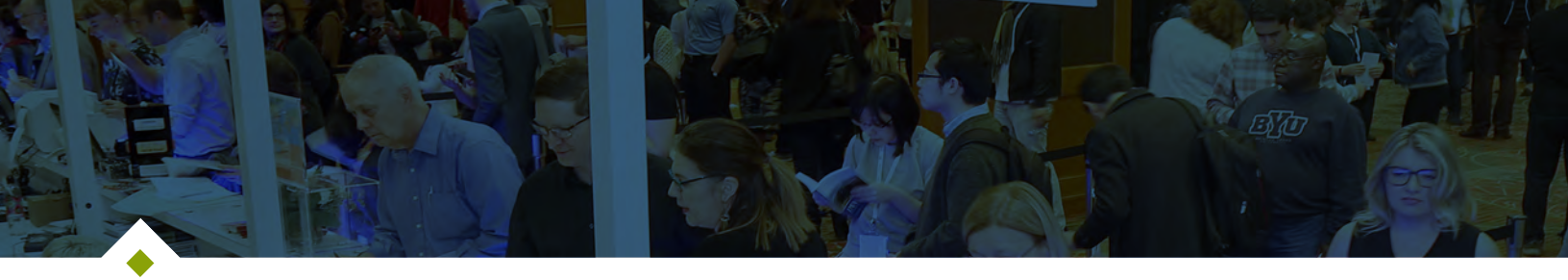


Population Association of America 2021 ANNUAL MEETING

Virtual Program



EXHIBITORS AND ADVERTISEMENT PROSPECTUS



2021 PAA Annual Meeting

May 5 - 8



Dear Exhibitors,

The 89th PAA Virtual Annual Meeting will undoubtedly be a new experience for everyone. A year ago, we could not imagine inviting you to join us in cyberspace. Instead of getting together in St. Louis we are now meeting online. As our attendance continues to grow each year, our 2021 virtual meeting will allow us to expand our footprint and audiences. The Exhibition will be May 5 - 8 on our virtual venue. Don't miss this opportunity to promote your organization to more than 2,500 attendees from around the world.

This packet includes complete information on our attendees, exhibit booths, advertising opportunities, and exhibit application, including conditions and policies.

New for 2021, we have modified our offerings and added a few premium placement pricing options to create even higher value for your experience.

As always, we will work with any budget to help you achieve the most significant results.

For more information or to inquire about needs not outlined in this brochure, please contact Francesca Morton at francesca@popassoc.org. We appreciate your support of PAA and look forward to working with you to make this a successful event.

Warm regards,

Francesca



#PAA2019 BY THE NUMBERS

ATTENDEES' AREA OF RESEARCH

Attendees' top four areas of research are **Health & Mortality** (HM); **Fertility, Family Planning, Sexual Behavior, and Reproductive Health** (FFSR); **Marriage, Family, Households, and Unions** (MFHU); and **Migration and Urbanization** (MU). FFSR has supplanted MFHU, which was the 2nd most common area of specialty in 2017 and 2018.

- 16% HEALTH AND MORTALITY
- 16% FERTILITY, FAMILY PLANNING, SEXUAL BEHAVIOUR, & REPRODUCTIVE HEALTH
- 13% MARRIAGE, FAMILY, HOUSEHOLD, & UNIONS
- 11% MIGRATION AND URBANIZATION
- 11% ECONOMY, LABOUR FORCE, EDUCATION, & INEQUALITY
- 7% DATA & METHODS
- 6% POPULATION & AGING
- 6% OTHER
- 4% APPLIED DEMOGRAPHY
- 4% POPULATION, DEVELOPMENT, & ENVIRONMENT
- 3% CHILDREN & YOUTH
- 3% GENDER, RACE, & ETHNICITY

