

## **Report on 2026 AAG Booth, AAG San Francisco Meeting**

Submitted by HB and AD

### **Exhibit Hall Booth**

The 2026 AAG San Francisco IGU Booth garnered a fair bit of attention, good conversations and visits from IGU friends and many either unfamiliar with IGU or interested in the different conferences. The booth was organized by Holly Barcus (IGU VP) and staffed and managed in San Francisco by Anindita Datta (IGU VP and AAG International Councilor). A special thanks to Macalester College student, Ben Arnold, who transported the materials and assisted with setup and take-down of the booth.

The booth was operational for three days (18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> March) and contained two standing banners from IGU (French and English), as well as printed advertisements for the 2026 Istanbul Regional Conference, and 2028 Melbourne Congress. Each had QR codes to link attendees to the respective conference websites. The booth also had two of the Edward Elgar “IGU Series on Contemporary Geographies” books and give-a-ways for the Melbourne Congress (koalas and Tim Tams). It was staffed singlehandedly on all three days by Prof Anindita Datta and apart from the conference information. Prof Datta also circulated the Proposal for the formation of the IGU Affinity Group, organized by Prof Holly Barcus, encouraging visitors to sign digitally or copy the link and circulate to colleagues. Over the three days of the booth, the number of signatures rose significantly, finally closing at 90 on March 31. Prof Datta’s efforts at the booth were significant in spreading awareness of the proposal and perpetuating a strong relationship between AAG and IGU members and the Affinity Group, if approved by AAG Council, will provide an avenue for joint activities between AAG and IGU in future years.

Because of our MOU with the AAG, the IGU had a complimentary booth in the Exhibit Hall which was much appreciated and significantly reduced the costs of the booth. The IGU paid insurance costs (US\$169) and costs of transporting materials to the AAG (US\$90). Total costs = \$259.

### **Pictures from Booth**

