelines, provisions, and limitations outlined in the Exhibitor Services Manual. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Service Manual guidelines or the provisions set forth herein will be prohibited from functioning at any time during the exhibition. Each exhibitor is responsible for keeping the aisles near their exhibit space free of congestion caused by demonstrations or other promotional activities. All demonstrations and other promotional activities must be confined to the designated exhibit space. Sufficient space must be provided within the exhibit space to ensure the comfort and safety of individuals watching demonstrations and other promotional activities. Linear booths may not exceed 8' in height; island booths are restricted to 12' in height. Exhibiting companies are responsible for furnishing and maintaining the cleanliness of their booths. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Any exhibit with raised flooring must have a ramp.

SUBLEASING OF SPACE

Exhibitors may not assign, sublet, or apportion the entire space or any part of it to others. They may not display goods or services other than those they manufacture or regularly distribute.



CONDUCT

All exhibits will serve the interest of the 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING conference attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that the AMERICAN ASSOCIATION OF GEOGRAPHERS believes to be injurious to the purpose of the 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING conference. Management reserves the right to refuse admission and eject from the exhibit building any person or persons deemed objectionable or undesirable. Using sideshow tactics or other undignified methods considered by the AMERICAN ASSOCIATION OF GEOGRAPHERS to be objectionable is expressly prohibited in the exhibition area and any meeting room. Appropriate business attire is required for all exhibit participants.

EXHIBITOR PERSONNEL

All exhibitors must wear official 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING name badges and ribbons for exhibit hall admission. Exhibitors will be admitted to the exhibit hall 60 minutes before the show's opening each day. All exhibitors and attendees must leave the floor within 15 minutes after the show closes each day. Exhibitors needing to work during non-show hours must obtain permission from Show Management to enter the exhibit hall. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Service Manual. Booths should be staffed by company specialists who are qualified to discuss details of their company's products or services. Advertising material and souvenirs must be limited to the exhibitor's booth. Canvassing or distributing advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden.

SELLING OF MERCHANDISE

Selling of merchandise on the show floor is prohibited. However, orders may be taken for fulfillment at the exhibiting company's main distribution center.

SOUND DEVICES, LIGHTING, AND OTHER PRESENTATION DEVICES

Public address, sound-producing, or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. Show Management reserves the right to restrict glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

HANDOUT MATERIALS

Promotional giveaways and exhibitor prize raffles will be permitted. All handout materials are expected to be professional in appearance and content. AMERICAN ASSOCIATION OF GEOGRAPHERS reserves the right to disallow any material it believes inappropriate. No helium balloons or adhesive-backed decals are permitted for use or distribution.

SOLICITATION OF EXHIBITORS

No person in the exhibit hall will be permitted to solicit advertising or other exhibit space without the express written permission of the AMERICAN ASSOCIATION OF GEOGRAPHERS.

FIRE, SAFETY, AND HEALTH

The exhibitor is responsible for complying with local, city, and state ordinances, as well as fire, safety, and health regulations. All exhibit equipment and materials must be located within the designated booth area. Only fireproof materials may be used in displays, and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

LABOR

Local unions establish rules and regulations governing union labor, which may be revised at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific applicable laws may be obtained from the official contractor. The official contractor can arrange displays, painters, carpenters, electricians, and other skilled labor at established rates. Labor order forms will be included in the Exhibitor Service Manual.

STORAGE

The exhibitor should arrange with the contracted decorator to store packing boxes and crates during the exhibition. AMERICAN ASSOCIATION OF GEOGRAPHERS assumes no responsibility for damage or loss of packing containers or crates.

FOOD AND BEVERAGE

Exhibitor distribution of food and beverages for consumption in the building is prohibited except with written permission from Show Management. All requests must be submitted

in writing. If an exhibiting company wishes to host food and beverages in their booth, they must be purchased through the San Francisco Hilton Union Square Catering Department.

LIABILITY AND SECURITY

The AMERICAN ASSOCIATION OF GEOGRAPHERS makes no warranty that security measures will prevent loss, damage, or injury. Exhibitors are responsible for safeguarding their property and obtaining their own insurance. AMERICAN ASSOCIATION OF GEOGRAPHERS and the San Francisco Hilton Union Square are not liable for loss, damage, or injury arising from an exhibitor's participation. Exhibitors agree to indemnify, defend, and hold harmless AMERICAN ASSOCIATION OF GEOGRAPHERS, the hotel, the city of San Francisco, and related parties against any claims, damages, or losses resulting from their actions or use of space. Exhibitors must carry workers' compensation and general liability insurance (minimum \$1,000,000), naming AMERICAN ASSOCIATION OF GEOGRAPHERS and the San Francisco Union Square as additional insureds.

TRADEMARKS

The AMERICAN ASSOCIATION OF GEOGRAPHERS will be held harmless for any trademark, trade name, copyright, or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the San Francisco Hilton Union Square logo, design, trademark, trade name, patent, copyrighted work, or symbol must be approved in writing by the San Francisco Hilton Union Square marketing department.

PHOTOGRAPHING OF EXHIBITS

Each exhibitor controls the space it has rented and may prevent those considered its competitors from gaining access to or photographing its exhibit. Taking pictures other than by the official photographer is strictly prohibited during set up, dismantling, and non-exhibit hours. Additionally, cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed or an audio presentation taped during exhibit hours. No exhibitor shall deny any reasonable request for permission to photograph the exhibit from outside the perimeter of the booth.

LIST PUBLICATION

The list of 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING exhibitors, in whole or in part, shall not be published other than in 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING and AMERICAN ASSOCIATION OF GEOGRAPHERS official publications.

