

**American Accounting Association  
2005 Annual Meeting  
EXHIBIT, ADVERTISING, AND SPONSORSHIP  
INFORMATION**

**EXHIBIT SPACE**

The 2005 American Accounting Association Annual Meeting will be held on August 7-10 in San Francisco, California. 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:

- Inclusion on the AAA Annual Meeting Exhibitors' web page with a link to Exhibitors' page of choice.
- 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 7	2:00 PM – 7:00 PM
Monday, August 8	8:00 AM – 5:00 PM
Tuesday, August 9	8:00 AM – 5:00 PM
Wednesday, August 10	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 7*). 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 7, 2005.

Cancellation 59–30 days prior to August 7, refund less 25%.

Cancellation 29–15 days prior to August 7, refund less 50%.

Cancellation 14 days prior to August 7 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](mailto: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 7, 2005 — \$15,000

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

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

### **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 31, 2005**. 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. . If you have additional questions please contact Beverly Harrelson at [beverly@aaahq.org](mailto:beverly@aaahq.org) or (941) 556-4109.

Outside back cover - \$7900

Inside back spread - \$5250

Inside back cover - \$3200

Full-page ad - \$1200

Additional full-page ads - \$800

# American Accounting Association 2005 Annual Meeting ADVERTISING CONTRACT

## Annual Meeting Program

Please reserve the following page(s) of advertising for us in your 2005 Annual Meeting Program. We understand that advertising copy (a 5" x 8" print area) must be received no later than **May 31, 2005**. 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    \$ \_\_\_\_\_
- Full-page ad ..... US \$1,200    \$ \_\_\_\_\_
- Additional full-page ads  
    \_\_\_\_\_ page(s) at ..... US \$ 800    \$ \_\_\_\_\_

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](mailto:Office@aaahq.org)

**American Accounting Association  
2005 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 7-10, San Francisco, California 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**