

**Stages of Change:
Embracing the Duality of
Progress and Tradition**

Cleveland, OH

July 23-26, 2025



www.aate.com/2025

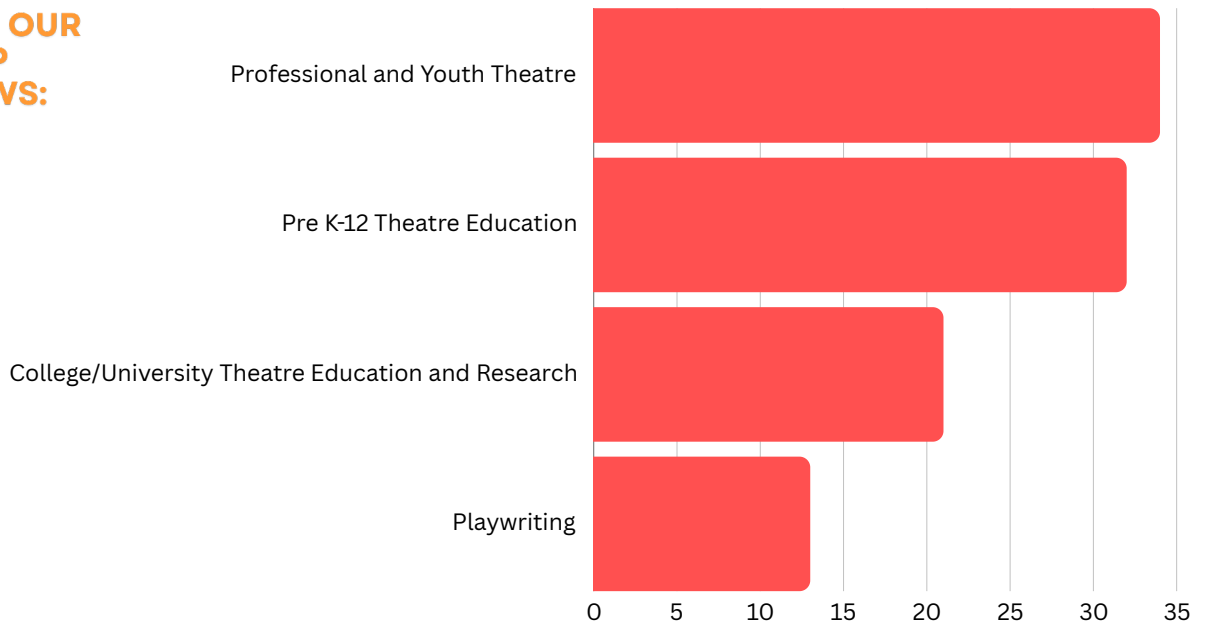
AATE CONFERENCE PROFILE

JOIN US FOR AN INSPIRING THREE-DAY CONFERENCE THAT EXPLORES THE EVOLVING LANDSCAPE OF THEATRE AND EDUCATION. FROM THE CHANGING OF THE THEATRICAL GUARDS TO THE SHATTERING OF HARMFUL PRACTICES, THE THEATRE AND EDUCATION FIELDS HAVE SHIFTED RAPIDLY INTO A MORE INCLUSIVE, DYNAMIC, AND JUST FORM. YET OUR HISTORY MATTERS. THE VOICES OF LEADERS WITH DECADES OF EXPERIENCE MATTER. THE FOUNDATIONS ON WHICH WE BUILD MATTERS. WHAT DO WE DO WITH THIS PUSH AND PULL? AS WE NAVIGATE THE COMPLEXITIES OF OUR ART FORM, THIS CONFERENCE AIMS TO CULTIVATE A DIALOGUE ABOUT HOW WE CAN HONOR OUR PAST WHILE BOLDLY STEPPING INTO THE FUTURE. WHETHER YOU ARE A SEASONED PRACTITIONER OR NEW TO THE FIELD, YOU'LL FIND VALUABLE PERSPECTIVES AND PRACTICAL TOOLS TO ENRICH YOUR TEACHING AND PRACTICE. THE 2025 CONFERENCE, **STAGES OF CHANGE: EMBRACING THE DUALITY OF PROGRESS AND TRADITION** WILL TAKE PLACE IN **CLEVELAND, OH JULY 23-26, 2025**, WITH AN ANTICIPATED ATTENDANCE OF OVER 250 PEOPLE.

