

## 2009 AAA Annual Meeting Advertising Opportunities New York, New York

### Advertising Opportunities

This year there are many exciting opportunities for advertising at the American Accounting Association Annual Meeting in New York. You can generate interest in your company and strengthen your name recognition by reaching out to our expected 3,000+ attendees. The AAA is pleased to offer many different advertising options to reach our Annual Meeting attendees. If there is a particular marketing goal that your company has or if there is an advertising opportunity you are interested in that you don't see listed below, please contact Deirdre Harris at [deirdre@aaahq.org](mailto:deirdre@aaahq.org) or 941-556-4119 to discuss your ideas.

**Annual Meeting Portfolio Insert - \$3,000** (for one 8 ½" x 11" flyer) **or \$5,000** (for giveaways like flashlights, key chains, etc.)

Here's your chance to reach all meeting registrants by placing a flyer or give-away in the portfolio that is distributed to every meeting registrant. You may include a brochure that directs attendees to your booth or may choose to include a keychain or other give-away that will keep your name top of mind with attendees even after they return home. Inserts and give-aways are subject to AAA approval.

**Exhibit Hall Hanging Aisle Banner - \$2,500**

Take this opportunity to emphasize your company name in the AAA Exhibit Hall. Prepare a hanging banner for your company and we will hang it in our Exhibit Hall for the duration of the meeting. Size specifications will be provided to advertisers at a later date.

**Full Page Ad in the Printed Program - \$1,500 (Additional Full Page Ads - \$900)**

One full page ad in the printed program (you provide the camera-ready copy 5" x 8" print area). Ads will be placed on left hand pages only (available in print only). The deadline for ad reservations is June 2, 2009. The ad itself and payment must be received at AAA by June 16, 2009. 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: [deirdre@aaahq.org](mailto:deirdre@aaahq.org) (subject line "Annual Meeting Program Ad")

or

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

**Exhibit Hall Poster - \$1,000**

New this year, we invite you to create a printed poster for your company that will be hung on columns inside the Exhibit Hall. Exact size specifications will be provided to advertisers at a later date.

Approximate poster size: 28" x 44" mounted on ¼" foam core

**Annual Meeting Registration Desk Signage - \$1,000 per panel**

Increase your company's visibility by partnering with the AAA and including your company logo on a desk at the Annual Meeting Registration area. You can design your signage and we will prepare a panel to be inserted into the kickplate on the front of the registration desks. Artwork is subject to AAA approval.

Kickplate size: up to approximately 3' x 4'.

**List of Participants - \$500**

We will send you our list of participants in electronic format prior to the meeting (the week of July 15, 2009). The file will include participant's name, affiliation, and email address. You are only permitted to use this list in connection with the 2009 AAA Annual Meeting.

**Company Logo on the AAA Annual Meeting Program Web Page - \$250**

Include your company's name and logo on the Annual Meeting Program web page (you provide your company logo in electronic format). Logo will link to the URL you provide.

**Research/Teaching Space****Meeting Room - \$950**

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. If interested, please contact Deirdre Harris at [deirdre@aaahq.org](mailto:deirdre@aaahq.org) or 941-556-4119.

# 2009 American Accounting Association Annual Meeting ADVERTISING APPLICATION

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Advertising Contact Person and Title: \_\_\_\_\_

Phone: (      ) \_\_\_\_\_ Fax: (      ) \_\_\_\_\_

Email: \_\_\_\_\_

## AAA 2009 Annual Meeting Advertising Opportunities August 2-5, 2009 ♦ New York, New York (see attached page for details)

- Annual Meeting Portfolio Insert (Brochure/Giveaway)..... \$3,000 / \$5,000 \_\_\_\_\_
- Exhibit Hall Hanging Aisle Banner..... \$2,500 \_\_\_\_\_
- Full Page Ad in Printed Program..... \$1,500 \_\_\_\_\_
  - Additional Full Pages Ads in Printed Program (Specify number: \_\_\_\_\_) ..... \$900 \_\_\_\_\_
- Exhibit Hall Poster ..... \$1,000 \_\_\_\_\_
- Annual Meeting Registration Desk Signage Panel..... \$1,000 \_\_\_\_\_
  - Additional Panels (Specify number: \_\_\_\_\_) ..... \$1,000 \_\_\_\_\_
- List of Participants..... \$500 \_\_\_\_\_
- Company Logo on the AAA Annual Meeting Program Web Page..... \$250 \_\_\_\_\_

### Research/Teaching Space

- Meeting Room..... \$950 \_\_\_\_\_

Total..... \$ \_\_\_\_\_

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: [deirdre@aaahq.org](mailto:deirdre@aaahq.org)**

### Method of Payment:

(No advertising will be reserved without full payment in advance.)

- VISA       MasterCard       Check enclosed

Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_