

Exhibitor Prospectus 2017



**American
Accounting
Association**

Thought Leaders in
Accounting

Annual Meeting **Exhibit Hall**
August 6-8
San Diego, CA



www.aaahq.org

Questions? Contact Beverly at
Beverly@aaahq.org

Welcome

Every year, the global impact within the American Accounting Association grows stronger: in membership, in our journals, and in the exchange of ideas at our many meetings throughout the year. Nowhere is this impact more apparent than at the AAA Annual Meeting. We encourage you to exhibit at the Annual Meeting; a truly unique global opportunity to network with thought leaders in the field from around the world.

The American Accounting Association Annual Meeting represents the best opportunity to connect with the largest community of accountants in academia. Our comprehensive collection of journals continues to grow, and the exchange of ideas at our sessions during the Annual Meeting offers the best possible forum to network with the most influential thought leaders in the field.

More than 3000 attendees are expected to join us in San Diego, California, and with over 350 sessions to choose from, the AAA's Annual Meeting unquestionably offers the best range of topics and discussions in academic accounting.

We invite you to join us in San Diego for what promises to be another cutting-edge meeting with an unparalleled range of sessions and speakers from around the world!

Sincerely,
Beverly Collins,
Director, Special Projects

Join us in 2017 at the **Manchester Grand Hyatt San Diego** for direct access to over 3,000 attendees from around the world

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Why Exhibit at AAA Meetings?

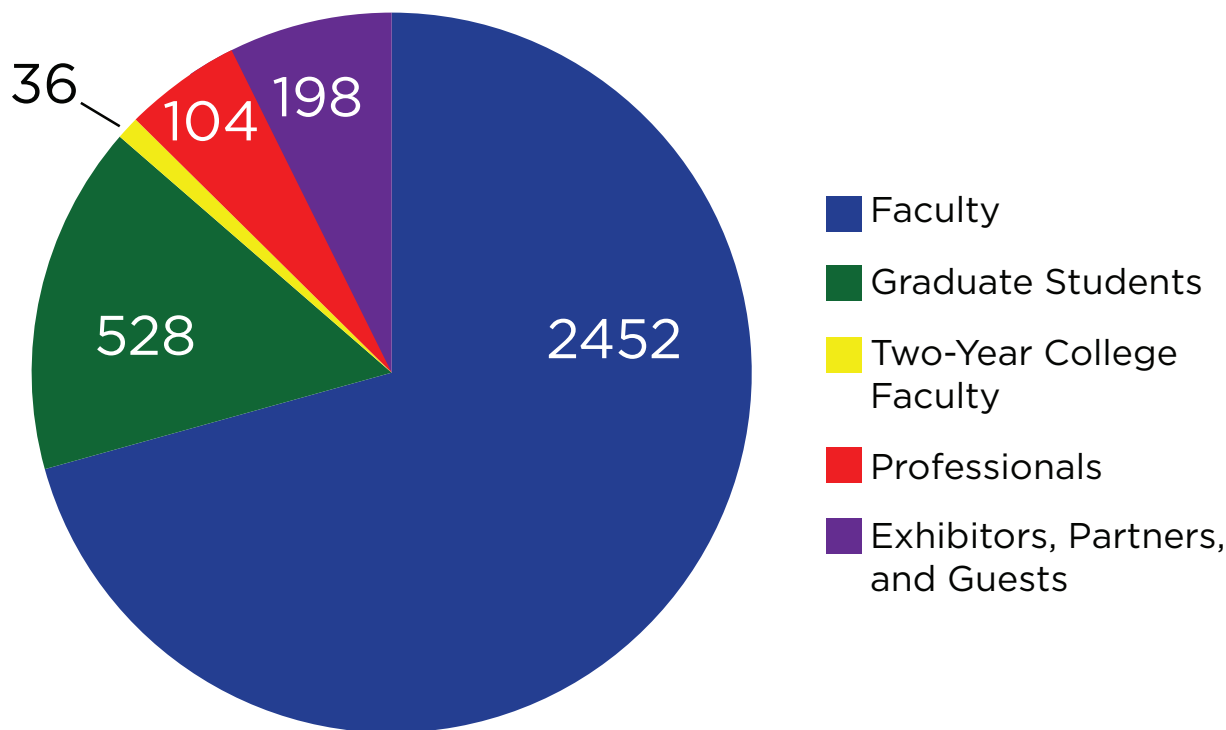
A unique opportunity to target...

