

American Accounting Association 2003 Annual Meeting

EXHIBIT, ADVERTISING, AND SPONSORSHIP INFORMATION

Exhibit Space

The 2003 American Accounting Association Annual Meeting will be held on August 3-6 in Honolulu, Hawaii. Exhibit space is limited. The AAA reserves the right to assign or limit space when in the judgment of the Association it will achieve a more equitable arrangement. The term booth refers to an approximate 8' x 10' area. Island booths are also available; pricing is included in the Exhibit Application. Any displays differing from the standard 8' x 10' configuration must be approved in writing by the Association. It is understood that the exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the American Accounting Association and the Hotel agents, servants, and employees from any and all such losses, damages, and claims. Full payment is required at the time your exhibit reservation is made. Booth space will be reserved when payment is received. The exhibit fee includes:

- Assignment of security personnel during exhibit hours and overnight.
- High fabric background and lower fabric side dividers.
- Booth identification sign.
- Four complimentary exhibitor registrations per 8' x 10' booth space. **Note:** Registrations received over the limit will be charged a \$155 registration fee. All exhibitors must be registered. Exhibitor registration includes name badge and admittance to social receptions sponsored by the American Accounting Association on Sunday, Monday, and Tuesday evenings.
- The Sunday evening Early Bird reception, daily coffee breaks, and a raffle drawing are planned in the exhibit area.

Exhibit hours for the meeting are expected to be:

Sunday, August 3	2:00 PM – 7:00 PM
Monday, August 4	8:00 AM – 5:00 PM
Tuesday, August 5	8:00 AM – 5:00 PM
Wednesday, August 6	8:00 AM – 11:00 AM

The exhibit hall will be open for exhibitor setup by 8:00 AM on Sunday, August 3. Please note that exhibitors should plan to arrive in sufficient time to ensure their booth is in place and ready for review at 1:00 PM by the Exhibit Manager. All boxes must be removed and stored and all aisles cleared one hour prior to exhibits' opening. No setup activity will be allowed after the exhibits open. Exhibitors must remove their displays immediately after the exhibits close. Exhibit hours, setup and breakdown times listed above are subject to change. Information concerning Annual Meeting exhibit services and times will be sent to each exhibitor after applying for exhibit space (*approximately 60 days prior to August 3*). Exhibitors must have a representative in the booth at all times during show hours, and the exhibitor will be responsible for any physical damage done by the exhibit or exhibitor personnel to the hotel. All storage, drayage, chairs and tables, in addition to other decorator needs, may be arranged through the Association's official exhibit services contractor. The hotel and the American Accounting Association will not be liable or responsible for the theft of or damage to any display materials.

Text Link

Included with exhibit space rental is a text link from the Annual Meeting exhibit web page. The link will be established to the URL you provide on the application form.

Cancellation Policy for Exhibit Booth Space

Full refund for cancellations received at least 60 days prior to August 3, 2003.

Cancellation 59–30 days prior to August 3, refund less 25%.

Cancellation 29–15 days prior to August 3, refund less 50%.

Cancellation 14 days prior to August 3 or no shows, no refund.

SPONSORSHIP OPPORTUNITIES

Because many exhibitors have sought ways to highlight their participation and support, the accomplishments of their authors, or other themes, the AAA is now offering event sponsorship opportunities at the Annual Meeting. In addition to signs at the event highlighting the sponsoring donor and theme, sponsorship will generate prominent recognition in the printed Program, formal thanks delivered at one or more major conference sessions and in subsequent Annual Meeting articles, and a framed acknowledgment following the meeting. Please let us know if you are interested in sponsoring any of the following events, all of which occur in the exhibition hall:

Early Bird Reception – Sunday, August 3, 2003 — \$15,000

Coffee break (such as coffee & lemonade) — \$3,500

Enhanced coffee break (such as coffee, lemonade, snack) — \$5,000

ADVERTISING OPPORTUNITIES

This year the AAA is offering several different advertising opportunities. The following outlines the details of these advertising choices. Please make your selection(s) on your application. If you have additional questions please contact Beverly Harrelson at beverly@aaahq.org or (941) 556-4109.

Annual Meeting Issue of Accounting Education News

We will accept a limited number of ads, on a first come, first serve basis, for the Annual Meeting issue of Accounting Education News (AEN) (imprint size 3 1/2" × 4 3/4"). AEN is the regular newsletter of the Association. Advertising will be accepted this year for the issue dedicated to the 2003 Annual Meeting. The deadline is **February 24, 2003**. The issue is expected to be published in March 2003 and will be available to AAA members in print and online. This issue will also be mailed to all accounting educators in the Hasselback directory and will be available to international associations in electronic format. The American Accounting Association accepts the following types of advertising copy: film, negatives (right reading, emulsion down, 133/line screen, or 150/line screen), electronic file (PageMaker for Mac or PC, QuarkXPress for Mac or PC), no bleeds.

Annual Meeting Program

We are offering full-page ads in the Annual Meeting program (5" × 8" print area). Ads will be placed on left hand pages only. The deadline is **May 15, 2003**. Additional full-page ads will be sold at \$700 each. Available in print only. The American Accounting Association accepts the following types of advertising copy: film, negatives (right reading, emulsion down, 133/line screen, or 150/line screen), electronic file (PageMaker for Mac or PC, QuarkXPress for Mac or PC), no bleeds.

