

January 2010

Greetings from San Francisco!

You are invited to join us as an Exhibitor for The American Alliance for Theatre and Education's Annual Conference in San Francisco, California. The conference, entitled ***Playing on the Fault Lines: Exploring the Shifting Ground in Theatre and Education***, is presented in cooperation with the California Educational Theatre Association and is expected to bring together over 400 theatre artists and educators from across North America and the world. The exhibits will be a main attraction on Thursday, August 5<sup>th</sup>, Friday, August 6<sup>th</sup>, and Saturday August 7<sup>th</sup>, 2010 (with optional exhibit time on Sunday, August 8<sup>th</sup>). Exhibits this year will be located in the open foyer of the hotel, placed between the escalators and meeting rooms on the conference floor. Exhibitors will have a unique opportunity to interact with delegates as they move through the conference areas. With your help, our conference participants will leave San Francisco with the latest publications and resources in the field of theatre and education.

Some other planned conference highlights include:

- **Special Keynote Events** Conference participants and artists from Sojourn Theatre will engage in creating site-specific performance under the facilitation of theatrical innovator Michael Rohd.
- **Special Events:** As always, the conference will feature the **Playwrights Slam** and the **Publisher's Showcase**.
- **Storytelling Stage** Don Doyle, Rives Collins, and Jerry Falek will be sharing their storytelling magic on the *Marketplace Stage* during an all conference lunch event. This stage will be right in the middle of the marketplace exhibitor's area!
- **Paid Workshops:** AATE 2010 will continue the tradition of paid workshops.
- **The Awards Luncheon:** AATE's annual Awards Luncheon will once again honor the outstanding accomplishments of our members and their contributions to the field.
- **Internship Fair:** An opportunity for organizations seeking interns and individuals desiring internships to meet and network.
- **Exhibitor Raffle:** Friday from 4:30-6:00pm, delegates will gather in the foyer for a chance to win prizes donated by exhibitors! Historically, after the giveaway section of the event is over, several delegates visit the exhibit booths and shop.
- **Web Page Advertising:** We will link from our Exhibitor web page to your company web page.

This year's conference is taking place at one of San Francisco's signature hotels, **The Parc 55 Hotel**. In the heart of downtown San Francisco, Parc 55 Hotel is a short stroll from San Francisco's world-renowned Union Square, the iconic address of Macy's, Saks Fifth Avenue, Neiman Marcus and dozens of stylish boutiques. The Hotel is also half a block from Westfield San Francisco Centre, home of the second-largest Bloomingdale's in the country, and just a block from the city's major-production theatre district. Parc 55 Hotel has also long been popular for its literally steps-away proximity to the historic cable cars. Pictures of the exhibit area are available on the conference website <http://www.aateconference.com> and click on the Exhibit tab. We hope to see you in San Francisco!

Rachel Prouty and Stacey Ardelean  
AATE 2010 Conference Co-Chairs

Cheri Fortin  
Exhibit Coordinator