



American Association  
Of Exporters & Importers

**105th Annual Conference & Trade Day**

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A large, semi-transparent image of the U.S. Capitol dome serves as the background for the entire page. The dome is shown from a low angle, looking up, and is rendered in a light blue/white color that blends with the dark blue background. The text "2026 SPONSORSHIP PROSPECTUS" is overlaid on the right side of the dome.

# 2026 SPONSORSHIP PROSPECTUS

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Ronald Reagan Building &  
International Trade Center Building  
Washington, DC  
June 24-25, 2026

#AAEI2026 offers more visibility, flexibility, and access to attendees

# #AAEI2026 OVERVIEW

## Help Us Shape the Future of Global Trade

The American Association of Exporters & Importers (AAEI) invites you to partner with us at the 105th Annual Conference & Trade Day (#AAEI2026)—the definitive event for trade compliance professionals looking to stay ahead of global shifts and U.S. policy developments.

Taking place in Washington, DC at a critical time for trade, #AAEI2026 welcomes senior trade compliance leaders, government officials, policymakers, and solution providers for two days of education, advocacy, and high-impact engagement. Building on the strong momentum of our 2025 program, the 2026 conference expands opportunities for sponsors to increase visibility, demonstrate leadership, and connect directly with decision-makers shaping trade policy and compliance strategy.

### Why Sponsor at AAEI's 105th Annual Conference & Trade Day?

AAEI sponsorships are intentionally designed to deliver meaningful value before, during, and after the conference, aligning your company with leadership, credibility, and value within the global trade community.

- **Unmatched Visibility:** Position your brand in front of a highly engaged audience of importers, exporters, customs brokers, and trade compliance decision-makers.
- **Strategic Relationships:** Gain direct access to industry peers, prospective clients, and decision-makers through thoughtfully curated networking and engagement opportunities.
- **Thought Leadership:** Showcase your expertise on trade policy, regulatory developments, compliance strategy, and technology/software solutions through programming and branded visibility opportunities.
- **Policy & Advocacy Access:** Day 1 offers a day of programming dedicated to trade policy and advocacy, offering access to congressional offices and key government agencies.

AAEI offers a range of sponsorships and customizable opportunities designed to meet diverse business objectives and budgets. From brand visibility to deep thought-leadership engagement, each tier is crafted to maximize your company's ROI and ensure meaningful integration into the conference experience.

### Join Us!

Align your organization with the trusted voice of the trade community and add yours to the conversations that matter most to global commerce.

For sponsorship details and availability, please contact:

#### Angela D. Smith

Director of Marketing & Communications  
asmith@aaei-hq.org



# #AAEI2026 \*AGENDA

## Tuesday June 23 Hotel Washington

2:00 - 4:00 p.m. Trade Focus Healthcare Industries Committee Meeting  
5:30 - 6:30 p.m. Opening Reception at Hotel Washington

## Wednesday June 24 Ronald Reagan Building and International Trade Center

7:30 a.m. Doors Open & Continental Breakfast  
8:00 - 8:35 a.m. Welcome & Opening Remarks  
9:00 - 9:50 a.m. Creating "Comply" Chains  
10:00 - 10:50 a.m. Usual Suspects - Using Associations for Advocacy  
11:00 - 11:50 a.m. Leveraging Drawback for Strategic Duty Mitigation  
12:00 - 1:00 p.m. Networking Lunch in the Exhibit Hall  
1:00 - 4:00 p.m. Capitol Hill Visits  
1:00 - 1:50 p.m. Trade Compliance Strategies: Discover, Demo, and Connect  
2:00 - 2:50 p.m. The Classification Playbook: Peer Insights & Practices  
3:00 - 3:50 p.m. Mapping What Matters: Supply Chain Visibility  
4:00 p.m. Closing Remarks  
5:00 p.m. Exhibit Hall Closes  
6:00 - 7:00 p.m. Celebration of 250 Years of U.S. Trade: Sponsors Events and Dinners

