



2027 National Conference Exhibitor Prospectus

Monona Terrace Community and
Convention Center

Madison, Wisconsin

September 24-26, 2027



*Madison
2027*



Access, Advocacy, & Innovation

aatg.org/madison2027



ABOUT THE AATG

The American Association of Teachers of German (AATG) is a national and international professional association dedicated to advancing and supporting the teaching and learning of German. AATG promotes the study of the German-speaking world in all its linguistic, cultural, and ethnic diversity and prepares learners to engage as active, multilingual participants in an interconnected world.

WHO WE REPRESENT

AATG represents a community of more than 3,500 members in the United States and internationally.

Our members teach German across the educational spectrum, including public and private K-12 schools, immersion programs, colleges and universities, and community and adult education programs.

Together, they form a dedicated network of educators committed to strengthening German programs and creating meaningful opportunities for learners.

WHY GERMAN MATTERS

German connects learners to one of the world's most influential linguistic, cultural, academic, and economic communities.

German language education opens doors to international study, travel, research, careers, and meaningful engagement with communities throughout the German-speaking world.

AATG supports the educators and programs that make those connections possible. By investing in German language education, our partners help educators create opportunities for the next generation of globally engaged learners.



WHAT WE DO

As the largest organization in North America dedicated to German educators and learners, AATG provides programs, resources, and opportunities that strengthen German language education and support educators throughout their careers.

Our work includes honor societies that recognize student achievement, grants and scholarships that create opportunities for educators and learners, and professional development that connects and strengthens the German teaching community.

Through these programs and our broader advocacy efforts, AATG works to ensure a strong and sustainable future for German language education.

WHY PARTNER WITH AATG?

Partnering with AATG gives your organization direct access to a highly engaged community of German K-12 educators and university faculty from across the United States and beyond.

Whether your organization offers educational resources, technology, travel and study abroad opportunities, higher education programs, cultural programming, professional services, or other resources for German educators and learners, AATG provides opportunities to build relationships, increase brand awareness, showcase your offerings, and connect directly with the people you want to reach.

Through exhibiting and sponsorship, your organization can support the future of German language education while gaining meaningful visibility within the AATG community.



WHY EXHIBIT AT AATG 2027?

AATG 2027 brings your organization face-to-face with a focused community of German educators, program leaders, and university faculty from across the country. Your exhibit space is more than a table—it's your home base for connecting with attendees throughout the conference, showcasing your organization, and building meaningful relationships with the educators who use, recommend, and influence resources and opportunities for German learners.

INVEST IN GERMAN EDUCATION

Exhibiting at AATG is more than an opportunity to reach your audience—it helps support the educators you serve. Your participation helps AATG provide field-specific professional development where German teachers can learn from colleagues, discover new resources, exchange ideas, and return to their classrooms and programs with new tools and connections.

CONNECT & BUILD RELATIONSHIPS

Meet directly with German educators from K-12 schools, colleges, universities, and other educational settings. Start conversations, learn what educators need, and build relationships that extend beyond the conference.

SHOWCASE WHAT YOU OFFER

Give attendees the opportunity to experience your products, programs, services, and resources firsthand. Demonstrate how your organization can support German educators and their students.

EXPAND YOUR VISIBILITY

Extend your presence beyond the exhibit hall through recognition on AATG's conference website and app and in select conference communications



Register online at
aatg.org/exhibit27



*250+ German educators & university faculty.
One focused professional community.
Two days to connect.*

READY TO PARTNER WITH AATG?

Contact Michaela Wetcholowsky • michaela@aatg.org



EXHIBIT INFORMATION

Register online at
aatg.org/exhibit27



EXHIBITOR PACKAGE \$950

Additional Options

Additional exhibitor registrations:
\$150 each (up to three)
Additional exhibit space: \$550

Your exhibitor package includes:

- One standard exhibit table, two chairs, and one wastebasket
- Two complimentary conference registrations for exhibitor representatives
- Dedicated exhibit hall hours and networking opportunities throughout the conference
- Organization listing and logo on the conference website and in the conference app
- Recognition as an AATG 2027 exhibitor in select conference communications
- Conference attendee list including names, email addresses, and institutions*
- Opportunity to present a complimentary 60-minute exhibitor session**

** Subject to attendee communication preferences*

*** A limited number of sessions are available on a first-come, first-served basis and may be requested during exhibitor registration.*

EXHIBIT DATES & HOURS*

Booth Setup:

Thursday, September 23: 1:00pm-5:00 pm

Exhibition Dates:

Friday, September 24 & Saturday, September 25

Exhibit Hall Open:

Friday, September 24: 10:45am-5:30pm

Saturday, September 25: 8:30am-5:00pm

** Subject to change*



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SPONSORSHIP OPPORTUNITIES

All conference sponsorships include:

- Organization logo and recognition on the conference website
- Recognition in the conference app
- On-site conference signage
- Recognition in conference communications and emails

Exhibit space is not required to become a conference sponsor. Organizations are welcome to sponsor, exhibit, or combine both opportunities for maximum visibility.



PREMIER SPONSORSHIP OPPORTUNITIES

Keynote Address Sponsor — \$3,000

Position your organization alongside one of the conference's most visible programs. Receive prominent recognition in connection with the keynote address, in addition to all standard sponsor benefits.

