



2021

**BE COURAGEOUS
IN THE MIDST OF CHALLENGE**

American Accounting Association Annual Meeting
and Conference on Teaching and Learning in Accounting



Partner Application
August 2-5, 2021

aaahq.org

Welcome

The American Accounting Association is excited to offer innovative opportunities to engage our partners with membership at the 2021 AAA Annual Meeting! We are providing powerful partnership experiences to promote your organization, generate leads, and engage conference participants based on virtual environment best practices.

AAA meeting registrations have increased throughout 2021, and we anticipate nearly 2,000 attendees at this year’s virtual AAA Annual Meeting! This year’s partnership pricing structure has been adjusted downward, but your experience and exposure will be maximized. Partnership levels are scaled from Bronze to Platinum. Should your organization choose the Silver Partnership level, or higher, it will be eligible for a 10% discount on the 2022 live-meeting, partner pricing. At a minimum, this could save \$350 on base pricing. Please note that we anticipate hosting a live 2022 Annual Meeting in San Diego!

We appreciate your partnership and support. If you have any questions, or if we may assist in any way, please contact us.



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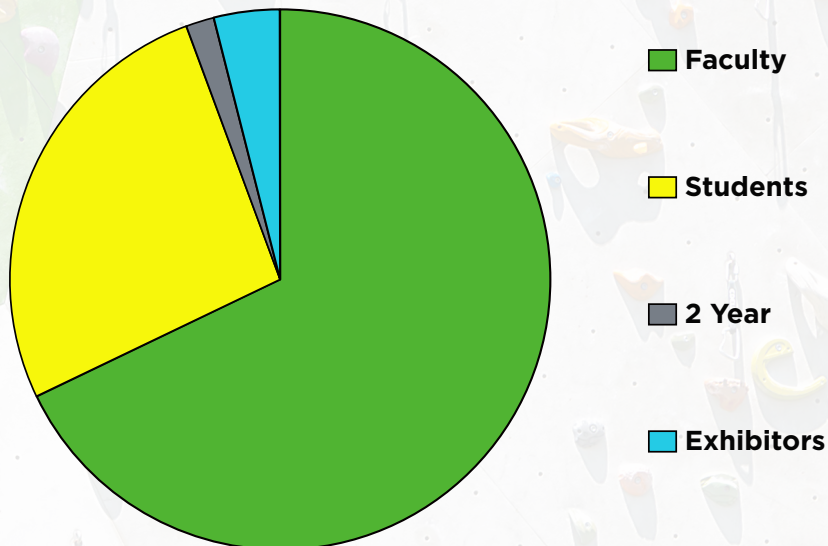
Why Partner with AAA Meetings?

A unique opportunity to target....

- Highly influential decision makers and opinion leaders in the field.
- Interact virtually with accounting researchers, teachers and professionals from across the U.S. and around the world.
- Build visibility for your company in a competitive marketplace.
- Expand your prospect base.
- Strengthen existing customer relationships with our members.
- Introduce new products and services.
- Generate new sales leads.
- Give product demonstrations.

