



# AAG 2027

NEW YORK | February 8-12

# EXHIBITOR & SPONSOR PROSPECTUS

New York Hilton Midtown



# AAG

AMERICAN ASSOCIATION  
*of* GEOGRAPHERS

# 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 more than **5,000 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.

## KEY BENEFITS

- ✓ Reach more than 5,000 attendees from academia, government, nonprofits, and more
- ✓ Showcase your tools, products, services, and technologies to a high-interest, technically proficient audience
- ✓ Engage with decision-makers who influence purchasing, partnerships, and research
  - ✓ 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

## Ready to join us in New York?



Scan the QR code or click the link to sign up for booth space and sponsorship:

[https://aag2027.exh.mapyourshow.com/7\\_0/boothsales/](https://aag2027.exh.mapyourshow.com/7_0/boothsales/)

### Questions?

Jennifer Leo, AAG Exhibits Manager

[expo@aag.org](mailto:expo@aag.org) or 703-307-1385



# AAG 2027

NEW YORK | February 8-12

# ATTENDEE DEMOGRAPHICS

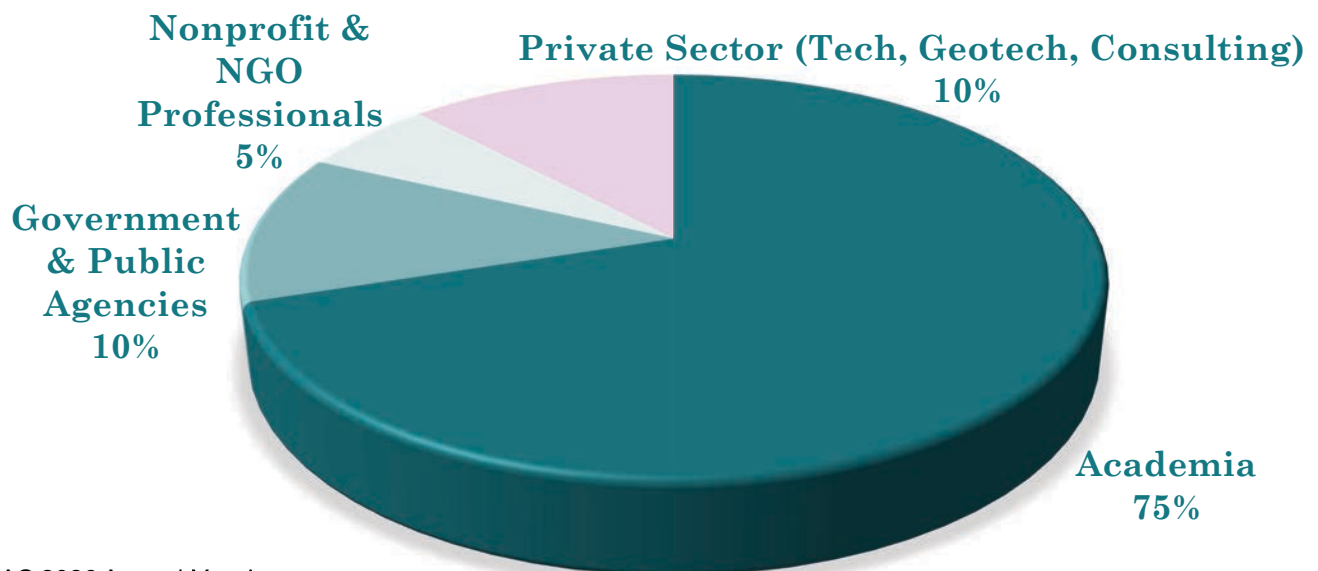
Attendees	Countries	Members	Students
5,052	72	92%	49%

## Fields and Industries

- Climate Systems
- Economic Development
- Education & Communication
- Environment & Energy
- Food Systems
- Geospatial Technology
- Health Geography
- Physical Landscapes
- Political Geography
- Regional Studies
- Society & Culture
- Urban Systems
- Water Systems

## Job Functions

-  Environmental & Climate Scientists and Managers
-  Geospatial Analysts and Data Scientists
-  Policy Advisors, Governance, and Development Professionals
-  Researchers, Educators, and Academic Professionals
-  Social, Cultural, and Community Practitioners
-  Technology Developers and Industry Specialists
-  Urban, Regional, and Infrastructure Planners