CONFERENCE EVENTS INCLUDE WORKSHOPS, PANELS, PERFORMANCES, KEYNOTE SPEAKERS, NETWORKING EVENTS, AND RECEPTIONS DESIGNED TO ENCOURAGE REFLECTION ON SUCCESSES AND CHALLENGES IN THE FIELD AND FACILITATE THE SETTING OF GOALS FOR THE FUTURE. DO NOT MISS YOUR OPPORTUNITY TO CONNECT WITH AND PARTICIPATE ALONGSIDE THIS HIGHLY ENGAGED AUDIENCE.



THE INTEREST OF OUR MEMBERSHIP ARE AS FOLLOWS:



The American Alliance for Theatre and Education (AATE) is the leading member-based national organization serving the fields of theatre and education. AATE is unique in that it is the one place to reach a broad range of members committed to the fields of theatre for youth and education. The 2025 Conference **Stages of Change: Embracing the Duality of Progress and Tradition!** Will take place at the The Westin Cleveland Downtown, July 23-26, 2025, with anticipated attendance of over 300 people. Conference events include workshops, panels, performances, keynote speakers, networking events, and receptions designed to encourage reflection on success and challenges in the field and facilitate the setting of goals for the future. Do not miss your opportunity to connect with and participate alongside this highly engaged audience.

Your Sponsorship Includes	In-Kind Donation	\$800 Maser Class Sponsor	\$1000 Conference Bag Sponsor	\$1500 Lanyard Sponsor	\$2,000 Sponsor	\$3,000 Sponsor	\$5,000 Sponsor	\$10,000 ASL Interpreter Sponsor	Reception Sponsorship: Based at Market Value
Logo to Appear on Registration Check-In Kiosk and Mobile App						X	X	X	X
Complimentary Conference Registrations					X	X	X	X	X
Complimentary 6X2 Exhibit Booth in High Traffic Area					X	X	X	X	X
Opportunity to Place Promotional Materials in Conference Bag Given to All Attendees at Registration				X	X	X	X	X	X
Verbal Recognition at Conference Opening Ceremonies		X*	X	X	X	X	X	X	X**
Promotional Material Distribution at One Reception (Attendance approx.. 350-450)	X	X	X	X	X	X	X	X	X
Logo in Sponsor Listings of the National Conference Website with link	X	X	X	X	X	X	X	X	X

*Recognition is given at sponsored workshop

** Recognition is given at sponsored event

(For In-Kind and \$500-\$750 Sponsorship Levels as an additional benefit we would like to offer a 20% Discount on the purchase of an Exhibit Booth)