## Thursday June 25 Agenda Ronald Reagan Building and International Trade Center

7:30 a.m. Doors Open & Continental Breakfast  
8:00 - 8:10 a.m. Welcome to Day 2 & Opening Remarks  
8:10 - 8:45 a.m. CBP Fireside Chat  
9:00 - 9:50 a.m. The New Geopolitical Reality: Trade Impacts & Strategic Responses  
10:00 - 10:50 a.m. Voices at the Table: Strategic Roundtable Discussions 1  
10:00 - 10:25 a.m. Rapid Fire Session 1  
10:30 - 10:55 a.m. Rapid Fire Session 2  
11:00 - 11:50 a.m. Voices at the Table: Strategic Roundtable Discussions 2  
11:00 - 11:25 a.m. Rapid Fire Session 3  
11:30 - 11:55 a.m. Rapid Fire Session 4  
12:00 - 12:50 p.m. Lunch in the Exhibit Hall  
1:00 - 1:50 p.m. Enforce and Protect: Managing EAPA Investigations  
1:00 - 1:50 p.m. Enforcement Is Getting Smarter. Is Your Export Program Keeping Up? (Breakout)  
2:00 - 2:50 p.m. Charting the Next Horizon: Trade Challenges and the Compliance Imperative  
3:00 p.m. Closing Remarks  
3:00 p.m. Exhibit Hall Closes  
3:30 - 5:30 p.m. Trade Focus Drawback and Duty Deferral Committee Meeting

\*Subject to change: Session titles and times will be added/updated as programming continues to develop.  
For latest agenda updates, please visit: <https://aaei.org/2026-annual-conference-trade-day/>



# APEX SPONSORSHIPS

## APEX Sponsorship: \$20,000

APEX sponsorships represent the highest level of visibility and engagement at and beyond #AAEI2026. These opportunities place your company at the center of the attendee experience while aligning your brand with leadership, credibility, and value within the global trade community. Each APEX opportunity includes premium branding, thought leadership positioning, and **year-round** visibility via AAEI's website and weekly email communications.

- Year-round visibility on the AAEI homepage and *Trade Compass* weekly emails
- Company logo placement on the Annual Conference website, mobile app, and on-site signage
- Company profile featured in Conference Preview
- Sponsor recognition on AAEI social media channels before and after the conference
- One (1) table in the Expo Area
- Four (4) full conference registrations
- #AAEI2026 bag insert
- #AAEI2026 registration list
- Sponsor ribbon for onsite recognition
- Inclusion in post-event thank-you advertisement
- **Conference Lanyard Sponsor**
  - Achieve unmatched, constant exposure as the exclusive lanyard sponsor. Your logo will be worn by all attendees, speakers, and staff throughout #AAEI2026, ensuring visibility at every session, meeting, and networking event. Sponsor is responsible for covering production and shipping costs.
- **Networking Reception: Celebrating 250+ Years of U.S. Trade**
  - Celebrate history on Day 1 of the conference as the exclusive sponsor of the Networking Reception, themed around 250 Years of U.S. & Trade. This signature event celebrates the evolution of American trade while reinforcing your organization's role in helping shape its future. Sponsor is responsible for securing venue and covering food and beverages costs.
- **SOLD: Conference Bag Sponsor**
  - Put your brand directly into the hands of every attendee. The official conference bag is distributed at registration and used throughout the event—delivering continuous visibility and lasting impressions well beyond the conference. Sponsor is responsible for covering production and shipping costs.
- **SOLD: Opening Reception Sponsor**
  - Kick off #AAEI2026 as the exclusive sponsor of the Opening Reception—the first major networking moment of the conference. This high-energy event brings together attendees, speakers, sponsors, and government officials, positioning your organization at the center of early engagement.



# SIGNATURE SPONSORSHIPS

## NEW! SIGNATURE Sponsorship: \$15,000

SIGNATURE Sponsorships are a new offering for #AAEI2026, introduced in response to strong sponsor demand and the need for additional high-value sponsorship opportunities. Designed to expand sponsor reach and visibility, this tier provides elevated brand exposure and meaningful engagement with our global trade community. Signature Sponsorships position participating organizations as trusted partners supporting timely trade policy, compliance, and industry dialogue. No tables included in Signature Sponsorships.