ATTENDEES' PRIMARY FIELD OF EMPLOYMENT

57%

👤 ACADEMIC

27%

👤 STUDENT

7%

👤 OTHER

5%

👤 NONPROFIT

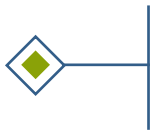
5%

👤 FEDERAL GOVERNMENT

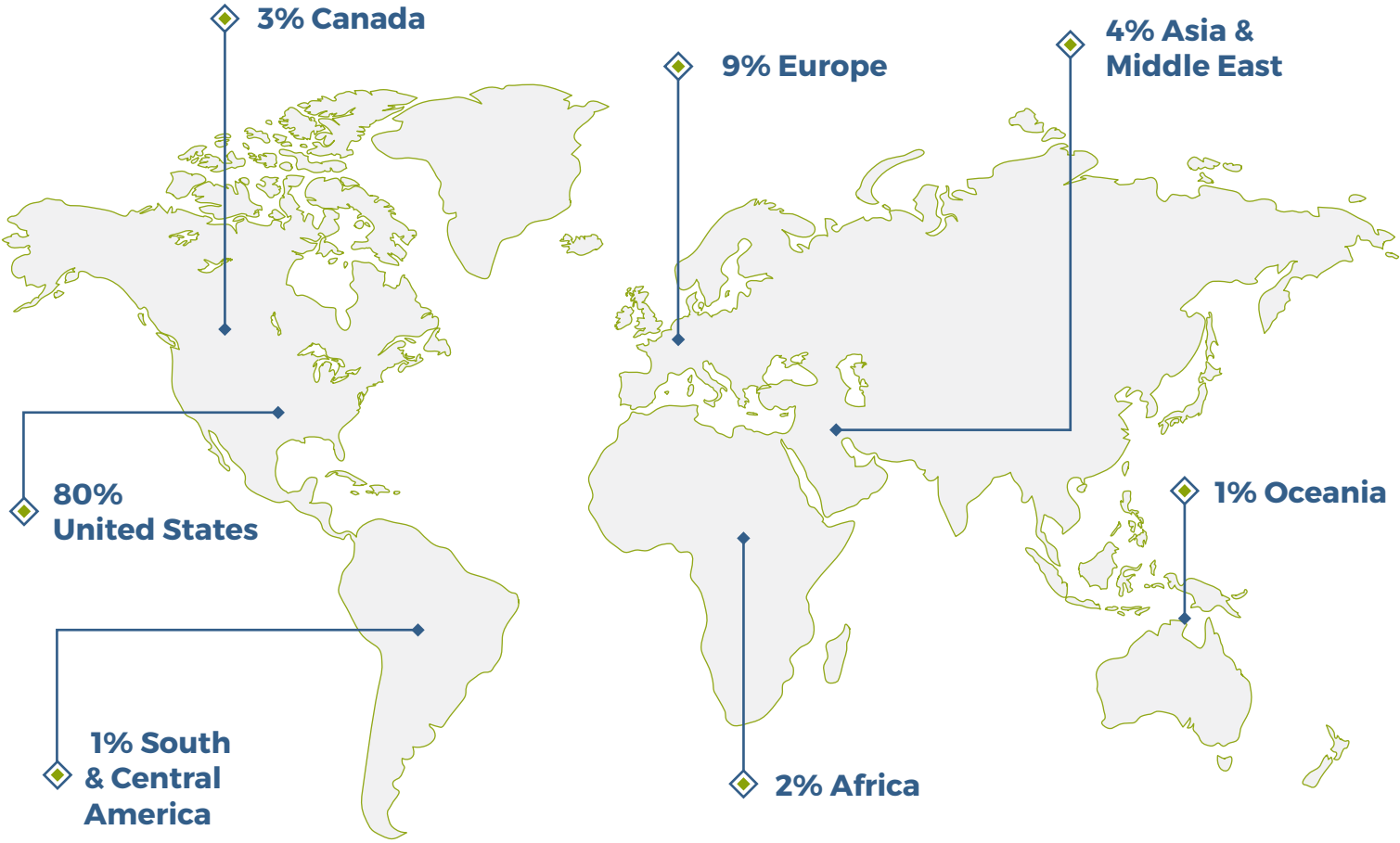
PAA PAST EXHIBITORS

- ◆ Abt Associates
- ◆ Add Health—Carolina Population Center
- ◆ American Population Panel
- ◆ Asian Demographic Research Institute, Shanghai University
- ◆ Association of Religion Data Archives
- ◆ Cambridge University Press
- ◆ Center for Economic and Social Research
- ◆ Center for Family & Demographic Research and National Center for Family & Marriage Research
- ◆ Center for Health Trends and Forecasts
- ◆ Center for Human Resource Research
- ◆ Center for Research on Child Wellbeing
- ◆ China Data Center
- ◆ Chitwan Valley Family Study (CVFS)
- ◆ Data Sharing for Demographic Research
- ◆ The DHS Program
- ◆ Eunice Kennedy Shriver National Institute of Child Health and Development (NICHD)
- ◆ FDA Office of Minority Health
- ◆ Gateway to Global Aging Data
- ◆ Guttmacher Institute
- ◆ Health and Retirement Study
- ◆ India Human Development Survey
- ◆ Institute of Social Science Survey, Peking University
- ◆ IUSSP
- ◆ Max Planck Institute for Demographic Research
- ◆ Mexican Migration Project & New Immigrant Survey
- ◆ Minnesota Population Center
- ◆ National Archive of Computerized Data on Aging (NACDA)
- ◆ National Bureau of Economic Research
- ◆ National Center for Health Statistics
- ◆ National Institute on Aging
- ◆ National Longitudinal Surveys
- ◆ National Research Center on Hispanic Children & Families
- ◆ NORC at the University of Chicago
- ◆ Panel of Income Dynamics
- ◆ Performance Monitoring and Accountability 2020
- ◆ Population Council
- ◆ Population Europe