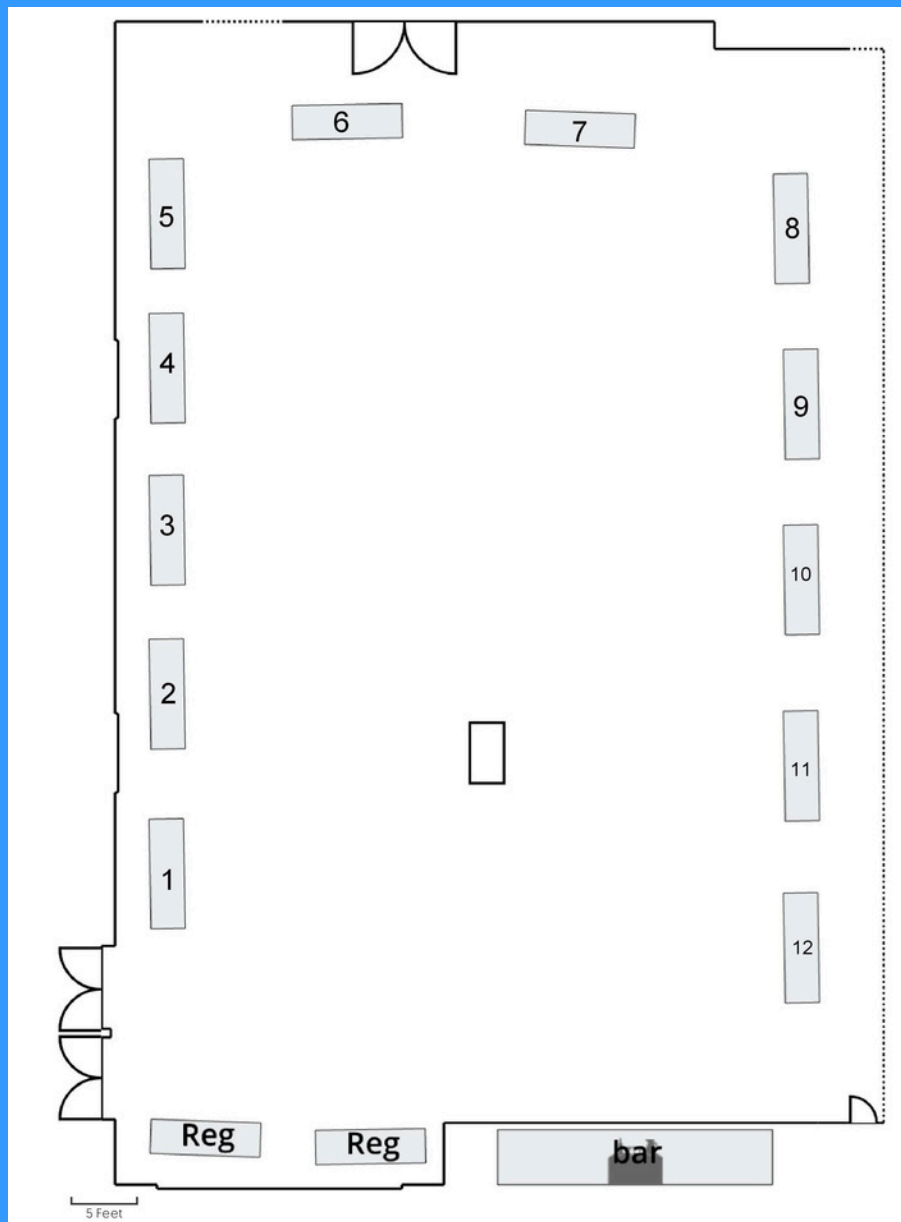


AMERICAN ALLIANCE FOR
THEATRE & EDUCATION

Join us for an inspiring four-day conference that explores the evolving landscape of theatre and education. From the changing of the theatrical guards to the shattering of harmful practices, the theatre and education fields have shifted rapidly into a more inclusive, dynamic, and just form. Yet our history matters. The voices of leaders with decades of experience matter. The foundations on which we build matters. What do we do with this push and pull? As we navigate the complexities of our art form, this conference aims to cultivate a dialogue about how we can honor our past while boldly stepping into the future. Whether you are a seasoned practitioner or new to the field, you'll find valuable perspectives and practical tools to enrich your teaching and practice.

For Questions Please Contact Alexis Truitt
at alexis@ate.com

ALL EXHIBIT BOOTHS INCLUDE



- 1 TABLE AND 1 CHAIR
- 6'X2' BOOTH
- PARTICIPATION IN EXHIBITOR TRIVIA SCAVENGER HUNT
- ONE (1) REGISTRATION TO ATTEND CONFERENCE EVENTS
- NATIONAL CONFERENCE ATTENDEE LIST (EMAILED AFTER THE CONFERENCE)
- COMPANY NAME & BOOTH NUMBER LISTED IN THE ELECTRONIC CONFERENCE PROGRAM

OTHER EXHIBITOR OPPORTUNITIES

Exhibitor Spotlight

Take advantage of the opportunity to tell Conference attendees about your organization or product. During one of the Conference Keynotes (Thursday, July 18th, 4:15pm and Saturday, July 20th, 9:45am) we will assign days, each exhibitor will have 3 minutes to speak to the group all together, there are limited spots available for this opportunity. Give attendees the scoop on discounts, products, contests, and where to find you on the exhibitor floor. You must be a registered exhibitor to participate. Participation in the Exhibitor Spotlight is \$200.

Sponsor a Table

Sponsor a table at the networking events. Place a targeted 8.5X11” message at one of the all-Conference networking events. The cost to sponsor a table is \$100.

Bag Stuffer

Place a flyer, handout, or physical item (promotional give away) in the Conference bag. The cost for this opportunity is \$100.



