

2027 SPONSORSHIP PROSPECTUS

AAEI 106th ANNUAL CONFERENCE & TRADE DAY

SAME LOCATION. DIFFERENT SPACE.

The American Association of Exporters & Importers (AAEI) invites you to partner with us for the 106th Annual Conference & Trade Day, June 22–24, 2027, in Washington, DC.

Returning to the Ronald Reagan Building & International Trade Center, AAEI is introducing a reimagined conference experience with a new event footprint, expanded opportunities for engagement, and fresh ways for sponsors to connect with the global trade community.

Same Location. Different Space. A Whole New Conference Experience.

Don't make the mistake of thinking our 2027 event will be the same conference experience as last year!

After outgrowing the Amphitheater, AAEI is moving to the Atrium and Atrium Ballroom at the Ronald Reagan Building & International Trade Center, creating an exciting new environment for networking, education, and engagement.

This expanded footprint introduces traditional 10' × 10' exhibit booths, six-foot exhibit tables, enhanced networking opportunities, and new ways for sponsors to connect with attendees. The Atrium Ballroom will serve as the home of our general sessions, featuring comfortable, round-table seating where attendees can enjoy meals, participate in programming, and connect with colleagues throughout the conference.

While the space is changing, the caliber of our audience remains the same. This event will bring together senior trade compliance professionals, government officials, policymakers, and industry solution providers for timely discussions on trade policy, regulatory developments, emerging technologies, and the evolving global trade landscape.

Building on the success of our 2026 conference, this re-imagined experience creates more opportunities for sponsors to increase visibility, build strategic relationships, and demonstrate leadership among the professionals shaping the future of international trade.

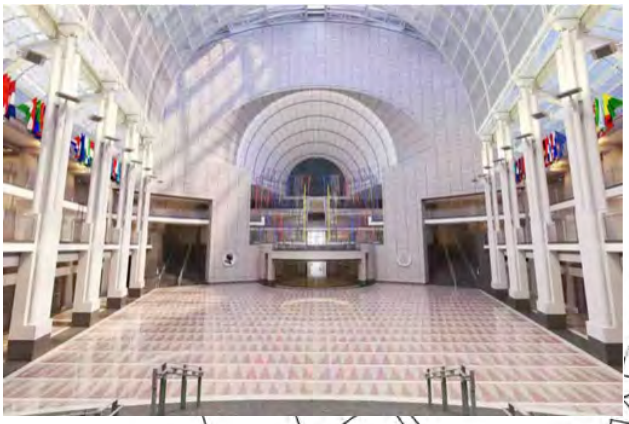
This prospectus represents the first phase of our 2027 sponsorship offerings. Additional opportunities, including Expo Hall participation and session-specific sponsorships, will be announced in subsequent phases.

