

American Accounting Association
2006 Annual Meeting
EXHIBIT, ADVERTISING, AND SPONSORSHIP INFORMATION

EXHIBIT SPACE

The 2006 American Accounting Association Annual Meeting will be held on August 6-9 in Washington, D.C. 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' x10' area. Island booths are also available. Any displays differing from the standard 8' x10' configuration must be approved in writing by the Association. Full payment is required at the time your exhibit reservation is made. Booth space will be reserved when payment is received. 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 6	2:00 PM – 7:00 PM
Monday, August 7	8:00 AM – 5:00 PM
Tuesday, August 8	8:00 AM – 5:00 PM
Wednesday, August 9	8:00 AM – 11:00 AM

The exhibit hall will be open for exhibitor setup by 8:00 AM on Sunday, August 6. 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 45 days prior to August 6*). 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.

INSURANCE AND INDEMNIFICATION

Our contract with the Hotel requires exhibitors to agree to obtain and keep in force, during their term of participation in our event, policies of General Liability insurance, specifically referring to and including the Contractual Liability referred to in the indemnification paragraph below, Premises-Operations, Broad Form Property Damage, and Personal and Injury Liability with limits not less than \$1,000,000.00 per occurrence, and, if applicable, Worker's Compensation insurance to statutory limits, Employer's Liability insurance with limits not less than \$1,000,000.00 per occurrence, and Automobile Liability insurance covering all owned, non-owned and hired vehicles with limits not less than \$1,000,000.00 per occurrence. Your insurance will be considered primary of any similar insurance carried by us. Our contract with the Marriott Wardman Park requires that if documentation of insurance is to be required by the Hotel they must specifically request it. If the Hotel makes such a request you agree to deliver to us at least seven (7) days prior to this event copy of certificates of insurance for each policy required here. All policies of insurance will be with insurance companies rated by A. M. Best Company as an A VIII or better or otherwise acceptable to the hotel.

To the extent permitted by law, both parties agree to protect, indemnify, defend and hold harmless each other, and their respective employees and agents against all claims, losses or damages to persons or property, governmental charges or fines, and costs, arising out of or connected with this function, except those claims arising out of the sole negligence or willful misconduct of the party seeking indemnification.

CANCELLATION POLICY

Full refund for cancellations received at least 60 days prior to August 6, 2006.

Cancellation 59–30 days prior to August 6, refund less 25%.

Cancellation 29–15 days prior to August 6, refund less 50%.

Cancellation 14 days prior to August 6 or no shows, no refund.

ALL EXHIBIT LEVELS BELOW INCLUDE:

- **NEW** this year, wireless internet access.
- Booth identification sign.
- High fabric background and lower fabric side dividers.
- Assignment of security personnel during exhibit hours and overnight.
- Four complimentary exhibitor registrations per 8' × 10' booth space. **Note:** Registrations received over the limit will be charged a \$200 registration fee. All exhibitors must be registered.
- A name badge for each exhibitor which will provide admittance to any non-ticketed events and social receptions sponsored by the American Accounting Association on Sunday, Monday, and Tuesday evenings.
- A text link from the Annual Meeting exhibit web page. The link will be established to the URL you provide on the application form.

PEWTER-LEVEL (available on a first-come, first-served basis):

Cost: \$2,300

- One 8' × 10' booth space.

BRONZE-LEVEL (available on a first-come, first-served basis):

Cost: \$4,500

- Two 8' × 10' booth spaces.

SILVER-LEVEL (available on a first-come, first-served basis):

Cost: \$6,700

- Three 8' × 10' booth space.

GOLD-LEVEL (available on a first-come, first-served basis):

Cost: \$10,000

- Four-booth island.

ADDITIONAL OPPORTUNITIES

The American Accounting Association is offering the following optional items for our exhibitors on a first-come first-serve basis. Some of these options have limited availability.

Sponsorship on AAA Web Page—Cost: \$150

Includes your organization's name and logo on the AAA Annual Meeting Program web page (you provide logo in electronic format). We will include thanks to our sponsors in multi-topic mass emails to AAA members.

List of Participants—Cost: \$300

We will send you our list of participants in electronic format prior to the meeting (the week of July 10, 2006). The file will include participant's name, affiliation, and email address. You are only permitted to use this list in connection with the 2006 AAA Annual Meeting.

