

**American Accounting Association
2004 Annual Meeting
EXHIBIT, ADVERTISING, AND SPONSORSHIP
INFORMATION**

Exhibit Space

The 2004 American Accounting Association Annual Meeting will be held on August 8-11 in Orlando, Florida. Exhibit space is limited and booths are assigned when payment is received, so we encourage you to complete your application early. 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 \$175 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 8	2:00 PM – 7:00 PM
Monday, August 9	8:00 AM – 5:00 PM
Tuesday, August 10	8:00 AM – 5:00 PM
Wednesday, August 11	8:00 AM – 11:00 AM

The exhibit hall will be open for exhibitor setup by 8:00 AM on Sunday, August 8. 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 8*). 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.

AAA Web Site 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 8, 2004.

Cancellation 59–30 days prior to August 8, refund less 25%.

Cancellation 29–15 days prior to August 8, refund less 50%.

Cancellation 14 days prior to August 8 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 offers 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 contact Debbie Gardner at Debbie@aaahq.org or 941-556-4101 if you are interested in sponsoring any of the following events, all of which occur in the exhibition hall:

Early Bird Reception – Sunday, August 8, 2004 — \$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 two 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"). The rate for this issue is \$350. AEN is the regular newsletter of the Association. The deadline is **February 24, 2004**. The issue is expected to be published in March 2004 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. 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 28, 2004**. Full payment for advertising required to reserve space. Additional full-page ads will be sold at a discounted price. 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.

Outside back cover - \$7900

Inside back spread - \$5250

Inside back cover - \$3200

Inside centerfold (left and right) - \$2700

Full-page ad - \$1150

Additional full-page ads - \$700

American Accounting Association 2004 Annual Meeting ADVERTISING CONTRACT

Annual Meeting Program

Please reserve the following page(s) of advertising for us in your 2004 Annual Meeting Program. We understand that advertising copy (a 5" x 8" print area) must be received no later than **May 28, 2004**. Ads will be placed on left hand pages only. Additional full-page ads will be sold at a discounted price. 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.

- Outside back cover US \$7,900 \$ _____
- Inside back spread US \$5,250 \$ _____
- Inside back cover US \$3,200 \$ _____
- Inside centerfold (left and right)..... US \$2,700 \$ _____
- Full-page ad..... US \$1,150 \$ _____
- Additional full-page ads
_____ page(s) at US \$ 700 \$ _____

Annual Meeting Issue of Accounting Education News

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- Accounting Education News (AEN) ad(s) at US \$350 \$ _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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

Contact Person: _____

Comments: _____

Method of Payment: (Full payment required to reserve advertising space in annual meeting program.)

- VISA MasterCard Check enclosed

Card No.: _____ Exp. Date: _____

Signature: _____

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

**American Accounting Association
2004 Annual Meeting
EXHIBIT APPLICATION**

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 8-11, Orlando, Florida Exhibit Choice (see attached page for details)

- One booth and website link.....US \$2,000 \$ _____
- Four-booth island and website link.....US \$9,500 \$ _____

- Additional booths
_____ booth(s) at..... US \$2,000 \$ _____

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**