- Company logo placement on the Annual Conference website, mobile app, and on-site signage
- Sponsor recognition on AAEI social media channels before and after the conference
- Two (2) full conference registrations
- One (1) AAEI Trade Solutions Webinar
- #AAEI2026 bag insert
- #AAEI2026 registration list
- Sponsor ribbon for onsite recognition
- Inclusion in post-event thank-you advertisement



### AAEI2026 Welcome Wall + General Entrance Session Signage

Position your brand front and center at #AAEI2026. This sponsorship delivers high-impact visibility as attendees arrive and gather for general sessions, ensuring repeated exposure throughout the conference. The sponsor logo will be prominently displayed on the #AAEI2026 Welcome Wall and above each general entrance for the Amphitheater, making it one of the most visible branding opportunities on site.

### A/V Sponsor – Amphitheater

As the A/V Sponsor for the Amphitheater, your organization supports one of the conference's primary spaces for education, dialogue, and peer engagement. In addition to venue recognition, the sponsor's branding will be included on podium signage, ensuring visibility during sessions and speaker presentations throughout two full days of programming. This opportunity associates your brand with high-quality content delivery and impactful conversations across trade compliance, policy, and global commerce.

### A/V Sponsor – Polaris

The A/V Sponsor for the Polaris room receives recognition in a dedicated session space used for trade focus discussions, breakout sessions, and specialized programming. Sponsor branding will be featured on podium signage, providing consistent exposure throughout sessions held in this room. This sponsorship highlights your organization's support of professional education and meaningful exchange within targeted, topic-driven programming.



# DIAMOND SPONSORSHIPS

## DIAMOND Sponsorship: \$10,000

Diamond Sponsorships represent AAEL's most popular and robust category of conference sponsorships and offer the widest range of opportunities for organizations to align their brand with high-profile programming, advocacy efforts, and attendee engagement throughout #AAEL2026. This tier includes AAEL's largest selection of session-based and visibility-driven offerings, giving sponsors flexibility to support the moments and conversations most relevant to their business while maintaining a strong, consistent presence across the event.

- Company logo placement on the Annual Conference website, mobile app, and on-site signage
- Sponsor recognition on AAEL social media channels before and after the conference
- Two (2) full conference registrations
- \*One (1) table in the Expo Area (unless otherwise indicated)
- #AAEL2026 bag insert
- #AAEL2026 registration list
- Sponsor ribbon for onsite recognition
- Inclusion in post-event thank-you advertisement

### WiFi/Session Signage Sponsor

Deliver continuous brand visibility by sponsoring conference WiFi and/or session signage. This opportunity ensures your logo is seen repeatedly throughout the event as attendees navigate sessions and stay connected. WiFi sponsor can select custom password that aligns with their company for added brand reminder.

### Polaris Wall Entrance Signage - \*No Table Included

Position your brand prominently at the entrance to the Polaris room, ensuring strong visibility as attendees enter and exit sessions throughout the conference. #AAEL2026 Government Row will be set up in this area featuring tables staffed by CBP and more!

### **SOLD:** AAEL2026 Mobile App & Printed Agenda Card - \*No Table Included

Exclusive sponsorship providing high-impact, conference-wide brand exposure through the official mobile app and printed agenda card.

### **SOLD:** Charging Station - \*No Table Included

High-traffic sponsorship offering repeated brand exposure as attendees recharge devices during the conference.





# DIAMOND SPONSORSHIPS

## June 24 | DIAMOND Sponsorship: \$10,000

*\*Session sponsors have a choice between 1) Table in Expo Area, or 2) AAEL Webinar (Sept - Dec)*

### **Day 1 Breakfast Sponsor/Welcome** - \*No Table Included

Kick off AAEL2026 with prominent brand visibility as attendees get breakfast. Sponsor will designate executive from their organization and provide welcome remarks to open Day 1 programming. This sponsorship positions your organization at the start of the conference, associating your brand with community building and the launch of key discussions.

### **Day 1 - Usual Suspects - Using Associations for Advocacy (10:00 a.m.)**

Sponsor a popular, recurring session that addresses familiar—but evolving—trade challenges facing compliance and policy professionals. This opportunity associates your brand with practical insights and trusted discussion.