- ◆ Population Reference Bureau
- ◆ Princeton University
- ◆ RAND Corporation
- ◆ Rstudio, Inc
- ◆ Russell Sage Foundation
- ◆ Springer
- ◆ STAR Project (Public Health Institute)
- ◆ UNICEF
- ◆ United Nations Population Division
- ◆ University of Maryland
- ◆ U. S. Census Bureau
- ◆ Wiley
- ◆ Wisconsin Longitudinal Study, UW–Madison
- ◆ Wittgenstein Centre (IIASA, VID / OEAW, Wu)





OUR MEMBERS HAIL FROM 71 COUNTRIES ACROSS THE GLOBE



90% OF PAA MEMBERS PARTICIPATE IN PAA ANNUAL MEETINGS



WHY EXHIBIT?

The PAA Annual Meeting encourages like-minded people to promote and showcase the newest offerings, tools, and solutions.

- ◆ **GAIN** access to the population research community. All exhibitors have full access to the Annual Meeting.
- ◆ **GROW** public awareness about your organization.
- ◆ **ENGAGE** with population researchers, scholars, and professionals.
- ◆ **CREATE** new collaborations with peers.
- ◆ **NETWORK** and establish new relationships.

EXHIBIT PROFILE

Population researchers, scholars, and professionals seek out information from the following sectors:

- ◆ Population Centers
- ◆ Digital Technology Industry
- ◆ Research Institutions
- ◆ Software Developers
- ◆ University Presses
- ◆ Textbook Publishers
- ◆ Recruiters / Job Services
- ◆ NGOs
- ◆ Funding Foundations
- ◆ Publishers
- ◆ Fellowships
- ◆ Government Think Tanks
- ◆ Media / Research Tools

ADVERTISEMENT OPPORTUNITIES



ATTENDEE / MEMBER MAILING LIST

20¢ per name

Engage with attendees prior to the event by renting the preregistrant mailing list! Invite them to your organization booth and/or event. This is a great method for increasing traffic. One-time use only per purchase. Mail piece must be pre-approved by PAA.