HOTEL USE

The AMERICAN ASSOCIATION OF GEOGRAPHERS controls all public function space in the San Francisco Hilton Union Square. No function space will be released to exhibiting firms or to other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the meeting's purposes must prevail. Showing equipment or product presentations to registered attendees or guests at the 2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING or AMERICAN ASSOCIATION OF GEOGRAPHERS by exhibiting firms other than on the exhibit floor during the stated hours (see Rule 1) is expressly prohibited. Exhibitors are not permitted to use the hotel(s) to distribute literature, gifts, or other items to attendees.

VIOLATIONS

Violation of any of these Rules and Regulations by the exhibitor or their employees or agents shall, at the option of AMERICAN ASSOCIATION OF GEOGRAPHERS, forfeit the exhibitor's right to occupy space, and such exhibitor shall forfeit to AMERICAN ASSOCIATION OF GEOGRAPHERS all monies paid or due. Upon evidence of a violation, AMERICAN ASSOCIATION OF GEOGRAPHERS may take possession of the space occupied by the exhibitor and remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that AMERICAN ASSOCIATION OF GEOGRAPHERS may incur thereby.

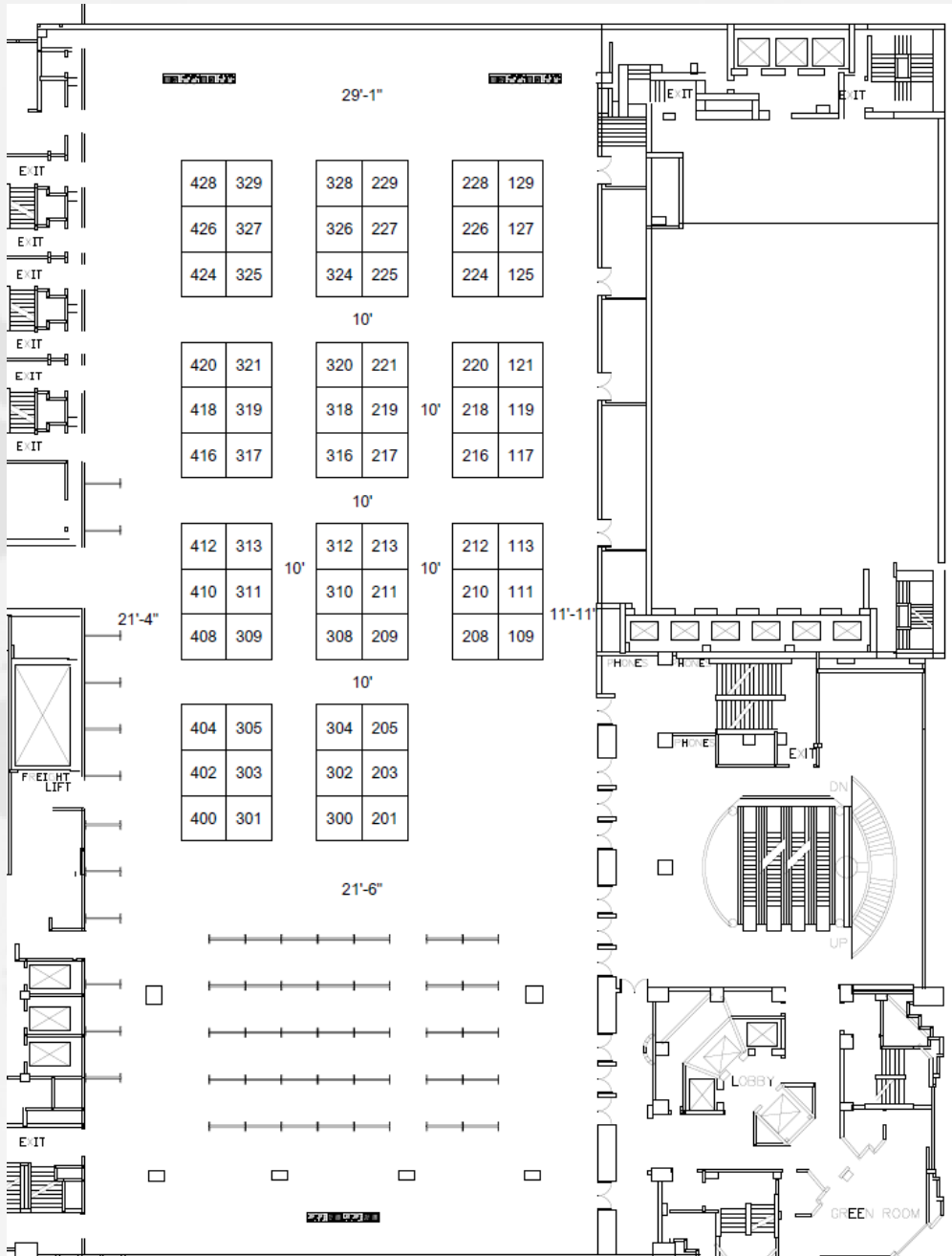
SEVERABILITY

All agreements and covenants contained herein are severable. If any of them shall be held invalid by any competent court, this agreement shall be interpreted as if such invalid agreements or covenants were not contained herein.

CONTACT

For questions or more information, please contact:
2026 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING
c/o AMERICAN ASSOCIATION OF GEOGRAPHERS
American Association of Geographers
1701 Pennsylvania Ave NW, Suite 325
Washington, DC 20006
Email: expo@aag.org

EXHIBIT HALL



American Association of Geographers
 March 17–21, 2026
 Hilton Union Square, San Francisco

