

AIIP Annual Conference 2023 – Exhibitor Prospectus



*In person at the Hyatt Regency, Milwaukee,
Wisconsin, USA*
Thursday, April 27 – Sunday, April 30, 2023

Wrap-around & virtual events
Monday, April 24 – Friday, May 5, 2023

AIIP – The Association of Independent Information Professionals’ annual conference attracts 70-100 attendees. Some will attend the virtual conference only, and some will attend both the virtual and in-person events.

AIIP’s members are business owners providing information-related services such as research, analysis, knowledge and information management, document delivery, database design, library support, investigative services, competitive intelligence, consulting, training, writing, and publishing.

Many members are recognized thought leaders in their information specialty. Our conference is highly valued by members. Topics cover these broad areas of interest: Business and Professional Development; Tools of our Trade; and Personal Enrichment.

Networking and relationship-building is at the heart of the conference and our goal is to have attendees leave with new contacts and ideas, practical tips, and renewed energy & enthusiasm.

Conference schedule for 2023:

- Monday, April 24, 2023: **Opening Session @ 2pm CDT (virtual).**
- Monday, April 24 – Wednesday April 26, 2023: **6 virtual sessions.**
- Thursday, April 27, 2023: **Welcome Reception, Hyatt Regency, Milwaukee @ 6pm CDT (in-person).**
- Friday, April 28, 2023: **Full in-person conference day 1 (5 in-person, 2 live-streamed sessions).**
- Saturday, April 29, 2023: **Full in-person conference day 2 (4 in-person, 2 live-streamed)**
- Sunday, April 30, 2023: **Breakfast & Takeways session (Close of in-person)**
- Monday, May 1 – Friday May 5, 2023: **6 virtual sessions.**

See the full program at <https://aip.org/conference/program>

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WHAT DOES AIP OFFER TO OUR EXHIBITORS?

The entire AIP Conference will be hosted on the Whova platform. The customizable online booths offer exhibitors the chance to showcase their services and products to all attendees during both the virtual and in-person elements of the conference. Guides on how to set up your online space and interact with attendees will be provided.

You will be able to engage in real time with attendees using the online booth. There are gamification and other online opportunities to engage with attendees. You can upload a video and images to increase your visual appeal to the audience.

If you also do decide to attend in-person in Milwaukee your exhibitor space will be in the main conference room to maximize the opportunities to interact with attendees.

- Registration for exhibitors will open on October 24, 2022 -

Exhibitor Benefits

- Company name, description and contact details in Conference App.
- Company name on Conference website and on Conference Takeaways Handout (available to all attendees, virtual and in-person).
- Attendee email list after the Conference.
- Virtual options include:
 - Customizable online booths.
 - Email correspondence with attendees – from 30 days before the Conference and during the Conference.
 - Gamification options to generate publicity and engagement.
 - Upload video to enhance engagement.
 - Load two brochures and product photos.
- For in-person attendance:
 - Table provided (size to be confirmed) in main conference room.
 - Max. 2 booth staff to attend.

Exhibitor Rates & Registration

Options	Early-bird from October 24, 2022	Full-rate from March 1, 2023
Virtual & In-person	\$950 plus registration fees	\$1,250 plus registration fees
Outreach Campaign add-on	\$950 plus registration fees	\$950 plus registration fees

[Register Here](#)

For more information contact: conference@aiip.org

Conference website: aiip.org/conference

NOTE: All Exhibitors are expected to abide by our [Conference Code of Conduct](#)
as well as our [AIP DEI Statement](#)