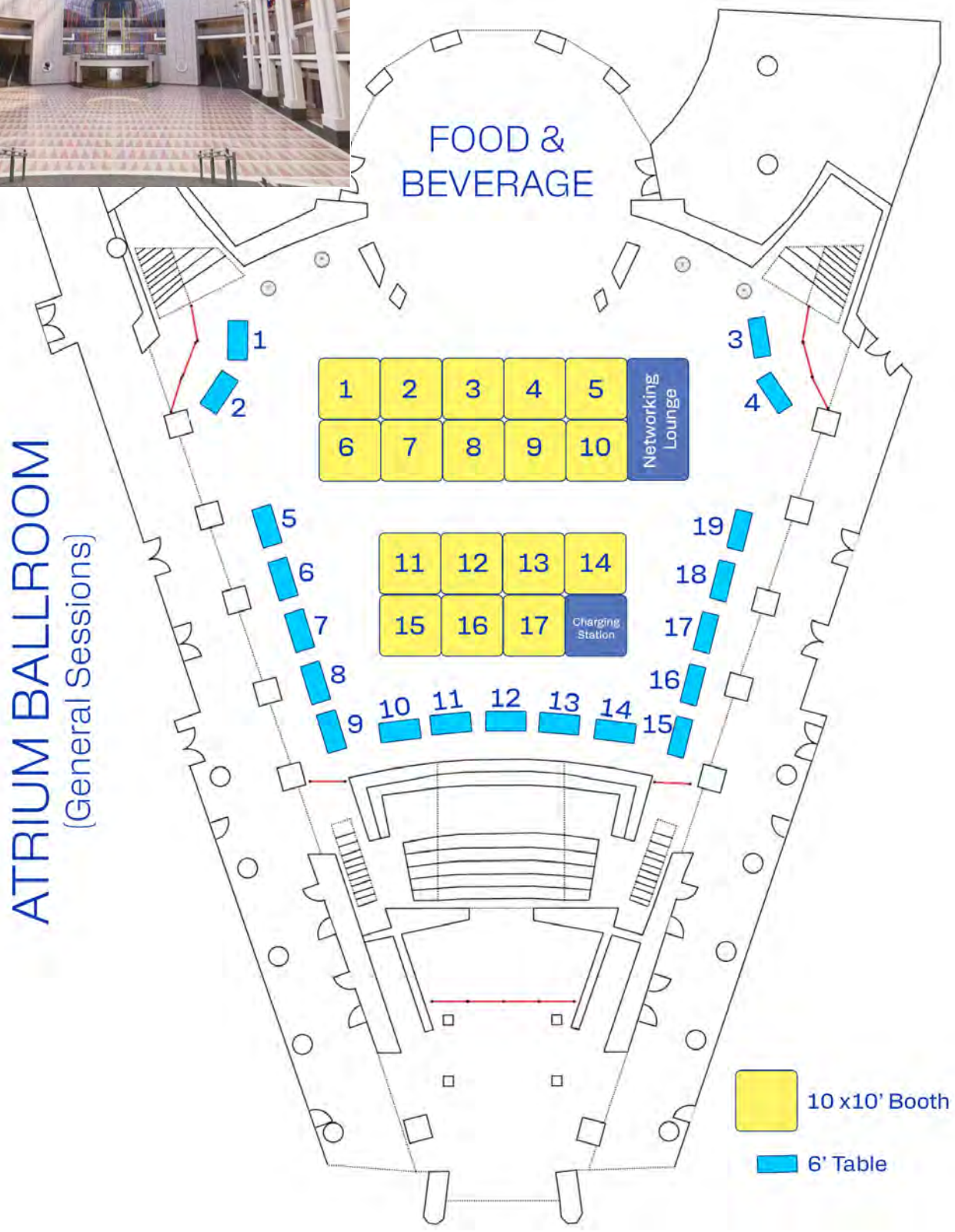
Your Expertise. Your Audience. Your Opportunity.

We look forward to welcoming you as a partner at #AAEI2027.

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

EXHIBIT HALL
2027





For booth and table availability, please contact Angela Smith at asmith@aaei-hq.org.
Spaces are assigned on a first-come, first served basis and there is a waitlist.

APEX SPONSORSHIPS
$20,000

Year-Round Brand Visibility
- Year-round company logo placement on the AAEI homepage.
- Company logo featured in AAEI's weekly Trade Compass email newsletter.

Thought Leadership & Industry Engagement
- Exclusive: Opportunity to moderate or participate in one (1) conference panel session, subject to program alignment and approval by the Conference Planning Committee.

Conference Marketing & Recognition
- Prominent company logo placement on the AAEI Annual Conference website, mobile app, and on-site signage.
- Sponsor recognition across AAEI social media channels before and after the conference.
- Inclusion in the post-conference sponsor thank-you advertisement.

Exhibiting & Attendee Engagement
- One (1) 10' × 10' booth in the Expo Area
- Opportunity to include one (1) promotional item in the event conference bag.
- Access to the conference registration list, subject to applicable privacy and attendee consent requirements.

Conference Registration & On-Site Benefits
- Four (4) complimentary full-conference registrations.
- Sponsor ribbons for on-site recognition.

APEX SPONSORSHIP OPPORTUNITIES

Conference Lanyard Sponsor: Put your brand front and center throughout the conference as the exclusive Conference Lanyard Sponsor. Your company logo will be prominently displayed on the official conference lanyards worn by attendees, speakers, and staff, providing continuous visibility during educational sessions, networking events, and meetings. Sponsor is responsible for all lanyard production and shipping costs, subject to AAEI approval of the final design. (QTY 450)

Conference Bag Sponsor: Put your brand directly into the hands of conference attendees as the exclusive Conference Bag Sponsor. Distributed at registration and carried throughout the event, the official #AAEI2027 conference bag provides prominent brand exposure during the conference and lasting visibility long after the event concludes. (QTY 150). Sponsor is responsible for all bag production and shipping costs, subject to AAEI approval of the final design.

(SOLD) Opening Reception Sponsor: Make a memorable first impression as the exclusive sponsor of the #AAEI2027 Opening Reception. This signature networking event brings together attendees, speakers, sponsors, and government officials, positioning your organization at the center of one of the conference's most anticipated gatherings. As the exclusive sponsor, your organization receives prominent recognition associated with the Opening Reception and valuable visibility during this premier networking experience.