EXHIBIT HALL HOURS:

THURSDAY, JULY 24TH, 8AM-11AM (EXHIBITOR SET UP)

THURSDAY, JULY 24TH, 11AM-7PM

FRIDAY, JULY 25TH, 9:45AM-3:45PM

SATURDAY, JULY 26TH, 9AM-5PM

EXHIBITOR SPECIAL EVENTS:

EXHIBITOR MEET AND GREET, THURSDAY, JULY 24TH 6-7PM

CHECK OUT OUR VENDORS, SATURDAY, JULY 26TH 11:15-11:30AM

EXHIBITOR RAFFLE, SATURDAY, JULY 26TH 4:15-4:45PM

2025

Sponsor/Exhibitor Form

SPONSORSHIP LEVELS

- | | |
|-----------------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> \$10,000 ASL Interpreter Sponsor | <input type="checkbox"/> \$1500 Lanyard Sponsor |
| <input type="checkbox"/> \$5,000 Sponsor | <input type="checkbox"/> \$1000 Conference Bag Sponsor |
| <input type="checkbox"/> \$3,000 Sponsor | <input type="checkbox"/> \$800 Master Clas Sponsor |
| <input type="checkbox"/> \$2,000 Sponsor | <input type="checkbox"/> In-Kind Donation |
| <input type="checkbox"/> Reception Sponsorship: Based at Market Value | |

Sponsorship Total:

RESERVATION INFORMATION (IF APPLICABLE)

Representative at Booth:

Email:

Phone Number:

Upon confirmation, you will be sent instructions on how to submit a 150-word company description and logo.

2025 Ad Order Form

AATE AD OPPORTUNITITES

Ads need to be in .gif, .jpg, or .png format (by email) to Alexis Truitt at alexis@aate.com by Wednesday, July 13th. They will be shown in a PowerPoint format so a large clear ad is preferred (even for the PDF Program Ad). Please contact Alexis with any questions.

\$250 Projected Ad

\$100 PDF Program Ad

Total:

Example:



NYU | STEINHARDT

Program in Educational Theatre

Educational Theatre at NYU Steinhardt builds on your performing skills to help you become an educator in schools, cultural institutions, and community settings. Learn how to develop and evaluate transformative theatre arts programs with:

- Supervised teaching placements and internships at New York City schools and cultural institution
- A comprehensive and balanced curriculum that encompasses drama education, theatre for young audiences, play production, and applied theatre
- Experience in traditional and nontraditional performance spaces, including the historic Provincetown Playhouse
- Focused study abroad opportunities
- A diverse network of peers and mentors, all deeply committed to social justice

Our internationally renowned faculty promote the development of a grounded aesthetic while expanding your pedagogical knowledge. They will prepare you to make a tangible difference applying your craft to educational and outreach spaces throughout the world. Scholarships are available.

Visit: <https://steinhardt.nyu.edu/music/edtheatre>

Email: jonathan.jones@nyu.edu

Booths and Other Opportunities

- 1 Booth (\$600)
- 2 Booths (\$1100)
- 3 Booths (\$1600)

I would like to add on an electrical connection for my booth(s): (\$150)

Booth # Please see page 4 for options.

1st Choice 2nd Choice
3rd Choice

*due to placement of electrical outlets in conference hall, booth requests cannot be guaranteed.

Raffle prize donation:

Trivia question (it should be something related to your organization):

Exhibit Booth Subtotal:

OPPORTUNITIES

- \$200 Exhibitor Spotlight
- \$100 Sponsor a Table
- Thursday, July 18th
- Saturday, July 20th
- Ads:
- \$250 Projected Ad
- \$100 PDF Program Ad
- \$100 Bag Stuffers

Opportunities Subtotal:

Total for Sponsorship/Booth/Other Opportunities:

Contact Details & Payment Info

Company:

Address:

Contact Name:

Phone:

Order Date:

Email:

Company:

Name on CC:

Billing Address:

Billing Phone:

Email for Receipt:

Check #:

Select One: Visa M/C Discover Amex

Credit Card: Sec. Code

Exp.

CONTRACT AGREEMENT

By signing below, I certify that I am the authorized representative of the Advertisers and have read and agreed to the Terms and Conditions (www.aate.com/adterms).

Signature:

Date:

If you have any questions about your Reservation Form or Billing, please contact Alexis Truitt at alexis@aate.com or 202-909-1194.

Thank you for your support of AATE!.