



**American  
Accounting  
Association**

Thought Leaders in  
Accounting

Annual Meeting **Exhibit Hall**

August 5-7

National Harbor, MD (Washington, DC)



# Exhibitor Prospectus 2018

[aaahq.org](http://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’s 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 National Harbor, 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 National Harbor 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 2018 at the **National Harbor, Maryland (Washington, DC)** for direct access to over 3,000 attendees from around the world

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# Why Exhibit at AAA Meetings?

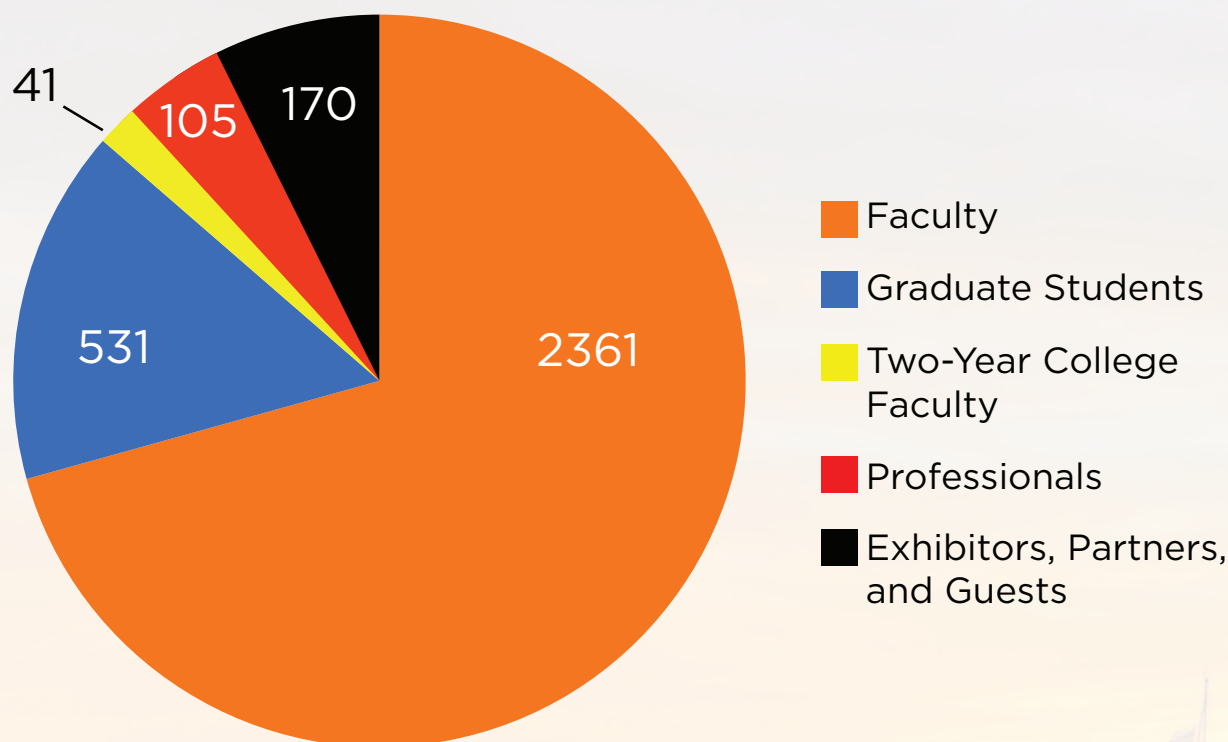
A unique opportunity to target....

- 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.

