



## AMERICAN ACCOUNTING ASSOCIATION

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The American Accounting Association invites exhibitors to participate in the Association's 2010 Annual Meeting held July 31 – August 4, in the Hilton San Francisco Union Square (333 O'Farrell Street) in San Francisco, California. We are continuing our efforts to support goals of both exhibitors and members as our meetings continue to break attendance records. San Francisco promises another exciting and convenient meeting location. Again this year Exhibit Hall hours are designed to open opportunities for exhibitors to join the rest of our association community in sessions. We look forward to working with you during the coming year.

### ANNUAL MEETING EXHIBIT SPACE

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. Any requests for displays differing from the standard 8' x 10' configuration must be approved in writing by the Association. Full payment is required at the time your exhibit reservation is made. A floorplan is available and exhibitors will be able to choose their booth space when payment is received by the AAA. The Sunday evening Early Bird reception and daily coffee breaks are planned in the exhibit area.

#### Exhibit hours (subject to change):

Sunday, August 1	set-up 7:00 AM – 1:00 PM 3:00 PM – 7:00 PM
Monday, August 2	7:30 AM – 12:15 PM 1:45 PM – 5:00 PM
Tuesday, August 3	7:30 AM – 12:15 PM 1:45 PM – 5:00 PM breakdown starts at 5:15 PM

The exhibit hall will be open for exhibitor setup by 7:00 AM on Sunday, August 1. 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 on Tuesday evening immediately after closing. **No early breakdown will be permitted.** Exhibit hours, setup and breakdown times listed above are subject to change. Information concerning Annual Meeting exhibit services will be sent to each exhibitor after applying for exhibit space (*approximately 60 days prior to August 1*). 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.

All levels available on a first-come, first-served basis:

**PEWTER-LEVEL**

One 8' × 10' booth space.  
Cost: \$3,400

**SILVER-LEVEL**

Three 8' × 10' booth spaces.  
Cost: \$10,000

**BRONZE-LEVEL**

Two 8' × 10' booth spaces.  
Cost: \$6,700

**GOLD-LEVEL**

Four-booth island.  
Cost: \$14,500

**EXHIBITOR BENEFITS**

- One wireless internet access connection per booth. **Note:** Additional connections may be ordered directly from the hotel.
- 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:** Additional exhibitors can register for a fee of \$275/exhibitor. All exhibitors must be registered.
- Registered Exhibitors are encouraged to attend and participate in paper or panel sessions, plenary sessions, the AAA social reception (Monday evening), and the Wednesday meeting-wide lunch. The Monday reception and Wednesday lunch are complimentary but do require tickets. Registered exhibitors should request complimentary tickets for events they wish to attend at the onsite exhibitor information table. We also encourage exhibitors to attend AAA Section breakfasts and lunches. Tickets must be purchased separately for those events and details will be sent with your exhibitor registration material at a later date.
- A name badge for each exhibitor.
- 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**

Cancellations received at least 60 days prior to August 1, 2010, refund less 25%.

Cancellation 59–30 days prior to August 1, refund less 50%.

Cancellation 29 days prior to August 1 or no shows, no refund.

**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 Hilton San Francisco Union Square 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.

### **SPONSORSHIP AND ADVERTISING OPPORTUNITIES**

A number of options for advertising and sponsorship are available for the 2010 AAA Annual Meeting.

Information about sponsorship and advertising opportunities is online at

[http://aaahq.org/AM2010/sponsor\\_info.cfm](http://aaahq.org/AM2010/sponsor_info.cfm) and [http://aaahq.org/AM2010/advertiser\\_info.cfm](http://aaahq.org/AM2010/advertiser_info.cfm).

### **If you have any questions please contact:**

Deirdre Harris  
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Sarasota, FL 34233-2399  
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Phone: (941) 556-4119



**AMERICAN ACCOUNTING ASSOCIATION  
2010 ANNUAL MEETING • JULY 31 – AUGUST 4, 2010  
SAN FRANCISCO, CALIFORNIA  
EXHIBIT APPLICATION**

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

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

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

Exhibit Contact Person and Title: \_\_\_\_\_

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

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

Comments: \_\_\_\_\_

\*Exhibit space is limited and cannot be guaranteed after June 1, 2010. The names of exhibiting companies and exhibit staff will not be included in the Annual Meeting program if this application is received after June 1.

**AAA Annual Meeting July 31 - August 4, San Francisco, CA Exhibit Choice (see attached pages for details)**

- Pewter-Level ..... US \$3,400 \$ \_\_\_\_\_
- Bronze-Level..... US \$6,700 \$ \_\_\_\_\_
- Silver-Level..... US \$10,000 \$ \_\_\_\_\_
- Gold-Level ..... US \$14,500 \$ \_\_\_\_\_
- Total ..... US \$ \_\_\_\_\_

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

VISA       MasterCard       Check

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

**I have read and agree to the Exhibit Hall policies as described above.**

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

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

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