Source: AAG 2026 Annual Meeting



# AAG 2027

NEW YORK | February 8-12

# 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  
Auburn U. Dept of Geosciences  
Avenza Systems  
BayGeo  
Berghahn Books  
Blue Marble Geographics  
Boston University  
Bureau of Land Management  
California State U - Northridge  
Cambridge University Press  
China Data Institute  
Clark Labs  
Cornell University Press  
CSULB Geography  
Data Axle, Inc.  
Duke University Press  
East View Geospatial  
Eastern Michigan University  
Edward Elgar Publishing  
Elsevier  
Esri  
Expedia Group  
Forrest T Jones  
Frontiers Media S.A.  
Gamma Theta Upsilon  
Geography and Sustainability  
George Mason University  
GIS Certification Institute  
Guilford Press  
Haymarket Books

The Healthy Regions & Policies Lab  
Hexagon Geospatial  
IGC 2028  
Indiana State University  
Ingram Academic & Professional  
International Geographical Union  
International Journal of Urban and  
Regional Research  
IPUMS  
Journal of Remote Sensing  
MacMillan Learning  
MapStory  
McGraw-Hill Higher Education  
MDPI  
MDPI AG  
MIT Press  
National Equal Justice Association  
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  
Stanford University Press  
Taylor & Francis  
Temple University

Texas State University  
Towson U Dept of Geography &  
Environmental Planning  
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  
U of Miami Urban Sustainability &  
Resilience Program  
University of Minnesota Press  
University of Nebraska Press  
University of Nevada, Reno  
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  
The WPI Press  
WWHGD Working Group



# AAG 2027

NEW YORK | February 8-12

# BOOTH PACKAGES

## Benefits of exhibiting at AAG

- 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: 1.5 hours of focused networking in the expo hall
- Optional upgrades: Sponsorship and advertising opportunities available (see next page)

## Standard Booth Price

- \$3,465 per linear 10' x 10' booth, add \$150 fee for corner booths
  - Includes one (1) 6' white draped table, two (2) chairs, one (1) small wastebasket
  - Registration includes two (2) Full Conference Badges; discounted additional badges can be purchased for \$399 each (2 maximum)

## Island Booth Prices:

- \$13,125 per 20' x 20' island space or \$18,900 per 20' x 30' island space
  - Includes two (2) 6' white draped tables, four (4) Chairs, one (1) small wastebasket
  - Registration includes four (4) Full Conference Badges; discounted additional badges can be purchased for \$399 each (2 maximum)

## Non-profit Booth Price\*

- \$2,025 per linear 10' x 10' booth, add \$150 fee for corner booths
  - Includes one (1) 6' white draped table, two (2) chairs, one (1) small wastebasket
  - Registration includes one (1) Full Conference Badge; discounted additional badges can be purchased for \$399 each (2 maximum)

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



# AAG 2027

NEW YORK | February 8-12

# EXHIBIT HALL SCHEDULE

## Monday, February 8, 2027

Booth Install	8:00 AM - 4:00 PM
Opening Reception	5:30 PM - 7:00 PM

## Tuesday, February 9, 2027

Exhibit Hall Open	10:00 AM - 4:00 PM
Beverage Break	10:00 AM & 2:00 PM

## Wednesday, February 10, 2027

Exhibit Hall Open	10:00 AM - 4:00 PM
Beverage Break	10:00 AM & 2:00 PM

## Thursday, February 11, 2027

Exhibit Hall Open	10:00 AM - 1:00 PM
Beverage Break	10:00 AM
Booth Dismantle	1:00 PM - 5:00 PM

*Schedule subject to change. AAG reserves the right to change this schedule at any time and will notify exhibitors in writing of any changes.*

## CANCELLATION POLICY

Any exhibitor who cancels all or part of a purchased booth on or before **November 30, 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 [expo@aag.org](mailto:expo@aag.org).

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.



# AAG 2027

NEW YORK | February 8-12

# 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

*Exhibit booth fees, sponsorship fees, and digital advertising count toward sponsor-level spending. Additional registration badges are excluded and do not count toward sponsor-level determination.*

## Education & Event Sponsorships

### World Geography Bowl

**\$3,500 | ~~3 Avail.~~ 2 sold/1 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 prizes for winners and participants.

### Sponsored 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 (with 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, and optional giveaways.

### Expo Welcome Reception (exclusive or each)

**\$12,500 / \$5,000 each | 3 Available**

High-visibility networking event that attracts more than 1,500 attendees to kick off the exhibit hall. Includes: logo on signage, a short (1-2 minute) welcome from sponsor representative, logo on signage and printed materials, program/app listing, and one small giveaway per sponsor (with AAG approval).

### Awards Reception Sponsorship

**\$7,500 | 1 Available**

The Annual AAG Awards Reception is an open event for approximately 1,000 guests and is AAG's premier event honoring scholars and educators. Sponsorship includes: verbal recognition, a short (1-2 minute) welcome from sponsor representative, logo on signage and printed materials, and program/app listing.