SIGNATURE SPONSORSHIPS
$15,000

Conference Marketing & Recognition
- Prominent company logo placement on the AAEI Annual Conference website, mobile app, and on-site signage.
- Sponsor recognition across AAEI social media channels before and after the conference.
- Inclusion in the post-conference sponsor thank-you advertisement.

Exhibiting & Attendee Engagement
- One (1) 10' × 10' booth in the Expo Area.
- Opportunity to include one (1) promotional item in the #AAEI2027 conference bag.
- Access to the #AAEI2027 conference registration list, subject to applicable privacy and attendee consent requirements.

Conference Registration & On-Site Benefits
- Two (2) complimentary full-conference registrations.
- Sponsor ribbons for on-site recognition.

Additional Sponsorship Recognition
- Exclusive recognition as the Official Conference Audio/Visual Sponsor.
- Company logo featured on designated conference transition slides.
- Verbal acknowledgment during conference opening remarks.
- Recognition on applicable conference signage and digital materials.

SIGNATURE SPONSORSHIP OPPORTUNITIES

Conference Audio/Visual Sponsor: Help power the #AAEI2027 conference experience as the exclusive Audio/Visual Sponsor. Your organization will receive prominent recognition for supporting the technology and production that bring the conference's keynote presentations, educational sessions, and thought-provoking discussions to life. From the main stage to breakout sessions, this sponsorship positions your brand alongside the technology that helps deliver a seamless, engaging experience for attendees, speakers, and industry leaders.

Networking Lounge: The Networking Lounge will offer a **dedicated 10' × 20' space** (this does not include an additional 10x10' booth listed above) within the Atrium, providing a welcoming environment where conference attendees can connect, collaborate, and recharge between sessions. As the exclusive Networking Lounge Sponsor, your organization will enjoy prominent branding within this high-visibility space, creating a natural gathering place for trade professionals, industry leaders, and prospective clients throughout the conference. The Networking Lounge sponsor will cover the cost of furniture and other amenities located in the space.





DIAMOND SPONSORSHIPS
$10,000

Sponsorship Benefits
- Company logo placement on the #AAEI2027 Annual Conference website, mobile app, and on-site signage.
- Sponsor recognition on AAEI social media channels before and after the conference.
- Two (2) complimentary full-conference registrations.
- One (1) six-foot exhibit table in the Expo Area, unless otherwise indicated.
- One (1) promotional item in the #AAEI2027 conference bag.
- Access to the #AAEI2027 registration list, subject to applicable privacy and consent requirements.
- Sponsor ribbons for on-site recognition.
- Inclusion in the post-conference sponsor thank-you advertisement.

DIAMOND SPONSORSHIP OPPORTUNITIES

Conference Wi-Fi Sponsor: Keep attendees connected throughout the event while positioning your brand at the center of the conference experience. This sponsorship provides prominent company recognition associated with the conference Wi-Fi network and designated signage, offering visibility as attendees connect, collaborate, and participate in conference programming.

Conference Mobile App Sponsor: Put your brand at attendees' fingertips as the exclusive Conference Mobile App Sponsor for #AAEI2027. The official conference mobile app serves as a central resource for attendees to access the agenda, explore session details, connect with fellow participants, and navigate the conference experience. This sponsorship provides prominent company branding within the mobile app, offering repeated visibility as attendees access conference information before and throughout the event. Specific branding placements and features are subject to the capabilities of the conference mobile app platform.

Conference Breakfast Sponsor — Day 1 & Day 2: Start the conference day with prominent brand visibility as attendees gather for breakfast before the day's programming. The sponsor will be given time on stage to deliver a welcome message on Day 1 and Day 2 of the program. The sponsor will receive recognition through designated breakfast-area signage and acknowledgment in conference materials.

Charging Station: Give attendees a place to recharge, reconnect, and refocus. Keep conference attendees connected throughout the AAEI 106th Annual Conference by sponsoring a dedicated Charging Station in the Expo Hall. **Featuring a 10' × 10' footprint**, the Charging Station will provide a welcoming destination where attendees can charge their devices, take a break between sessions, and connect with colleagues. As the exclusive sponsor, your organization will receive prominent branding within this high-traffic space, creating opportunities for meaningful engagement throughout the conference.

Space & Production: The dedicated Charging Station replaces the exhibit table or booth otherwise associated with Diamond-level sponsorship. Furnishings, charging equipment, electrical requirements, signage production, and installation will be coordinated with AAEI and the venue. Final specifications are subject to approval.

Optional Exhibit Booth Upgrade — $2,500

Diamond Sponsors have the opportunity to upgrade to Diamond+ for an additional $2,500, replacing their included six-foot exhibit table with a 10' × 10' exhibit booth in the Expo Hall. Enjoy all the benefits of Diamond Sponsorship while gaining additional space to showcase your solutions, engage with attendees, and create a more prominent branded experience. Diamond+ upgrades are available on a first-come, first-served basis, subject to booth availability.

