

# 2018

**2018 American Accounting Association Annual Meeting**  
**National Harbor, MD (Washington, DC)**  
**August 3-8, 2018**

## **Annual Meeting Advertising Opportunities**

We are looking forward to welcoming you to AAA's 2018 Annual Meeting in National Harbor, MD (Washington, DC). The meeting will offer multiple options to promote your brand, products, and services to the largest and most influential audience of accountants in academia.

Enhance your impact and your bottom line by reaching out to our expected 3000+ attendees through any of the opportunities listed below. 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 Beverly Collins at [beverly@aaahq.org](mailto:beverly@aaahq.org) or 941-556-4109 to discuss your ideas.

### **Portfolio Insert - \$3,000 (for one flyer, no larger than 8½" x 11")**

Here's your chance to reach all meeting registrants by placing a flyer in the portfolio that is distributed to every meeting registrant. Direct attendees to your exhibit booth or showcase a new product by creating a single-sheet flyer no larger than 8½" x 11". Multiple page flyers or brochures require AAA pre-approval and may incur additional charges. All artwork is subject to the approval of the AAA. Approximate quantity of flyers needed will be 3,400. Portfolio inserts must arrive in Lakewood Ranch, FL by June 29, 2018. Shipping information will be sent to advertisers closer to the meeting.

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

One full page ad in the meeting program (you provide the camera-ready copy 5" x 10" area). Ads will be placed on left hand pages only and will be available in the printed program distributed onsite. The deadline for ad reservations is June 4, 2018. The ad itself and payment must be received at AAA by June 15, 2018. The American Accounting Association accepts the following type of advertising copy: electronic PDF file with all fonts embedded; four color is acceptable; no bleeds. Ads should be sent to [beverly@aaahq.org](mailto:beverly@aaahq.org) (subject line "Annual Meeting Program Ad").

### **List of Participants - \$650**

We will send you our list of participants in electronic format the week of July 16, 2018. 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 2018 AAA Annual Meeting and must be an exhibitor or sponsor to purchase the list. Any follow-up messages sent after the close of the Annual Meeting on August 8, 2018 must be pre-approved by the AAA. No messages may be sent after August 31, 2018. Participant list requests must be made prior to July 16, 2018.

If you have any questions please contact:

#### **Beverly Collins | Director, Special Meetings and Projects**

American Accounting Association  
9009 Town Center Parkway, Lakewood Ranch, FL 34202  
P: 941.556.4109 | F: 941.923.4093  
W: [www.aaahq.org](http://www.aaahq.org)



**American  
Accounting  
Association**  
Thought Leaders in  
Accounting



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## Annual Meeting Advertising Application

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

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

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

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

Phone: (        ) \_\_\_\_\_

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

### AAA Annual Meeting Advertising Selection August 5-7, National Harbor, MD (Washington, DC)

☐ Annual Meeting Portfolio Insert ..... \$3,000 \_\_\_\_\_

☐ Full Page Ad in Meeting Program.....\$1,500 \_\_\_\_\_

☐ Additional Full Pages Ads in Meeting Program (Specify number: \_\_\_\_\_) ..... \$900 each \_\_\_\_\_

☐ List of Participants ..... \$650 \_\_\_\_\_

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

### Method of Payment:

☐ VISA        ☐ MasterCard        ☐ American Express        ☐ Check

☐ Please send me an INVOICE. I understand my advertising will not be reserved or publicized until payment is received.

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

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

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

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

**American Accounting Association • 9009 Town Center Parkway, Lakewood Ranch, FL 34202**

Phone: (941) 921-7747 • Fax: (941) 923-4093 • Beverly Collins [beverly@aaahq.org](mailto:beverly@aaahq.org)

For Office Use Only: to BC \_\_\_\_\_ to FIN \_\_\_\_\_ Date Invoiced \_\_\_\_\_ Date Pd \_\_\_\_\_ Sent/Rec \_\_\_\_\_