**All sponsors will be listed on signage, Annual Meeting event website and mobile app.**



# AAG 2027

NEW YORK | February 8-12

# SPONSORSHIP

## Education & Event Sponsorships continued

### **Student Hub**

**\$10,000 | 1 Available**

Sponsor a relaxed networking space for students. Includes: signage with your logo, recognition in meeting app, and a display table for materials (with AAG approval). *Add-on: Lunch or Social Hour - \$5,000 (food/beverage not included).*

### **Student Day**

**\$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 involvement in student day activities.

### **Community Zone**

**\$10,000 | 1 Available**

The Community Zone is a known gathering space that brings together community-driven sessions and resources, including career and professional development, panel discussions, and initiatives advancing key conversations in the discipline. Designed as an open, welcoming environment, it features informational tables attendees can explore at their own pace and often serves as a space for informal networking. Includes: signage with your logo, recognition in meeting app, and option to place branded materials (with AAG approval).

### **Department Chairs Luncheon**

**\$1,000 | 2 Available**

Support this social event for our network of 50-75 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 a short (1-2 minute) welcome from sponsor representative.

### **Specialty Group Chairs Luncheon**

**\$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 career preparation within their groups. Includes: signage in the space, option to place branded materials, and a short (1-2 minute) welcome from sponsor representative.

### **Department Showcase**

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

The Department Showcase gives accredited colleges and universities the chance to highlight their geography programs to students. Each department receives a draped table and two chairs. For-profit companies are not eligible. Participating departments will be listed on signage and the meeting app.

**All sponsors will be listed on signage, Annual Meeting event website and mobile app.**



**AAG 2027**

**NEW YORK | February 8-12**

# SPONSORSHIP

## Meeting Sponsorships

### Meeting Wi-Fi

**\$15,000 | 1 Available**

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

### Conference Lanyards

**\$10,000 | 1 Available**

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

### Water Stations

**\$5,000 | 1 Station**

Your logo will be displayed on signage at each station.

### Beverage Breaks in the Expo

**\$3,500 | 5 Available**

Sponsor a refreshment break with branded signage, recognition in meeting app, push notification reminder to attendees, and optional branded napkins (to be provided by sponsor).

### Quiet Room

**\$3,500 | 1 Available**

Your logo on signage; option to place branded materials (with AAG approval).

### Directional Signage (each)

**\$1,250 | 10 Available**

Your logo will appear alongside AAG's on a directional meterboard.

**All sponsors will be listed on signage, Annual Meeting event website and mobile app.**

## Ready to join us in New York?



Scan the QR code or click the link to sign up for booth space and sponsorship:

[https://aag2027.exh.mapyourshow.com/7\\_0/boothsales/](https://aag2027.exh.mapyourshow.com/7_0/boothsales/)

**Questions?**

**Jennifer Leo, AAG Exhibits Manager**

**[expo@aag.org](mailto:expo@aag.org) or 703-307-1385**



# AAG 2027

NEW YORK | February 8-12

# DIGITAL ADVERTISING

## Mobile App Advertising

### Mobile App Splash Page

**\$5,000 | 1 Available**

Your custom graphic will be visible to all attendees on their mobile phones or tablets each time they open the app.

### Mobile App Banner Ad

**\$2,000 | ~~3~~ Avail. 1 sold/2 avail.**

A rotating banner ad that can be linked to an external URL. Appears across the top of the mobile app dashboard.

### 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 characters including spaces; Body: 75 word limit)

## Email/Geogram Advertising

### 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” Email Banner Ad

**\$3,000 | 1 Available**

Secure lasting exposure for your brand with a clickable banner ad in this high-retention email, sent to 5,000+ annual meeting attendees. This email is sent shortly before the meeting starts and is a crucial reference for all attendees.

### Sponsored E-Blast

**\$2,500 | ~~3~~ Avail. 1 sold/2 avail.**

Reach 5,000+ attendees with a pre- or post-show e-blast sent by AAG on your behalf. Includes one 1200w x 440h image and up to 300 words with a URL. Limited availability; AAG approval required.

### Geogram Email Banner Ad

**\$850 | 6 Available**

Ensure high visibility with a clickable banner ad in this email sent to 15,000 contacts, averaging 6,500+ opens. Sent weekly before the conference and daily right before and during the annual meeting.