MEETING PROGRAM

You can advertise in the program. The program is used by attendees to plan their PAA Annual Meeting experience. (Mailing list included.) Full-page ads are 8.5" x 11". Half page ads are 8.5" x 5.5". Electronic files must be received by **April 10, 2021**. Positions are available as follows:

Full Page: \$900 Half Page: \$750



HELLO BAR get More Exposure \$500

PAA works with Hello Bar to provide you with an easy method to create targeted announcements or a call to action. These "popups" can be shown on PAA schedule-at-a-glance, PAA exhibitor gallery listings, and on your virtual webpage as sticky bars (shown on page 11), banner slide in, or on the whole page.



E-NEWSLETTER "PAA THIS WEEK"

A widely read weekly member communication distributed every Tuesday.

Ad Space: 500 x 200 px banner near top

- ◆ 1 week \$200
- ◆ 2 weeks (same ad) \$300
- ◆ One month (same ad) \$400

1/2-Ad Space: 250 x 200 px on right side

- ◆ 1 week \$100
- ◆ 2 weeks (same ad) \$200
- ◆ One month (same ad) \$300

Ad will include a link to a website of your choice. Artwork deadline: Thursday before publication date.



EXHIBITOR GALLERY PLACEMENT (page 9)

Similar to search engine results, whatever results show up at the top gets the most clicks. Exhibitors that want the best exposure can pay to be included in positions 1-5.

- ❖ Position 1: \$250
- ❖ Position 2: \$200
- ❖ Position 3: \$150
- ❖ Position 4: \$100
- ❖ Position 5: \$50



SOCIAL MEDIA

All ads will run up to the Tuesday before the meeting.

4-week ad \$450 1-week ad \$50

SOCIAL STATS:

TWITTER

Followers – **4,266**
Engagements – **3,770**
Clicks – **2,551**

FACEBOOK

Followers – **2,002**
Engagements – **1,594**
Clicks – **639**

Twitter

- One tweet per week for 4 weeks
- Image: 1024 x 512px
- Text: no more than 250 characters including link
- #ad will be included
- Link: User your own link tracker or we can provide one

Facebook

- One post per week for 4 week
- Image: 940 x 788px
- Text: no more than 500 characters including link
- #ad will be included
- Link: Use your own link tracker or we can provide one

BECOME AN EXHIBITOR

EXHIBIT BOOTH RATES



Tier 1

- ✓ Over 25 hours of exhibit time over
- ✓ A Listing on PAA website and current and future Annual Meeting Program Materials
- ✓ **One** Complimentary Virtual Conference Registration
- ✓ Listing on Virtual Exhibitor Gallery Page
- ✓ Logo recognition and Introduction

\$750

REVISED
6:04 pm, Mar 15, 2021

Tier 2

- ✓ Over 25 hours of exhibit time over
- ✓ A Listing on PAA website and current and future Annual Meeting Program Materials
- ✓ **Two** Complimentary Virtual Conference Registrations
- ✓ Listing on Virtual Exhibitor Gallery Page
- ✓ Logo recognition on Virtual Gallery Page with Introduction and Name and Email
- ✓ **Create a virtual Exhibitor booth (features list below):**
 - Your Logo
 - Address/Contact Info
 - Picture Content
 - Personalized note to attendees or Mission Statement

- * Your social media Link
- * Link to your website

\$1,000

REVISED
6:04 pm, Mar 15, 2021

Tier 3

- ✓ Over 25 hours of exhibit time over
- ✓ A Listing on PAA website and current and future Annual Meeting Program Materials
- ✓ **Two** Complimentary Virtual Conference Registrations
- ✓ Listing on Virtual Exhibitor Gallery Page
- ✓ Logo recognition on Virtual Gallery Page with Introduction and Name and Email and link to details
- ✓ **Create a virtual Exhibitor booth (features list below):**
 - Your Logo
 - Address/Contact Info
 - Picture Content
 - Personalized note to attendees or Mission Statement
 - List of resources (up to 2 links)
 - Virtual Exhibit booth analytics
 - Your social media links
 - Link to your website
 - Exhibitor Check-In **Passport Game*
 - Attendee Analytics Reports, profile visits, downloads