### **Day 1 - Capitol Hill Visits Transportation**

Support AAEL's advocacy mission by sponsoring transportation for Capitol Hill visits. This high-visibility opportunity demonstrates your organization's commitment to government engagement and policy advocacy. Sponsorship includes logo on bus signage, design and shipping costs covered by AAEL.



# DIAMOND SPONSORSHIPS

## June 25 | DIAMOND Sponsorship: \$10,000

*\*Session sponsors have a choice between 1) Table in Expo Area, or 2) AAEL Webinar (Sept - Dec)*

### **Breakfast Sponsor / Welcome** - \*No Table Included

Begin Day 2 with strong brand exposure as attendees reconvene for breakfast and opening remarks. This sponsorship reinforces your organization's presence and continued support of the conference experience.

### **SOLD: CBP Leadership Intro & Fireside Chat**

Exclusive sponsorship of a high-profile conversation featuring CBP leadership. This opportunity aligns the sponsor with senior-level insights and government-industry dialogue.

### **Rapid Fire Session #1 (10:00 a.m.) - Topic TBD**

Support fast-paced, focused insights during the first Rapid Fire session of Day 2. This sponsorship offers repeated exposure during a highly attended, high-energy format.

### **Rapid Fire Session #2 (10:30 a.m.) - Topic TBD**

Align your brand with concise, topic-driven discussion as part of AAEL's Rapid Fire programming designed to deliver maximum insight in minimal time.

### **Rapid Fire Session #3 (11:00 a.m.) - Topic TBD**

Sponsor another segment of AAEL's Rapid Fire series, reinforcing your organization's visibility during one of the most engaging session formats of the conference.

### **Rapid Fire Session #4 (11:30 a.m.) - Topic TBD**

Maintain strong brand presence throughout the Rapid Fire block by sponsoring this final session in the series before midday programming.

### **Enforce and Protect: Managing EAPA Risk Under Sections 28 and 29 (1:00 p.m.)**

Associate your organization with a timely discussion on how to remain compliant with the Enforce and Protect Act investigations. This sponsorship highlights your brand's alignment with regulatory awareness and compliance leadership.

### **Enforcement Is Getting Smarter. Is Your Export Program Keeping Up? (1:00 p.m. Breakout)**

Sponsor this highly relevant session focused on how regulators are using ACE data, analytics, and enforcement trends to identify export compliance risks. Gain visibility with export compliance leaders seeking practical strategies to strengthen programs, manage audits, and stay ahead of an increasingly data-driven enforcement environment.

### **Charting the Next Horizon: Future Trade Challenges and the Compliance Imperative (3:00 p.m.)**

Sponsor the closing session focused on updates from commercial trade advisors to the government. This opportunity positions your organization at a key moment of reflection and forward-looking discussion.



# PLATINUM SPONSORSHIPS

## PLATINUM Sponsorship: \$5,000

Platinum Sponsorships offer targeted, high-visibility opportunities for organizations looking to engage conference attendees at key touch points throughout AAEL's Annual Conference & Trade Day. This tier is ideal for sponsors seeking focused brand exposure tied to specific sessions, networking moments, and on-site experiences that drive recognition and engagement. No tables are included in Platinum Sponsorships.

- Company logo placement on the Annual Conference website, mobile app, and on-site signage
- Sponsor recognition on AAEL social media channels before and after the conference
- One (1) full conference registrations
- #AAEL2026 bag insert
- #AAEL2026 registration list
- Sponsor ribbon for onsite recognition
- Inclusion in post-event thank-you advertisement

### Day 1 Table Tents – Benchmarking Sessions

Position your brand directly on attendee tables during Day 1 benchmarking sessions. This sponsorship provides repeated, close-range exposure as participants engage in peer discussion and interactive dialogue.

### Day 1 Lunch Sponsor/Executive Message

Associate your brand with a key networking moment by sponsoring the Day 1 lunch. This opportunity includes recognition during the lunch program and the option for a brief executive message, aligning your organization with community-building and conference momentum.