Technology Learning Center—Cost: \$500

The Technology Learning Center (TLC) at the 2006 AAA Annual Meeting will offer enclosed classroom(s) with wireless internet access located in the exhibit hall for use on Sunday, Monday, and Tuesday. On Sunday you can use the room however you like, however, there will be no electronic equipment or any listing in the AAA program. On Monday and Tuesday the classroom(s) will be equipped with a LCD projector and screen for focus group meetings, technology or hands-on sessions. Your session(s) can be listed in the AAA program providing you supply session descriptions to be published by June 1. **Note:** each sponsor needs to schedule time in the classroom(s) and will be limited to one session on Sunday, two on Monday, and two on Tuesday. Sessions are 45 minutes each and signage will be provided outside the classroom. Scheduling sessions is available on a first-come, first-served basis and there is limited availability (please contact Beverly Harrelson at beverly@aaahq.org or 941-556-4109).

Meeting Room—Cost: \$825

You will have an exclusive meeting room assigned to you on Sunday afternoon, Monday, and Tuesday. It will be set up conference style to hold 10 to 20 people. You can arrange technology, food, beverage, or security directly with the hotel. Rooms are available on a first-come, first-served basis and there is limited availability (please contact Beverly Harrelson at beverly@aaahq.org or 941-556-4109).

Coffee Station—Cost: \$1,200

You can sponsor a coffee station in the exhibit hall at a coffee break on Monday, Tuesday, or Wednesday. This non-exclusive sponsorship includes signs at the assigned coffee station highlighting your name and prominent recognition in the printed Program.

Full Page Ad in the Printed Program—Cost: \$1,300 (Additional Full Page Ads—Cost: \$850)

One full page ad in the printed program (you provide the camera-ready copy 5" × 8" print area). Ads will be placed on left hand pages only (available in print only). The deadline for ad reservations is **May 31, 2006**. The ad itself must be received at AAA by June 15, 2006. The American Accounting Association accepts the following type of advertising copy: electronic PDF file with all fonts embedded; black-and-white or grayscale only; no color; no bleeds. Ads should be sent to:

Email: aaa@aaahq.org (subject line “Annual Meeting Program Ad”)

or

Annual Meeting Program Ad
American Accounting Association
5717 Bessie Drive
Sarasota, FL 34233-2399

Early Bird Reception—Cost: \$8,000

The Early Bird Reception will be held in the exhibit hall on Sunday, August 6, 2006 from 5:30 pm to 7:00 pm. This non-exclusive sponsorship includes signs at the reception highlighting your name, prominent recognition in the printed Program, formal thanks at one or more major conference sessions, and a framed acknowledgment following the meeting.

If you have any questions about exhibiting or other sponsoring opportunities please contact:

Beverly Harrelson
American Accounting Association
5717 Bessie Drive
Sarasota, FL 34233-2399
Email: beverly@aaahq.org
Phone: (941) 556-4109

2006 American Accounting Association Annual Meeting EXHIBIT APPLICATION

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Exhibit Contact Person and Title: _____

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

Advertising Contact Person and Title: _____

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

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

Comments: _____

AAA Annual Meeting August 6-9, Washington, D.C. Exhibit Choice (see attached page for details)

- Pewter-Level US \$2,300 \$ _____
- Bronze-Level US \$4,500 \$ _____
- Silver-Level US \$6,700 \$ _____
- Gold-Level US \$10,000 \$ _____

Additional Options (see attached page for details)

- Sponsorship on our Web page US \$150 \$ _____
- List of Participants US \$300 \$ _____
- Technology Learning Center US \$500 \$ _____
- Meeting Room US \$825 \$ _____
- Coffee Station US \$1,200 \$ _____
- Full Page Ad in the Printed Program US \$1,300 \$ _____
- Additional Full Page Ads ____ page(s) at US \$850 \$ _____
- Early Bird Reception US \$8,000 \$ _____

Total US \$ _____

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

Method of Payment: (No booth space will be reserved without full payment in advance.)

- VISA MasterCard Check enclosed

Card No.: _____ Exp. Date: _____

Signature: _____