

2025 SPONSORSHIP PROSPECTUS



104th Annual Conference & Trade Day

Ronald Reagan & International
Trade Center Building
Washington, DC

June 26-27

Join Us at AAEI's 2025 Annual Conference & Trade Day!

The American Association of Exporters & Importers (AAEI) invites you to join us in shaping the future of global trade at our highly anticipated 104th Annual Conference & Trade Day (#AAEI25). Building on the resounding success of our 2024 event, this year promises even greater opportunities for engagement, influence, and growth.

Why Sponsor?

- **Visibility:** Showcase your brand to a diverse audience of importers, exporters, and trade compliance strategists.
- **Connecting:** Forge meaningful connections with potential clients and partners.
- **Thought Leadership:** Position your organization at the forefront of discussions on trade policy, regulatory updates, and industry trends.
- **Exclusive Access:** Engage directly with attendees during our Capitol Hill visit, where you will interact with congressional representatives and government agencies.

Sponsorship Opportunities

From exclusive branding opportunities to tailored engagements, our sponsorship tiers have been redesigned to maximize visibility and impact. Whether you're looking to elevate brand awareness, showcase your thought leadership, or foster strategic partnerships, we have options that suit your goals and budget, including elevating of our Exhibitor area to Gold Sponsorship status.

Secure your sponsorship today and align your company's brand with innovation, leadership, and excellence in global trade. Together, let's drive meaningful change and create a brighter future for international commerce.

For more information on available sponsorship packages and benefits, please contact:

Angela D. Smith

Director of Marketing & Communications

asmith@aaei-hq.org

301-752-5008 (Mobile)

Please note the content included in this prospectus will be updated periodically and is subject to change as programming is finalized.

#AAEI25

AAEI American Association
of Exporters & Importers

Join Us at AAEI's 2025 Annual Conference & Trade Day!

June 27 | *Trade Compliance Programming & Expo Hall
Ronald Reagan Building & International Trade Center Building

EXPO AREA OPEN 8:00 A.M. - 6:00 P.M.

8:00 A.M.	BREAKFAST (EXPO AREA)
8:50 A.M.	WELCOME & OPENING REMARKS (AMPHITHEATER)
9:15 A.M.	CBP FIRESIDE CHAT (AMPHITHEATER)
10:00 A.M.	SUPPLY CHAIN RESILIENCY & COMPLIANCE (AMPHITHEATER) NEW TO TRADE? IMPORT 101 (POLARIS ROOM)
11:00 A.M.	AI & TRADE COMPLIANCE (AMPHITHEATER) NEW TO TRADE? EXPORT 101 (POLARIS ROOM)
12:00 P.M.	LUNCH (EXPO AREA)
1:00 P.M.	BUILDING A BUSINESS CASE FOR AUTOMATION (AMPHITHEATER (TBD) EXPORT-FOCUSED SESSION (POLARIS ROOM)
1:30 P.M.	USING AITO CONDUCT INTERNAL AUDITS (AMPHITHEATER) EXPORT CONTROLS & SANCTIONS (POLARIS ROOM)
2:00 P.M.	DUTY PLANNING STRATEGIES (AMPHITHEATER) MANAGING TRADE COMPLIANCE ISSUES (POLARIS ROOM)
2:30 P.M.	MANAGING A SUCCESSFUL DRAWBACK PROGRAM (AMPHITHEATER) GAINING VISIBILITY ACROSS YOUR SUPPLY CHAIN (POLARIS ROOM)
3:00 P.M.	GEOPOLITICAL PANEL/KEYNOTE (AMPHITHEATER)
4:00 P.M.	CLOSING REMARKS & RECEPTION END OF PROGRAMMING EXPO CLOSSES

*Agenda is subject to change.

#AAEI25

Introducing Trade Day at #AAEI25

AAEI is proud to offer a brand-new opportunity for sponsors: **Trade Day**, a full day dedicated to exclusive legislative updates, advocacy training, and in-person access to key trade policymakers.

Join us on **June 26, 2025**, at the **National Press Club** and on Capitol Hill for a deep dive into the issues keeping the trade community up at night. Together, we'll engage with key decision-makers, advocate for industry priorities, and help shape the future of trade with a unified, powerful voice.

Don't miss this chance to elevate your brand and strengthen your influence at the heart of U.S. trade policy!