Attendee Information

2020 Annual Meeting Attendance Breakdown



2020 Top International Attendance by Country

1. Canada
2. China
3. Japan
4. Australia
5. United Kingdom
6. Taiwan
7. Hong Kong
8. Brazil
9. South Korea
10. Germany

Partner Levels and Benefits	BRONZE \$2,500	SILVER \$3,750	GOLD \$5,500	PLATINUM \$10,000
Your company promoted monthly on American Accounting Association (AAA) social media. Begins first week of May. Mentions per month:	1	2	3	3 +1 Individual Spotlight
One company registration that can be passed between your representatives, one user logged in at a time. Includes admittance to receptions, career center, partners showcase (exhibit hall), plenary, panel, and research sessions.	✓	✓	✓	✓
Virtual exhibit space:	✓	✓	✓	✓
• Live text chat	✓	✓	✓	✓
• Analytics (Who stopped by, when they stopped by, what did they download)	✓	✓	✓	✓
• Branding added to virtual space	✓	✓	✓	✓
• Badge scan or card drop	✓	✓	✓	✓
• Ability to add downloadable PDF, Word, Excel, PowerPoint files	2	4	6	8
• Live video chat (link provided by Partner)	1	2	3	4
• URL	2	4	6	8
• Video playing or power point presentation	not included	2	3	3
Opportunity to rent our attendees list for an additional \$700. Included in Silver, Gold, and Platinum Partnerships Levels.	✓	included	included	included
Option for exhibit space at our Conference on Teaching and Learning in Accounting (CTLA) on (7/8 and 7/9) for an additional \$500.	✓	✓	✓	✓
Formal acknowledgment from the AAA in the virtual meeting program and throughout the meeting.	✓	✓	✓	✓
A link from our Annual Meeting partner page to your website.	✓	✓	✓	✓
Choose a time frame (to be determined by AAA) during the Annual Meeting for your activity, Monday (8/2), Tuesday (8/3), Wednesday (8/4) or Thursday (8/5). We will promote your activity (time, activity title, company name, and URL), to a meeting room you create (ZOOM, MS Teams, etc.). Additional time slots are \$500 each if available after June 15. Space is limited and is given on a first come, first served basis.	one hour	two hours	two hours	two hours
Participate in virtual scavenger hunt and opportunity to donate items for raffle drawings.	✓	✓	✓	✓
Your logo in an advertisement thanking all partners in the Fall 2021 issue of <i>Accounting Education News</i> , the newsletter of the AAA, with a readership of 6,000+.	✓	✓	✓	✓
10% discount on early 2022 in-person pricing.		✓	✓	✓
Two complimentary Annual Meeting registration, (total of three registrations: One company and two complimentary) includes admittance to receptions, career center, exhibit hall, and plenary, panel, and research sessions.		✓	✓	✓
Complimentary digital attendee list that you may use to market your company's presence and/or events at the annual meeting.		✓	✓	✓
Your logo and link on our online annual meeting program page.		✓	✓	✓
One additional complimentary annual meeting registration (total of four registrations: One company and three complimentary), includes admittance to receptions, career center, exhibit hall, and plenary, panel, and research sessions.			✓	✓
Your logo and link on our event registration page.			✓	✓
Recognition in the virtual lobby, career center, and membership page.			✓	✓
Recognition in multiple mass emails distributed to 6000+ AAA members.			✓	✓
Acknowledgment (banner/logo) in the virtual lobby.				✓
Your company logo prominently displayed in the virtual partners showcase (Exhibit Hall).				✓
One additional complimentary annual meeting registration (total of five registrations: One company and four complimentary), includes admittance to receptions, career center, exhibit hall, and plenary, panel, and research sessions.				✓
One dedicated concurrent panel session (must include an academic or an accounting practitioner). Sessions must be approved. Panel title and description due April 1. Panel names, affiliations, and additional description information required by May 1. Deadlines are firm. All scheduling will be done by the AAA.				✓
Premiere branding: Company logo highly visible before all concurrent sessions.				✓



Become a Partner Now

Contact Beverly@aaahq.org

Cancellation Policy

Cancellations received prior to June 17, 2021 will receive a refund less 25%.
Cancellations received June 18, 2021–July 2, 2021 will receive a refund less 50%.
Cancellations received July 3, 2021 or later will receive no refund.
Refunds will not be made for no shows.

Attendees List

We will send you our attendees list in electronic format the week of July 15, 2021. The file will include participant's name, affiliation, email address, state, country, and region. You are only permitted to use this list in connection with your company's activities at the 2021 AAA Annual Meeting and must be a partner to acquire the list. Any follow-up messages sent after the close of the Annual Meeting on August 5, 2021 must be pre-approved by the AAA. No messages may be sent after August 31, 2021. Participant list requests must be made prior to July 15, 2021.

Bronze partners: An additional \$700.

Silver, Gold and Platinum partners: Included.

2021 Annual Meeting Partner Application

Date Submitted: _____

COMPLETE Company/Organization Name (as it should appear in meeting material):

Address: _____

City: _____ State: _____ Zip: _____

URL (used to promote your company): _____

Logo

- I will send my logo as soon as possible
- Reuse my logo from 2020
- Reuse my logo from 2019

Virtual Partner Showcase (Exhibit Hall)

- I choose to use my space in the virtual partner showcase.
- I will **NOT** use my space in the virtual partner showcase.

Primary Contact Person (will be used for all communications):

Name: _____

Title: _____

Email: _____ Phone: _____

2021 American Accounting Association Virtual Annual Meeting

- Bronze Partner \$2,500
- Rent the attendee list (Bronze partners only) \$700
- Silver Partner (includes attendee list)..... \$3,750
- Gold Partner (includes attendee list)..... \$5,500
- Platinum Partner (includes attendee list)..... \$10,000
- CTLA Exhibit Space (add-on option for all partners)..... \$500

Method of Payment: (No virtual booth space will be reserved until full payment is received.)

- VISA MasterCard American Express Check
- Please send me an INVOICE. I understand booth space is not reserved until payment is **received**.

Name on Card: _____ Credit Card Billing Address: _____

City: _____ State: _____ Zip: _____ Card No.: _____

CVV# _____ Exp. Date: _____ Signature _____

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Options for Submitting This Form

Email option for Internet Explorer and Adobe users:

- Click the "Submit by Email Now!" button and "Select Email Client" message window will open. Choose the option that best describes how you send email, then click OK. The completed form will automatically be saved as a PDF and attached to a new message. When you click Send, your email will be sent to beverly@aaahq.org

Email option for all other internet browser users:

- Save the completed form to your desktop and attach it to an email to beverly@aaahq.org
- or**
- Print the completed form from your browser, then scan it to your computer and attach it to an email to beverly@aaahq.org.

Mail or Fax Option:

- Mailing address: American Accounting Association, Attention: AM Partners, 9009 Town Center Parkway
Lakewood Ranch, FL, 34202
- Fax: 941-923-4093

For Office Use Only: AAAID _____ to BC _____ to FIN _____ Date Invoiced _____

Date Pd _____ Info Sent _____