Rotating Banner Ad

For the first time we will accept a limited number of rotating banner ads on designated Annual Meeting web pages. Banner ads will only be allowed on the following pages on a first come, first serve basis:

- main annual meeting menu page (<http://aaahq.org/AM2003/index.cfm>)
- registration information page (<http://aaahq.org/AM2003/registration.cfm>)
- placement center page (<http://aaahq.org/AM2003/placement.cfm>)
- preliminary program page (<http://aaahq.org/AM2003/program.cfm>)
- continuing professional education program page (<http://aaahq.org/AM2003/cpeinfo.cfm>)

We will accept no more than 4 ads in rotation on each of these pages. The ads will be limited to 6 months online to start no earlier than March 2003 and be removed after September 2003.

Banner ad requirements:

- must measure 468 pixels wide by 60 pixels high
- must be in JPEG or GIF format
- may not contain animation (GIF, Flash or otherwise)
- may not contain any transparency
- file size must be less than 20k
- URL must be provided for link
- may not contain a bold red color as a background color. Black, white, gray, or pastel is recommended
- all ads are subject to approval by AAA

Button Ad

We will accept a limited number of square button ads on designated Annual Meeting web pages (125 × 125). Button ads will be allowed on the following pages on a first come, first serve basis:

- registration information page (<http://aaahq.org/AM2003/registration.cfm>)
- placement center page (<http://aaahq.org/AM2003/placement.cfm>)
- preliminary program page (<http://aaahq.org/AM2003/program.cfm>)
- continuing professional education program page (<http://aaahq.org/AM2003/cpeinfo.cfm>)

We will accept a limited number of ads on each of these pages. The ads will be limited to 6 months online to start no earlier than March 2003 and be removed after September 2003.

Button ad requirements:

- must measure 125 pixels by 125 pixels
- must be in JPEG or GIF format
- may not contain animation (GIF, Flash or otherwise)
- may not contain any transparency
- file size must be less than 10k
- URL must be provided for link
- all ads are subject to approval by the AAA

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EXHIBIT AND ADVERTISING APPLICATION

This completed form will be a binding agreement between the Exhibitor and the American Accounting Association and indicates acceptance of conditions described in this application and the accompanying information. Further correspondence regarding exhibit equipment/furniture will be made with the person listed below.

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person and Title: _____

Phone: () _____ Fax: () _____ Email: _____

Website (provide URL for link from AAA exhibitor list): _____

AAA Annual Meeting August 3–6, Honolulu, Hawaii Exhibit and Advertising Choices (choose one) see attached page for details

<input type="checkbox"/> One booth and text link* \$1,895	<input type="checkbox"/> Four-booth island and text link*\$9,250	No exhibit booth \$ _____
<input type="checkbox"/> One booth, text link*, and one advertising choice \$2,995	<input type="checkbox"/> Four-booth island, text link*, and one advertising choice\$10,350	<input type="checkbox"/> One advertising choice \$1,300 \$ _____
<input type="checkbox"/> One booth, text link*, and two advertising choices \$4,095	<input type="checkbox"/> Four-booth island, text link*, and two advertising choices\$11,450	<input type="checkbox"/> Two advertising choices \$2,600 \$ _____
<input type="checkbox"/> One booth, text link*, and three advertising choices \$5,195	<input type="checkbox"/> Four-booth island, text link*, and three advertising choices\$12,550	<input type="checkbox"/> Three advertising choices \$3,900 \$ _____
<input type="checkbox"/> Deluxe package--one booth, text link*, and all four advertising choices \$5,695	<input type="checkbox"/> Deluxe package--four-booth island, text link*, and all four advertising choices\$13,050	<input type="checkbox"/> All four advertising choices \$4,500 \$ _____

*Included with exhibit space rental is a text link from the Annual Meeting exhibit web page. The link will be established to the URL you provide above.

Additional booths
 booth(s) at \$1,895 \$ _____

Choose Advertising Opportunities per package choice above (see attached page for details):

Ad in the Annual Meeting issue of AEN. (Deadline: **Monday, February 24**)

Full-page ad in the Annual Meeting program included in package above. (Deadline: **Thursday, May 15**)
 Additional full-page program ads page(s) at \$700 \$ _____

Rotating banner ad on designated Annual Meeting web pages. (Indicate first, second, and third choice below.)
 _____ Main annual meeting menu page (<http://aaahq.org/AM2003/index.cfm>).
 _____ Registration information page (<http://aaahq.org/AM2003/registration.cfm>).
 _____ Placement center page (<http://aaahq.org/AM2003/placement.cfm>).
 _____ Preliminary program page (<http://aaahq.org/AM2003/program.cfm>).
 _____ Continuing professional education information page (<http://aaahq.org/AM2003/cpeinfo.cfm>).

Button ad on designated Annual Meeting web pages. (Indicate first, second, and third choice below.)
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 _____ Preliminary program page (<http://aaahq.org/AM2003/program.cfm>).
 _____ Continuing professional education information page (<http://aaahq.org/AM2003/cpeinfo.cfm>).

Total Amount Enclosed \$ _____

Method of Payment: (No booth space will be reserved without **FULL PAYMENT IN ADVANCE**)

VISA MasterCard Check enclosed

Card No.: _____ Exp. Date: _____

Signature: _____

Completed Application should be mailed, along with appropriate payment, to:

American Accounting Association • 5717 Bessie Drive • Sarasota, FL 34233-2399
Phone (941) 921-7747 • Fax (941) 923-4093 • Email: Office@aaahq.org