June 26 | *Trade Day

8:20 – 8:50 a.m.	Breakfast & Welcome
9:00 – 9:50 a.m.	Supply Chain & Economic Security Panel From forced labor to country-of-origin issues to green trade, global trade in the 21st century will be defined by economic security initiatives. Hear government officials from a wide range of agencies share how initiatives in economic security can impact your supply chain.
10:00 – 10:50 a.m.	Global Customs Modernization Policy Panel Representatives from agencies at the border will participate in a speed dating style panel covering hot-button issues like 21st-century customs and touch on compliance best practices for you and your company.
11:00 – 11:50 a.m.	Usual Suspects Lobbying Panel
12:00 - 1:00 p.m.	Luncheon & Congressional Panel Hear from House and Senate leadership and key policy staffers about the most pressing issues facing trade compliance professionals and their companies that are being discussed throughout the halls of Congress.
1:00 - 1:30 p.m.	Advocacy Training
2:00 - 5:00 p.m.	Congressional Meetings on Capitol Hill
5:30 - 7:00 p.m.	Trade Day Reception (Skyroof Bar - Hotel Washington)

**Subject to change*

#AAEI25

Trade Day Sponsorships

PLATINUM SPONSORSHIPS | \$5000

Welcome & Networking Breakfast | 8:20 - 9:00 A.M. (HELD)

Kick off Trade Day by sponsoring the opening event of the morning! This engaging breakfast brings attendees together industry leaders, government officials, and policymakers for a morning of connections and insights. As a sponsor, you'll gain early visibility and set the stage for a day of impactful discussions through signage and a welcome message from the podium.

Session 1- Supply Chain and Economic Security Panel | 9:00 - 9:50 A.M. (HELD)

Position your brand at the forefront of one of the most pressing topics in global trade. Introduce senior government officials who will explore economic security initiatives affecting supply chains, from green trade and forced labor to USMCA and China tariffs. Your sponsorship places you at the forefront of key discussions.

Session 2 - Global Customs Modernization Policy Panel | 10:00 - 10:50 A.M. (HELD)

Align your brand with innovation in global customs policy. Sponsor this dynamic "speed-dating" style session, featuring border agency representatives discussing 21st-century customs compliance, de minimis changes, export controls, and more. As a sponsor, you'll introduce and be recognized in a forum dedicated to cutting-edge compliance practices.

Luncheon & Congressional Panel | 12:00 - 1:00 P.M. (HELD)

Be part of this high-profile luncheon where congressional leaders and policy staff discuss the future of U.S. trade policy. From the impact of the 2024 election to geopolitical risks and trade agreements, sponsoring this session provides a unique opportunity to engage with those shaping the future of trade compliance.

Transportation to Capitol Hill | 2:00 - 5:00 P.M. (SOLD)

Sponsor the essential link between our Trade Day location and Capitol Hill meetings. Ensure your brand is front and center as participants head to Capitol Hill for congressional meetings. A seamless transition to the next phase of the day with your name attached!

#AAEI25

APEX Sponsorship - \$20,000

- Year-round visibility at AAEI events, website, and weekly emails
- NEW! 2 - AAEI Webinars
- NEW! 1 - Panel seat in solutions focused breakout session at #AAEI25
- Company logo on #AAEI25 website, mobile app, and on-site signage
- 500-word company profile in May 2025 Trade Alert (monthly member communication)
- Sponsor recognition before and after #AAEI25 on social media
- Premium space in #AAEI25 exhibit area (outside amphitheater entrance)
- 4 - #AAEI25 registrations with special group pricing for groups of 5 or more
- #AAEI25 Conference Bag Insert

#AAEI25 Additional Opportunities

NEW! #AAEI25 CONFERENCE RECEPTIONS – (SOLD)

Be recognized as the premier host for a 90-minute reception. As host, you'll welcome attendees and have your company's logo on drink napkins, digital signage, and on-site signage.

CONFERENCE LANYARDS – (SOLD)

Stand out throughout the entirety of the event with our exclusive lanyard sponsorship! Have your company logo prominently featured on lanyards worn by all attendees on June 26 & 27, ensuring high visibility throughout the conference.

CONFERENCE BAG – 1 available

Showcase your company's brand prominently on the #AAEI25 Conference Bag! Your company logo will be prominently displayed on bags distributed to all attendees and exhibitors at registration. This high-visibility opportunity ensures lasting brand exposure throughout the event.