### **SOLD:** Day 1 – Duty Drawback as a Trade Policy Tool: Mitigation, Modernization, and Advocacy in Action Session (11:00 a.m.)

Position your organization alongside expert discussion on duty drawback, mitigation strategies, and regulatory developments. This sponsorship connects your brand to actionable compliance guidance and industry expertise.

### Day 1 Seat Drop – Polaris

Deliver your branded material directly to attendees' seats in the Polaris room on Day 1. This targeted sponsorship ensures your message reaches participants as they arrive for sessions, creating immediate and tangible brand engagement.

### Day 2 Table Tents – Rapid-Fire Sessions and Breakouts

Gain visibility during AAEL's fast-paced Rapid-Fire programming on Day 2. Branded table tents ensure your logo is present throughout these high-energy sessions, reinforcing brand recognition during one of the most attended session blocks.

### Day 2 Seat Drop – Polaris

Extend your presence into Day 2 with a seat drop in the Polaris room. This opportunity provides continued exposure to a focused audience and reinforces brand recognition across multiple days of programming.



# GOLD SPONSORSHIPS

## GOLD Sponsorship: \$3,000

Gold Sponsorships provide companies with a strong physical presence at AAEL's Annual Conference & Trade Day, and include one registration. This package allows your company to engage directly with attendees, showcase solutions, and gain visibility in a high-traffic networking environment—perfect for organizations looking to connect with trade compliance professionals in a meaningful way.

*Gold Sponsorships are made available on a first-come, first-serve basis and availability is dependent on higher-tier sponsorship offerings and session programming.*

- Company logo placement on the Annual Conference website, mobile app, and on-site signage
- Sponsor recognition on AAEL social media channels before and after the conference
- One (1) table in the Expo Area
- One (1) full conference registrations
- #AAEL2026 bag insert
- #AAEL2026 registration list
- Sponsor ribbon for onsite recognition
- Inclusion in post-event thank-you advertisement

### **WAITLIST:** Expo Area Table

Establish a physical presence in the Expo Area with a dedicated exhibitor table. This opportunity allows your team to engage directly with attendees, demonstrate solutions, and build relationships throughout the conference.

### **Water Station Sponsor** - No Table Included

Support attendee comfort and engagement by sponsoring a conference water station. This high-traffic opportunity provides repeated brand visibility as attendees move between sessions and networking events.