- Highly influential decision makers and opinion leaders in the field.
- Interact face to face 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

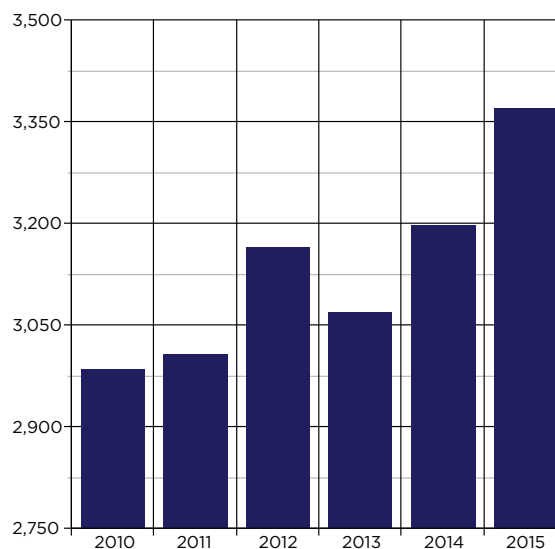
2016 Preliminary Annual Meeting Attendance Breakdown



2016 Preliminary Top International Attendance by Country

- | | |
|--------------|----------------------|
| 1. Canada | 6. Germany |
| 2. Japan | 7. Republic of Korea |
| 3. Australia | 8. U.K. |
| 4. China | 9. Hong Kong |
| 5. Taiwan | 10. Singapore |

Annual Meeting Attendance 2010-2015



Benefits to AAA Exhibitors at the Annual Meeting

- Direct Access to over 3,000 attendees from around the world.
- Logo and link to your website in the AAA mobile app. Analytics indicated that in 2015 approximately 50% of attendees used the app and that the average time of use was approximately 20 minutes. The average user also looked at about 40 pages of content during the meeting.
- Four complimentary exhibitor booth personnel registrations per 10'x 8' booth. (additional badges available at \$275 each).

In addition to benefits, exhibit space packages include:

- Opportunity to rent the attendee list.
- To increase traffic, the exhibit hall will have complimentary coffee during display hours
- On Sunday night there is an Early Bird Reception in the exhibit Hall with free food and beverages served for the convenience of attendees and exhibitors. Note: This reception is also open to Conference on Teaching and Learning attendees not staying for the rest of the Annual Meeting.
- Drawings in the exhibit hall to drive traffic
- 8' high back drape and 3' high side drape booth dividers in show colors (standard booth spaces).
- 44"x7" booth identification sign with company name and booth number (standard booth spaces).
- 24-hour general security in the exhibits, as well as as well as nightly vacuuming of carpeting and aisles.

Exhibitors may also attend the Monday night reception and the Wednesday luncheon. (Tickets must be requested at check in.)

Display Hours

Exhibits will be open to the meeting participants during the following hours:

Sunday, August 6:	3:00 pm – 7:00 pm
Monday, August 7:	8:00 am – 12:15 pm 1:30 pm – 5:00 pm
Tuesday, August 8:	8:00 am – 12:15 pm 1:30 pm – 4:30 pm

At least one representative must be in the booth during display hours.

Security will be provided overnight.



Contact Beverly Collins: Beverly@aaahq.org

Reserve your booth (8'x10' space) by **September 30, 2016 to lock in the 2016 rate of \$3,995.** Starting October 1, 2016, the rate will increase to \$4,295.

Tabletop Displays at Region Meetings

In addition to the Annual Meeting, AAA offers exhibitors multiple opportunities to interact with researchers and educators who attend regional meetings throughout the country. These smaller meetings attract between 100-200 attendees, many of whom do not attend the Annual Meeting.

The exhibit area is generally outside the main session room, and all breaks are held in the exhibit area, promoting a more informal atmosphere.