*Book a Meeting

\$1,250

REVISED
5:38 pm, Mar 15, 2021

Tier 4


- ✓ Over 25 hours of exhibit time over
- ✓ A Listing on PAA website and current and future Annual Meeting Program Materials
- ✓ **Three** Complimentary Virtual Conference Registrations
- ✓ Listing on Virtual Exhibitor Gallery Page
- ✓ Logo recognition on Virtual Gallery with Introduction, Name, Email, and link details and a video or slide show 20 sec or less
- ✓ **Create a virtual Exhibitor booth (features list below):**
 - Your Logo
 - Address/Contact Info
 - Picture Content
 - Personalized note to attendees or Mission Statement
 - List of resources (up to 3 links)
 - Virtual Exhibit booth analytics
 - Your social media links
 - Link to your website
 - Exhibitor Check-In **Passport Game*
 - Attendee Analytics Reports, profile visits, downloads
 - Join Chat Link
 - Chat Schedule
 - One click to access exhibitor dedicated chat rooms
 - Book A Meeting
 - Hello Bar "popup"
 - Social Media callouts on the PAA social media pages
 - Rotating banner and Resource downloads links (brochures, white pages, etc.)

* video content

\$1,500

EXHIBITOR GALLERY PAGE

All Exhibitors are listed on the Exhibitor Gallery Page. The listings are displayed in order of placement and/or Tier Level. Similar to search engine results, whatever results show up at the top gets the most clicks. Exhibitors that want the best exposure can pay to be included in positions 1-5.



POPULATION ASSOCIATION OF AMERICA

Introduction

A brief description of exhibitor, the exhibitor tagline, a personal message from exhibitor, or mission statement: *For example*, The Population Association of America (PAA) is a nonprofit, scientific, professional organization established to promote and support high-quality population research. PAA members include demographers, sociologists, economists, public health professionals, and other individuals interested in research and education in the population field. PAA membership has grown to 3,000 reflecting professional interest in the population field.

Chat Schedule


Date	Start Time	End Time
11/12/2020	8:30 AM	10:30 AM

[View Details](#)[Watch Introduction Video](#)

Exhibitor Gallery Placement:

RANK 1





POPULATION ASSOCIATION OF AMERICA

Introduction


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Chat Schedule

Date	Start Time	End Time
11/12/2020	8:30 AM	10:30 AM

[View Details](#)[Watch Introduction Video](#)

RANK 2



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Introduction

A brief description of exhibitor, the exhibitor tagline, a personal message from exhibitor, or mission statement: *For example*, The Population Association of America (PAA) is a nonprofit, scientific, professional organization established to promote and support high-quality population research. PAA members include demographers, sociologists, economists, public health professionals, and other individuals interested in research and education in the population field. PAA membership has grown to 3,000 reflecting professional interest in the population field.

Chat Schedule

Date	Start Time	End Time
11/12/2020	8:30 AM	10:30 AM

[View Details](#)[Watch Introduction Video](#)

RANK 3



VIRTUAL EXHIBIT HALL

DEDICATED DETAIL PAGE FOR EXHIBITORS

Our Exhibitor Virtual Webpage allows each exhibitor to build a custom web page. Exhibitor pages are based on Tier levels on page 7. For all customize inquiries, please email: francesca@popassoc.org

BENEFITS INCLUDED UP TO:

- ❖ Your logo
- ❖ Address/Contact Info
- ❖ Links to your social media
- ❖ Link to your website
- ❖ Chat Feature
- ❖ Exhibitor Check In - **Just like the PASSPORT GAME**
- ❖ Options to book a meeting
- ❖ Optional welcome video or picture
- ❖ Personalized note to attendees
- ❖ Rotating banner and/or list to link resources

Population Association of America

PAA
POPULATION ASSOCIATION OF AMERICA

Point of Contact
Tom Hanks Professor
Tom@hanks.org 202-555-9852

View Website
Join chat
Exhibitor Check In
Book A Meeting

HOW WE WORK WITH YOU
TO CREATE AN AMAZING VIRTUAL CONFERENCE
OpenWater VIRTUAL CONFERENCE
How We Work With You
WHO SHOULD ATTEND PAA'S ANNUAL MEETING?
HOW WILL A VIRTUAL MEETING BE SIMILAR TO THE IN-PERSON MEETING?
HOW WILL I CONNECT TO THE VIRTUAL MEETING PLATFORM?
View Resource

Customize your Virtual Profile!