At J.M. Rodgers, we believe it's crucial to continue supporting AAEI and its members as part of our commitment to thought leadership in the trade industry. Sponsoring this event each year allows us to contribute to meaningful discussions, share insights, and collaborate with industry leaders to drive innovation and progress in global trade. - A. Galloway, Senior VP

#AAEI25

Diamond
\$10,000

Platinum
\$5,000

Gold
\$3,000

All benefits listed below are also included in APEX Sponsorships

PRE-CONFERENCE

Registration List - 4 weeks & 1 week prior
Company highlight (logo/link) in #AAEI25 Trade Alert (1X)
Logo on Event Website linked to company page



ON-SITE

#AAEI25 Bag Insert
Single Space in Exhibit Area
2 Conference Registrations
(Special group rate for additional registrations)
Company and logo listing in mobile app
Sponsor Ribbons
Company Logo on Sponsors Banner/Signage (on site)



POST-CONFERENCE

Inclusion in Thank You Ad-Post Conference
Final Registration List- One Week After Event



NEW! AAEI's **Diamond** and **Platinum** sponsors enjoy year-round benefits, including quarterly promotions across our social media platforms and two dedicated email blasts to amplify your brand's visibility.

#AAEI25

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#AAEI25 DIAMOND Opportunities

NEW! Solutions Breakout Sessions – 7 available

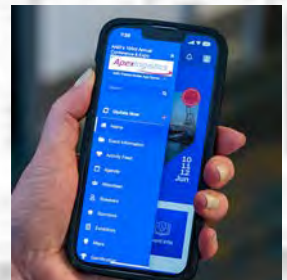
AAEI is excited to announce that Day 2 programming will feature short-form (25 minute) breakout sessions offering solutions-based presentations that address top trade compliance challenges. Each session will start with an introduction to the issue, followed by your company's solution and a case study or importer/exporter testimonial. Your company's name and product/service gain exclusive visibility **on stage**, highlighting your product/service and customer testimonial.

Rapid-fire Sessions include:

- What's the ROI? How To Build a Strong Case for Trade Automation
- Emerging Trade Developments
- How can AI Improve Your Internal Audits and Risk Management Processes?
- What Tools Can Simplify Restricted Party and Watchlist Screenings?
- What Are Some Successful Strategies for Reducing Duty Costs in Trade?
- Establishing Strategic Partnerships Between Trade Compliance and Cross-functional Teams
- What Are the Key Steps to Maximize Refunds from a Drawback Program? **(SOLD)**
- How Can You Achieve Visibility Across Your Supply Chain?

Conference Mobile App – **(SOLD)**

Elevate your brand with prime visibility on the event's mobile app! Your company logo will be prominently featured, ensuring top-of-mind awareness among all participants.



Wi-fi and Sessions Signage - **(SOLD)**

Keep AAEI's attendees connected by sponsoring the conference Wi-Fi service! Your company's logo will be prominently displayed as the Wi-Fi sponsor on the mobile app, digital displays, session areas, and the registration desk.

Introduction of Morning General Session| Fireside Chat with CBP Leadership – **(SOLD)**

Sponsor the morning general session and showcase your company with a three-minute introduction followed by an exclusive opportunity to introduce CBP leadership.

Introduction of Afternoon General Session | Geopolitical Panel – **(SOLD)**

Sponsor the afternoon general session and introduce a distinguished panel. You'll receive a three-minute spotlight to present your company and align your brand with critical discussions on the global geopolitical landscape, addressing its impact on trade and national security.

#AAEI25

#AAEI25 PLATINUM Opportunities

New! Breakfast & Lunch in the Expo Area on Day 2 – 1 available

Maximize your brand's visibility during peak networking hours! Sponsor breakfast and lunch to feature your company logo, tag line, and QR code prominently displayed. This prime placement ensures attendees engage with your brand while they connect and refuel, driving traffic and interest in your offerings. ***This sponsorship does not include an space in the Expo Area.***

Printed Conference Agenda Card – (SOLD)

Put your brand in everyone's pocket! Sponsor #AAEI25's handy printed program agenda, included in all conference bags. This essential guide will keep your company's brand visible to every attendee throughout the event, ensuring your message is always at their fingertips.



Session Commercial Ad – (SOLD)

Showcase your company and offerings to all attendees by having AAEI play your 30-second commercial ad run between sessions a minimum of two times during Day 2 of the conference.

Mobile Charging Station – (SOLD)

Boost your brand's visibility with our exclusive charging station sponsorship! As attendees power up their devices throughout the conference, your company name and logo will be prominently displayed on the charging stations.

#AAEI25 GOLD Sponsorship - \$3,000

Single Expo Area Space – (SOLD OUT)

This year's expo spaces are designed for maximum flexibility and visibility! Each space includes a 6' skirted table, two chairs, and the opportunity to customize your backdrop, allowing you to create a unique and engaging presence at the event. More information included on the next page.