Conference App Sponsor — \$1,500

Put your organization at attendees' fingertips throughout the conference with recognition as the official conference app sponsor.

Conference Tote Bag Sponsor

In-Kind Sponsorship

Provide the official conference tote bags distributed to attendees at registration. Sponsor is responsible for ordering and shipping approved bags directly to AATG. Includes sponsor recognition associated with the conference bags.

Conference Lanyard & Badge Holder Sponsor

In-Kind Sponsorship

Provide the official conference lanyards and badge holders worn by attendees throughout the conference. Sponsor is responsible for ordering and shipping approved items directly to AATG.

Purchase a sponsorship at:

aatg.org/exhibit27 



Networking & Hospitality Sponsorships

Friday Networking Lunch — \$3,000

Connect your organization with the AATG community during one of the conference's signature networking events. As the exclusive sponsor, receive prominent recognition, five minutes of dedicated remarks to the full lunch audience, and all standard conference sponsor benefits.

Saturday Networking Lunch — \$3,000

Put your organization at the center of Saturday's signature networking event. As the exclusive sponsor, receive prominent recognition, five minutes of dedicated remarks to the full lunch audience, and all standard conference sponsor benefits.

Exhibit Hall Grand Opening — \$1,750

Exclusive Sponsorship | Friday Morning

Help welcome attendees to the exhibit hall! Your organization will receive special recognition during the official opening and associated morning coffee and refreshments.

Afternoon Refreshment Break — \$1,250

Exclusive Sponsorship | Friday Afternoon

Support an afternoon networking break featuring beverages and pastries while increasing your organization's visibility with attendees.

Morning Coffee Break — \$1,250

Exclusive Sponsorship | Saturday Morning

Keep attendees fueled with coffee and tea while receiving recognition as the sponsor of Saturday's morning networking break.

Premium Afternoon Refreshment Break — \$1,750

Exclusive Sponsorship | Saturday Afternoon

Sponsor an enhanced afternoon break featuring refreshments and snacks while attendees gather and reconnect in the exhibit hall.



Have another idea? Let's talk!

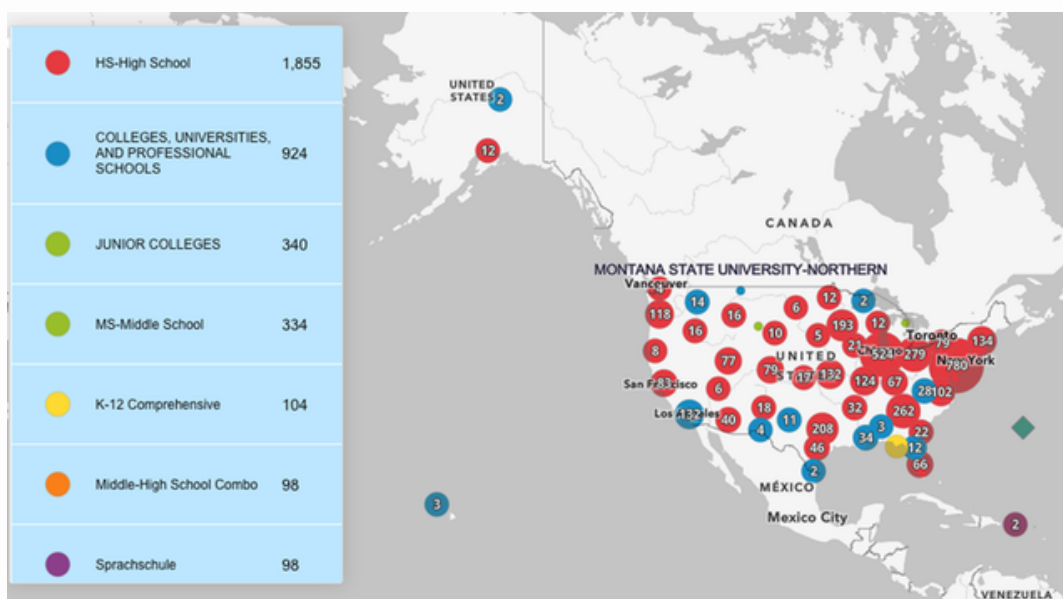
AATG welcomes creative sponsorship opportunities tailored to your organization's goals. Contact Michaela Wetcholowsky at michaela@aatg.org to discuss a customized sponsorship.



ADVERTISING AT AATG 2027

Put your organization in front of German educators from across the country. AATG 2027 brings together classroom teachers, university faculty, program leaders, and other professionals committed to strengthening German education.

Join more than 250 German educators and university faculty from across the country for AATG 2027: Access, Advocacy, and Innovation.



OUR REACH

~4,000 educational institutions | **200k+** annual website visitors | **1M+** annual page views

EXTEND YOUR REACH ONLINE

Keep your organization visible before and during AATG 2027 with digital advertising

Top Banner \$350/month | **Pop-Up Ad** \$200/month | **Sitewide Sidebar** \$500/month

Exclusive to exhibitors • Available March–October 2027 • Subject to AATG approval

READY TO ADVERTISE WITH AATG?

Contact Michaela Wetcholowsky • michaela@aatg.org