Tabletop Prices per Meeting: \$700

Region Meetings 2017

- 2017 Southwest Region/FBD Meeting
Little Rock, AR 3/8/2017 - 3/11/2017
- 2017 Western Region Meeting
San Francisco, CA 4/6/2017 - 4/8/2017
- 2017 Southeast Region Meeting
Miami, FL 4/27/2017 - 4/29/2017
- 2017 Mid-Atlantic Region Meeting
Arlington (Crystal City), VA 5/4/2017 - 5/6/2017
- 2017 Ohio Region Meeting
Columbus, OH 5/11/2017 - 5/13/2017
- 2017 Northeast Region Meeting
Providence, RI 10/19/2017 - 10/21/2017
- 2017 Midwest Region Meeting
Chicago, IL 10/26/2017 - 10/28/2017

PLEASE NOTE: Space is limited, and generally restricts the number of exhibitors to 10 per meeting, although this is subject to change.

2017 American Accounting Association Annual Meeting, San Diego, CA August 5-9

Future Meetings

Future AAA Annual Meetings

August 5-9, 2017

San Diego, California

August 4-8, 2018

National Harbor, Maryland

August 10-14, 2019

San Francisco, California

August 18-12, 2019

Atlanta, Georgia

Other AAA Meetings

January 27, 2017-January 28, 2017

Financial Accounting and Reporting
Section Midyear Meeting
Charlotte, North Carolina

February 9, 2017-February 11, 2017

Accounting Programs Leadership
Group/Federation of Schools
of Accountancy Annual Seminar
Phoenix, Arizona

February 16, 2017-February 18, 2017

American Taxation Association
Midyear Meeting
Phoenix, Arizona

February 24, 2017-February 25, 2017

Forensic Accounting Research Conference
Orlando, Florida

March 8, 2017-March 11, 2017

Southwest Region/FBD Meeting
Little Rock, Arkansas

March 10, 2017-March 11, 2017

Government and Nonprofit Section
Midyear Meeting
Long Beach, California

March 31, 2017-April 1, 2017

Conference of the Public Interest Section
Washington, DC

April 6, 2017-April 8, 2017

Western Region Meeting
San Francisco, California

April 27, 2017-April 29, 2017

Southeast Region Meeting
Miami, Florida

May 4, 2017-May 6, 2017

Mid-Atlantic Region Meeting
Arlington (Crystal City), VA

May 11, 2017-May 13, 2017

Ohio Region Meeting
Columbus, Ohio

September 7, 2017-September 8, 2017

Accounting IS Big Data Conference
Brooklyn, New York

October 5, 2017-October 4, 2017

Accounting, Behavior and Organizations
Research Conference
Pittsburgh, Pennsylvania

October 19, 2017-October 21, 2017

Northeast Region Meeting
Providence, Rhode Island

October 26, 2017-October 28, 2017

Midwest Region Meeting
Chicago, Illinois

November 3, 2017-November 5, 2017

Diversity Section Meeting
New Orleans, Louisiana

January 4, 2018-January 10, 2018

Management Accounting Section
Midyear Meeting
Scottsdale, Arizona

January 26, 2018-January 27, 2018

Financial Accounting and Reporting
Section Midyear Meeting
Austin, Texas

2017 Annual Meeting Exhibitor Application

Exhibitors will be able to choose their booth space in the order that **payment** is received.

Date Submitted: _____

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

Address: _____

City: _____ State: _____ Zip: _____

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

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

Name: _____

Title: _____

Phone: _____ Fax: _____ Email: _____

AAA Annual Meeting Exhibit Hall August 6-8, San Diego, CA

Exhibitors will be able to choose their booth space in the order that payment is received.

_____ 8' x 10' spaces(s) at \$4,295 each starting 10/1/2016\$ _____

Method of Payment: (No 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 chosen in order that payment is received.

Card No.: _____ Exp. Date: _____

Signature: _____

Credit Card Billing Address: _____

City: _____ State: _____ Zip: _____

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 Exhibits, 9009 Town Center Parkway
Lakewood Ranch, FL, 34202
For Office Use Only: AAAID _____ to BC _____ to RS _____
- Fax: 941-923-4093
Date Invoiced _____ Date Pd _____ Booth # _____ Info Sent _____