#AAEI25 SILVER Sponsorship - \$1,500

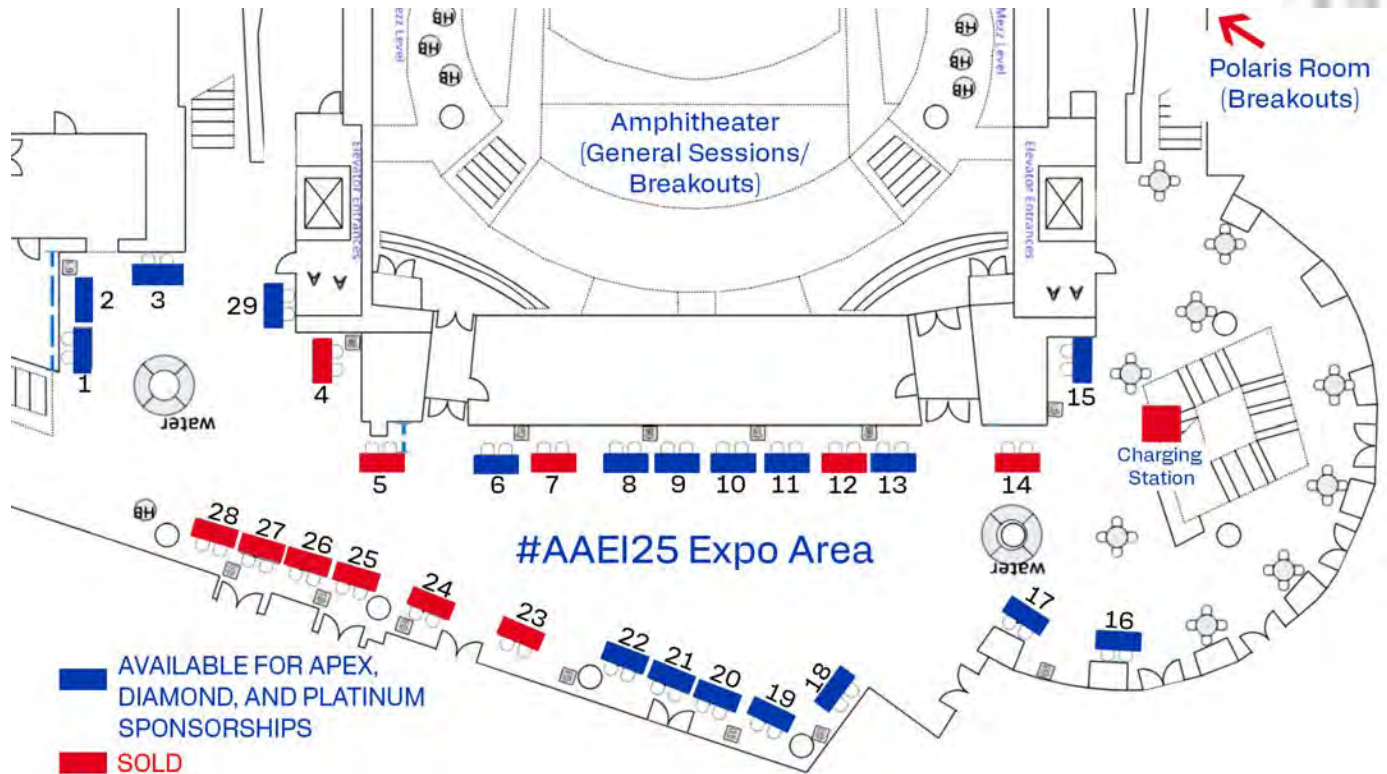
Session Transition Slides – 5 available

Capture attendee attention by displaying your company logo and a 250-character message between general and breakout sessions. This prime placement ensures your brand stands out and your message is seen during key transition times. This small investment can make a memorable impact throughout the conference! ***This sponsorship does not include an space in the Expo Area.***

#AAEI25

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#AAEI25 Exhibit Area



Put your brand at the forefront of the global trade community. Connect with key decision-makers, showcase your innovative solutions, and drive business growth at the premier event for exporters and importers in Washington, DC.

NEW Layout/Space!

Each #AAEI25 Expo Space includes a 6-ft table, 2 chairs, and options for company backgrounds (6-ft max). Pipe and drape available for spaces #6-13.

Please email asmith@aaei-hq.org for more information.



Examples of similar event held Spring 2024

#AAEI25

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