**AAG 2027**

NEW YORK | February 8-12

# EXHIBITOR TERMS & CONDITIONS

## OFFICIAL EXHIBIT SCHEDULE

See the Exhibitor & Sponsor Prospectus for the complete show schedule. **Tentative** schedule is as follows - AMERICAN ASSOCIATION OF GEOGRAPHERS reserves the right to change this schedule at any time and will notify exhibitors in writing of any changes:

### Monday, February 8, 2027

Booth Installation 8:00 AM – 4:00 PM

Opening Reception 5:30 PM – 7:00 PM

### Tuesday, February 9, 2027

Exhibit Hall Open 10:00 AM – 4:00 PM

### Wednesday, February 10, 2027

Exhibit Hall Open 10:00 AM – 4:00 PM

### Thursday, February 11, 2027

Exhibit Hall Open 10:00 AM – 1:00 PM

Booth Dismantle 1:00 PM – 7:00 PM

## 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 New York Hilton Midtown's policies and procedures for the 2027 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 2027 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 2027 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING.

## EXHIBITOR ELIGIBILITY

The Exhibit Hall is designed to support the professional, academic, and applied geography community. To ensure a focused and relevant experience for attendees, all exhibitors must offer products, services, programs, or initiatives that are directly related to geography or closely aligned fields. **Eligible** exhibitors include, but are not limited to: Academic departments and research centers in geography and related disciplines; GIS, mapping, spatial analysis, and geospatial technology companies; publishers of geography-related books, journals, and educational materials; government agencies and nonprofit organizations engaged in geographic research, policy, planning, or environmental work; professional associations and organizations serving geographers. The following are **not permitted**: Artwork or craft vendors (unless the artwork is specifically related to geography); general retail or gift merchandise; companies whose products or services are not directly connected to geography, geospatial sciences, or related academic and professional fields. The conference organizer reserves the right to review and determine exhibitor eligibility and may decline or cancel applications that do not align with the educational and professional mission of the event.

## INCLUDED IN BOOTH SPACE

A standard-size booth will be 10' x 10', having an 8' 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. Each 10'x10' space includes one (1) 6' draped table, two (2) chairs, and one (1) wastebasket. **No substitutions permitted.** Exhibitors can rent additional furniture if desired. Please see the Exhibitor & Sponsor Prospectus for badge allotments.

## 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.



# AAG 2027

NEW YORK | February 8-12

# EXHIBITOR TERMS & CONDITIONS

## 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 50 percent refund of any fees paid will be made if written notice of cancellation is received by November 30, 2026. No refund will be made if a cancellation notice is received after November 30, 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. Should a fire, strike, or other circumstances beyond the control of the management cause the exhibit to be canceled, 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's 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, acts of God, or any other circumstances beyond the control of AMERICAN ASSOCIATION OF GEOGRAPHERS. All cancellation requests must be submitted in writing to the 2027 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING Exhibits Manager at [expo@aag.org](mailto: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 New York Hilton Midtown, 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 2027 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 New York Hilton Midtown 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 New York Hilton Midtown 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 Services Manual. The Exhibitor Services 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 Services 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



# AAG 2027

NEW YORK | February 8-12

# EXHIBITOR TERMS & CONDITIONS

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 2027 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 2027 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 2027 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 Services 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

Exhibitor shall not conduct "cash and carry" sales or otherwise sell, distribute, or deliver merchandise from the exhibit floor unless expressly authorized in writing by AMERICAN ASSOCIATION OF GEOGRAPHERS Show Management. Such authorization will be granted only upon Exhibitor's submission of all required tax documentation, in a form and within a timeframe acceptable to Show Management. Contact [expo@aag.org](mailto:expo@aag.org) if you wish to sell merchandise from your booth.

## 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 Services Manual.

## STORAGE

The exhibitor should arrange with the official service contractor 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 New York Hilton Midtown Catering Department.



# AAG 2027

NEW YORK | February 8-12

# EXHIBITOR TERMS & CONDITIONS

## LIABILITY AND SECURITY/EXHIBITOR RESPONSIBILITY

To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless New York Hilton Midtown ("Hotel") and Hotel's owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as the AMERICAN ASSOCIATION OF GEOGRAPHERS (AAG), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply AAG and the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither AAG nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

## 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 New York Hilton Midtown logo, design, trademark, trade name, patent, copyrighted work, or symbol must be approved in writing by the New York Hilton Midtown 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 setup, 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 2027 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING exhibitors, in whole or in part, shall not be published other than in 2027 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 New York Hilton Midtown. 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 2027 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING by exhibiting firms other than on the exhibit floor during the stated hours 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:

2027 AMERICAN ASSOCIATION OF GEOGRAPHERS ANNUAL MEETING

1701 Pennsylvania Ave NW, Suite 325

Washington, DC 20006

Email: [expo@aag.org](mailto:expo@aag.org)

## Ready to join us?



Scan the QR code or click the link to sign up for booth space and sponsorship:

[https://aag2027.exh.mapyourshow.com/7\\_0/boothsales/](https://aag2027.exh.mapyourshow.com/7_0/boothsales/)

Questions?