### **Coffee Station Sponsor** - No Table Included

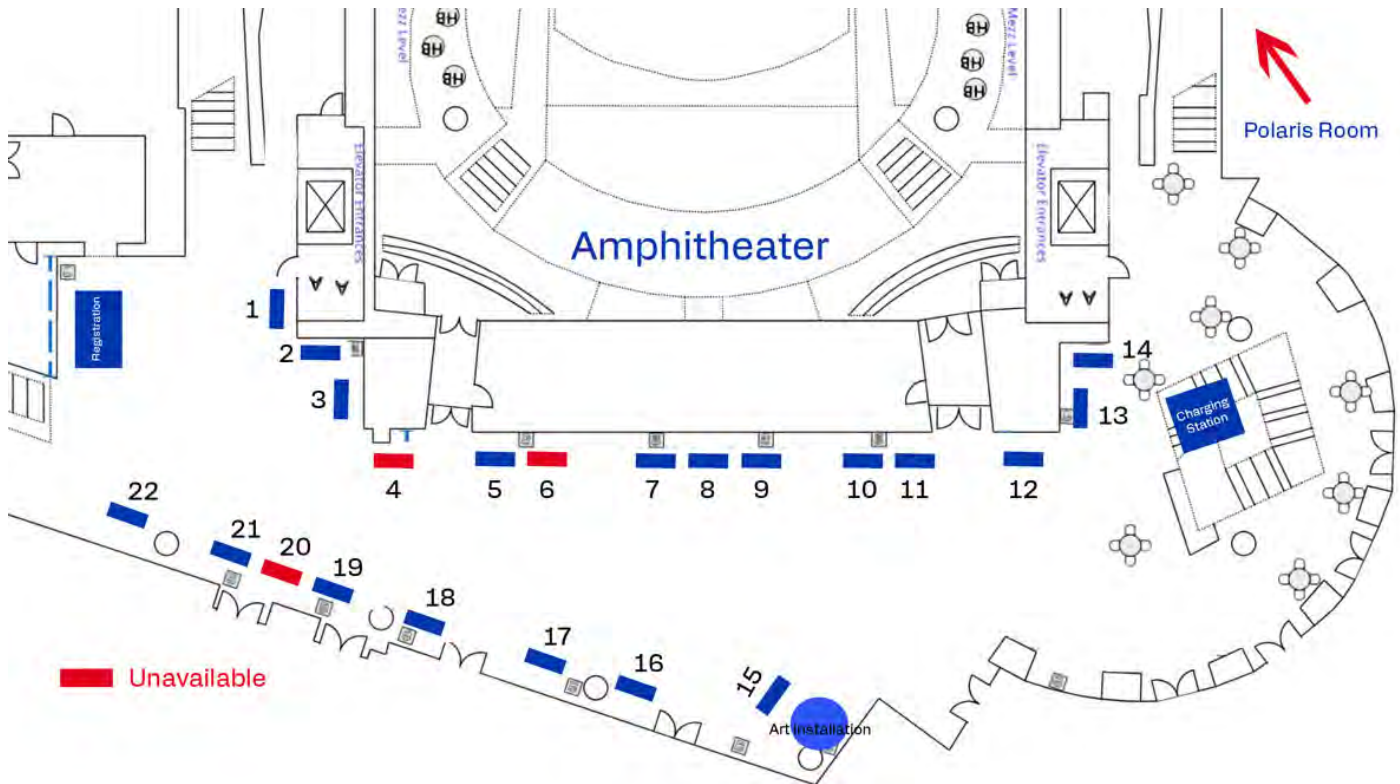
Associate your brand with one of the most popular gathering points at the conference. Coffee station sponsorship delivers consistent exposure during peak networking times and positions your company as a supporter of the attendee experience.



# #AAEI2026 EXPO AREA

## Exhibit Area

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### Expo Area & Table Specifications

Each exhibitor table includes:

- One 6-foot table with tablecloth
- One chair
- Wastebasket

*Exhibitors are welcome to bring small pop-up displays or backdrops, with a maximum width of 6 feet. No exceptions, please.*

### #AAEI2026 Expo Area Hours

- June 24: 7:00 a.m. – 5:00 p.m.
- June 25: 7:00 a.m. – 3:00 p.m.





# SILVER SPONSORSHIPS

## SILVER Sponsorship: \$2,000

Silver Sponsorships offers a meaningful way to showcase your brand at AAEL's Annual Conference & Trade Day. This package provides cost-effective visibility throughout the event, helping organizations connect with the trade community and reinforce brand recognition.

Please note: Silver Sponsorships **do not** include conference registrations or a table space in the exhibit area

- **Annual Conference Bag Insert**

Distribute your marketing material directly to all conference attendees through an insert placed in the official Annual Conference bag.

- **Transition Slide Recognition**

Company logo displayed on Silver Sponsor transition slides shown between sessions, provided repeated visibility throughout the event.

- **Final Attendee Registration List**

Connect with attendees following the conference and extend engagement beyond the event.

- **Recognition in conference materials**

Company listed as a Silver Sponsor across applicable conference materials (may not include on site printed materials due to space limitations).



# JOIN US!

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AAEI's sponsorship opportunities are designed to create meaningful partnerships that support informed dialogue, advocacy, and professional engagement across the global trade community. With a wide range of options available, sponsors can align their brand with the sessions, experiences, and conversations most relevant to their business goals. Sponsorships are limited and offered on a first-come, first-served basis, and many opportunities fill quickly. We encourage interested organizations to



## DISCLAIMER

All sponsorship opportunities are offered on a first-come, first-served basis and may be subject to change due to venue limitations or other circumstances. Payment is due upon receipt of invoice, and sponsorship benefits will not be activated until payment is received. Once your sponsorship is confirmed, an acknowledgment will be sent detailing your selected package to ensure consistency and accountability for both parties.. Please note that all sponsorship payments are final and non-refundable once received.