PLATINUM SPONSORSHIPS
$5,000

Sponsorship Benefits

- Company logo placement on the #AAEI2027 Annual Conference website, mobile app, and on-site signage.
- Sponsor recognition on AAEI social media channels before and after the conference.
- One (1) complimentary full-conference registration.
- One (1) promotional item in the #AAEI2027 conference bag.
- Access to the #AAEI2027 registration list, subject to applicable privacy and consent requirements.
- Sponsor ribbon for on-site recognition.
- Inclusion in the post-conference sponsor thank-you advertisement.

PLATINUM SPONSORSHIP OPPORTUNITIES | $5,000 EACH

Printed Conference Agenda Card Sponsor: Keep your brand in attendees' hands throughout #AAEI2027 as the exclusive Printed Conference Agenda Card Sponsor. The printed agenda card provides attendees with a convenient, at-a-glance reference to the conference schedule, session times, and key program information. Your company logo will be prominently featured on the official printed agenda card distributed to conference attendees, providing repeated brand exposure as participants navigate the conference. Final design, logo placement, and production specifications are subject to AAEI approval.

Day 1 Seat Drop — Atrium Ballroom: Put your organization's message directly into attendees' hands during Day 1 of the event.This sponsorship provides the exclusive opportunity to distribute one (1) approved promotional item or printed piece at attendee seats in the Atrium Ballroom, ensuring prominent brand exposure as participants gather for conference programming. Sponsor is responsible for providing the approved materials. Distribution arrangements will be coordinated with AAEI.

Day 2 Seat Drop — Atrium Ballroom: Capture attendees' attention as they return for another day of insights, discussions, and networking at #AAEI2027. This sponsorship provides the exclusive opportunity to distribute one (1) approved promotional item or printed piece at attendee seats in the Atrium Ballroom on Day 2. Sponsor is responsible for providing the approved materials. Distribution arrangements will be coordinated with AAEI.

Day 1 Table Tents — Atrium Ballroom: Showcase your brand throughout Day 1 with prominent tabletop visibility in the Atrium Ballroom. Your organization's branding and approved message will be featured on table tents displayed throughout the designated ballroom seating area, providing repeated exposure during conference activities. Design, placement, and production specifications are subject to AAEI approval.

Day 2 Table Tents — Atrium Ballroom: Keep your brand visible throughout Day 2 of #AAEI2027 with strategically placed table tents in the Atrium Ballroom. This sponsorship provides a dedicated opportunity to highlight your organization through branded tabletop displays during designated conference activities. Design, placement, and production specifications are subject to AAEI approval.

Optional Exhibit Table Upgrade — $2,500

Platinum Sponsors may add one (1) six-foot exhibit table in the Expo Area for an additional $2,500. The upgrade includes one (1) additional complimentary full-conference registration, bringing the total to two (2) registrations. Exhibit table upgrades are subject to availability, final Expo Hall layout, and production requirements.

SILVER SPONSORSHIPS
$2,000

Silver Sponsorships offer a cost-effective way to showcase your organization at AAEI's 106th Annual Conference & Trade Day, June 22–24, 2027, in Washington, DC.

Designed for organizations seeking meaningful exposure, this sponsorship provides opportunities to connect with trade professionals, strengthen brand recognition, and extend engagement beyond the conference.

Silver Sponsorship Benefits

- **Annual Conference Bag Insert:** Distribute one (1) approved promotional item or printed marketing piece in the official #AAEI2027 conference bag, providing direct exposure to conference attendees. Sponsor is responsible for supplying the item.
- **Final Attendee Registration List:** Access to the final conference attendee registration list following the event, subject to applicable privacy and consent requirements.
- **Conference Materials Recognition:** Company listed as a Silver Sponsor in applicable conference materials and the event mobile app. Recognition in printed on-site materials may be limited by space availability.

Please note: Silver Sponsorships do not include complimentary conference registrations or exhibit table/booth space.





YOUR OPPORTUNITY TO STAND OUT

AAEI sponsorships are designed to deliver meaningful value before, during, and after the conference through prominent brand recognition, strategic networking, and engagement with an influential audience of importers, exporters, customs brokers, and trade compliance decision-makers.

Whether your organization seeks to increase brand awareness, cultivate new relationships, or reinforce its position as an industry leader, AAEI offers sponsorship opportunities aligned with a range of business objectives and budgets.





DISCLAIMER

All sponsorship opportunities are offered on a first-come, first-served basis and subject availability and confirmation by AAEI. 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.