Jennifer Leo, Exhibits Manager

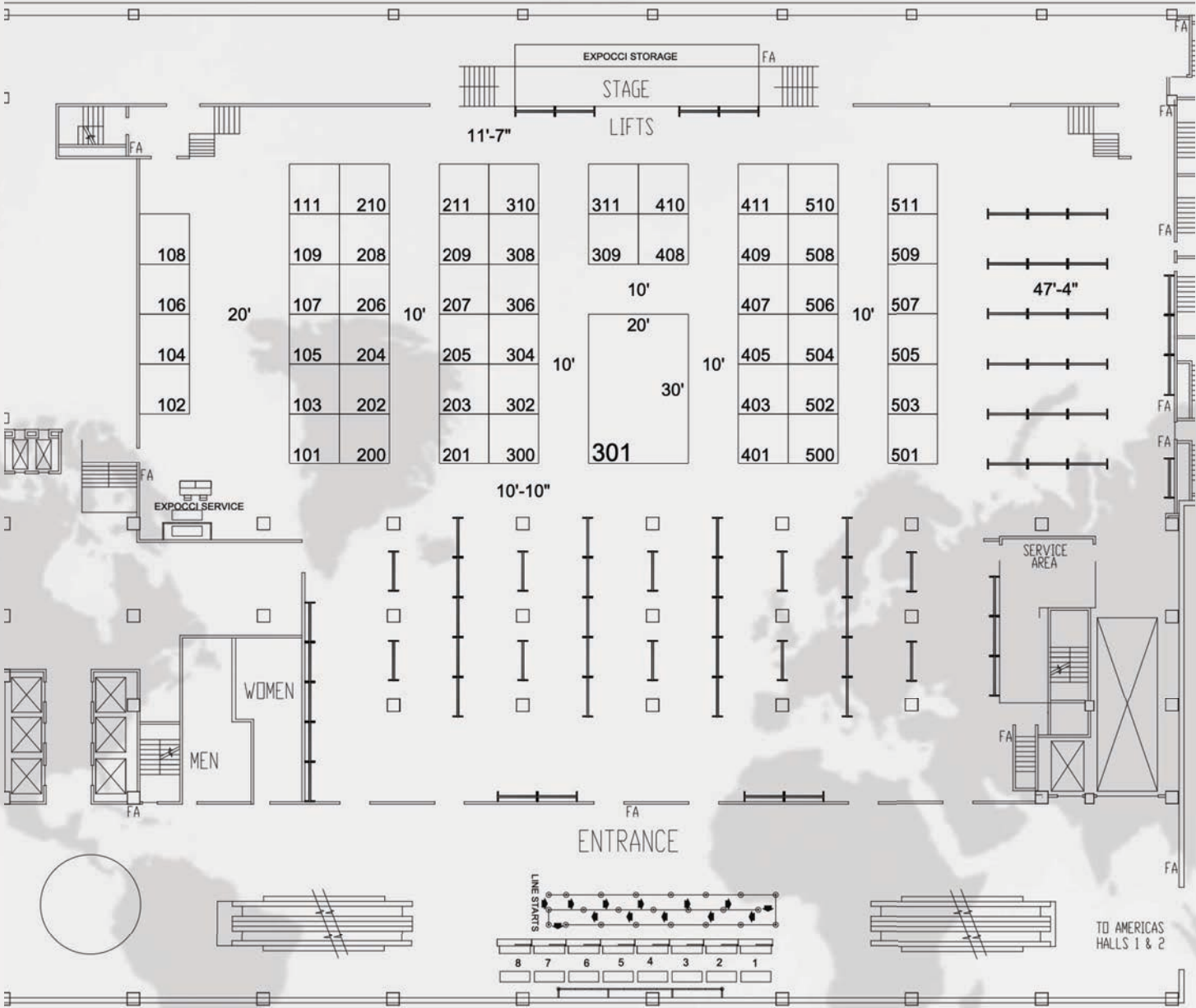
[expo@aag.org](mailto:expo@aag.org) or 703-307-1385



# AAG 2027

NEW YORK | February 8-12

# EXHIBIT HALL



[Click here](#) or scan the QR code to see current booth availability.



**AAG 2027**

NEW YORK | February 8-12