EXHIBIT HOURS

* **CENTRAL STANDARD TIME**

VIRTUAL ONLINE PLATFORM

- ❖ Wednesday, May 5: 9 A.M. – 5 P.M.
- ❖ Thursday, May 6: 9 A.M. – 5 P.M.
- ❖ Friday, May 7: 9 A.M. – 5 P.M.
- ❖ Saturday, May 8: 9 A.M. – 5 P.M.

Exhibitor Check in (PASSPORT GAME)

Attendees will receive instruction to visit exhibitors booths and check in. Once they check in, their name will be placed into a virtual drawing for e-gift card to Amazon.

HELLO BAR get More Exposure

Use Hello Bar to convert visitors into new leads with a branded pop-up. The pop-ups appear 7 seconds after a visitor visits one or all of the following selected pages: schedule-a-glance or exhibitor gallery page. You may also use one on your own dedicated detail exhibitor page. The pop-ups can be used for a notification or a call to action. See example below.

PAA 2021 | Schedule at a Glance

Wednesday, May 5, 2021

9:00 AM - 9:10 AM

9:15 AM - 10:30 AM

10:45 AM - 12:00 PM

12:00 PM - 1:00 PM

1:00 PM - 2:15 PM

2:30 PM - 3:45 PM

4:00 PM - 5:15 PM



[Click here to visit our booth!](#)

X

Thursday, May 6, 2021

9:00 AM - 9:10 AM

Welcome to Day Two, Bob Hummer

9:15 AM - 10:30 AM

Concurrent Session 6

10:45 AM - 12:00 PM

Concurrent Session 7

12:00 PM - 1:00 PM

Break

1:00 PM - 2:15 PM

Concurrent Session 8

2:30 PM - 3:45 PM

Concurrent Session 9

4:00 PM - 5:15 PM

Concurrent Session 10

Pop-up Uses

- ❖ Notification to visit website or read latest research
- ❖ Job alert
- ❖ Reminder to visit booth
- ❖ Sign-up for mailing list
- ❖ "Follow" on social media
- ❖ Reminder to visit website



EXHIBITOR INFO AND TERMS

Please use link on PAA Annual Meeting Exhibitor Page for application and payment information

All items exhibited, advertised, sponsored, and/or sold under the auspices of the Population Association of America (e.g., at the Annual Meeting, in publications, on the website, in direct communications) must be of a nature that they can reasonably be considered to be: (1) "tools of the trade" (e.g., original data, methods, publication outlets) for population research professionals acting in their professional capacities; (2) original research or original data related to population science and demography; or (3) of benefit to the PAA and its members. Only exhibits and advertisements that relate to research and professional fields of population science and demography may be displayed.

Exhibits, advertisements, sponsorships, or sales are subject to the approval of the Board of Directors or its designee. PAA reserves the right to refuse any application for exhibit space, advertising, sponsorship, or sales and to curtail or cancel any such exhibit, advertisement, sponsorship, or sale that does not conform to the above guidelines as interpreted by the Board of Directors. In addition, PAA reserves the right to decline exhibit, advertising, and sponsorship requests from organizations whose products and services may be viewed as competing with PAA programs or services.

FOR ALL ORDERS:

There is a \$250 processing fee for all cancellations. No refunds will be granted after April 20, 2021. An order confirmation of your purchase will be sent after receipt of payment and acceptance of your order.

I have read and understand the above stated information:

Signature

Date