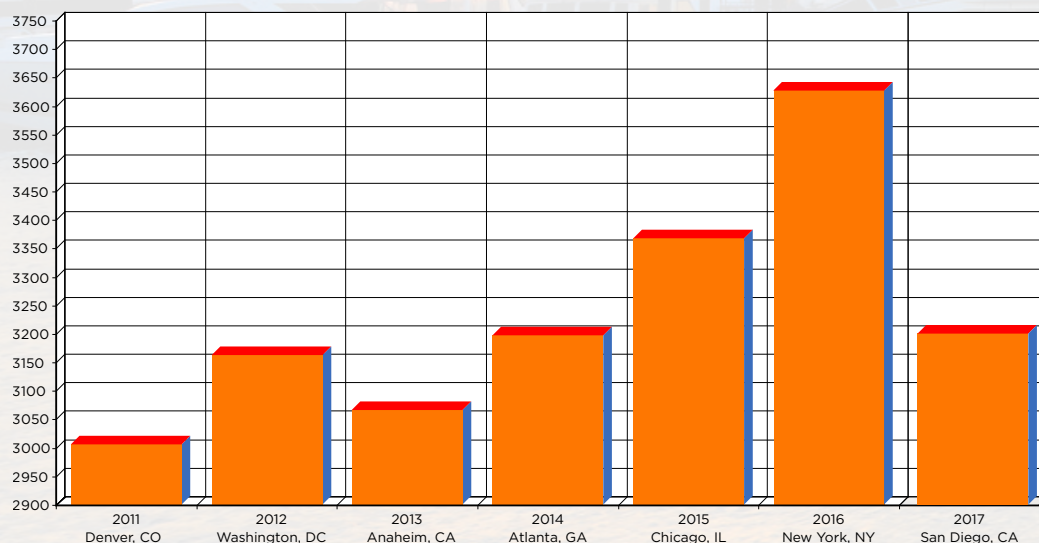


# Attendee Information

## 2017 Preliminary Annual Meeting Attendance Breakdown



## Annual Meeting Attendance 2011-2017



## 2017 Preliminary Top International Attendance by Country

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



# 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 2016 approximately 50% of attendees used the app and that the average time of use was approximately 43 minutes.
- 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 5:	3:00 pm - 7:00 pm
Monday, August 6:	8:00 am - 12:15 pm
	1:30 pm - 5:00 pm
Tuesday, August 7:	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.



## Reserve Your Booth Now

**Contact Beverly Collins: [Beverly@aaahq.org](mailto:Beverly@aaahq.org)**

Reserve your booth (8'x10' space) for only **\$4,295** now



# 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

### 2018 Region Meetings

#### **March 7-10, 2018**

Southwest Region/FBD Meeting  
Albuquerque, New Mexico  
(contact FBD for exhibit opportunities)

#### **April 12-14, 2018**

Western Region Meeting  
Vancouver, Washington

#### **April 19-21, 2018**

Southeast Region Meeting  
Greenville, South Carolina

#### **April 26-28, 2018**

Ohio Region Meeting  
Cleveland (Warrensville Heights), Ohio

#### **May 10-12, 2018**

Mid-Atlantic Region Meeting  
Baltimore, Maryland

### **PLEASE NOTE:**

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

# Future Meetings

## Future AAA Annual Meetings

**August 4-8, 2018**

National Harbor, Maryland (Washington, DC)

**August 10-14, 2019**

San Francisco, California

**August 8-12, 2020**

Atlanta, Georgia

**August 7-11, 2021**

Chicago, Illinois

**July 30-August 3, 2022**

San Diego, California

## Other AAA Meetings

**November 16-18, 2017**

Teaching, Learning and Curriculum Section Midyear Colloquium  
Tampa, Florida

**December 8-10, 2017**

Accounting PhD Rookie Recruiting and Research Camp  
Miami, Florida

**January 4-6, 2018**

Management Accounting Section Midyear Meeting  
Scottsdale, Arizona

**January 11-13, 2018**

Auditing Section Midyear Meeting  
Portland, Oregon

**January 18-20, 2018**

Joint Meeting of the AIS and SET Sections  
Newport Beach, California

**January 18-20, 2018**

International Accounting Section Midyear Meeting  
Long Beach, California

**January 26-27, 2018**

Financial Accounting and Reporting Section Midyear Meeting  
Austin, Texas

**February 9-10, 2018**

Accounting Programs Leadership Group & the Federation of Schools of Accountancy Annual Seminar  
San Antonio, Texas

**February 15-17, 2018**

American Taxation Association Midyear Meeting  
New Orleans, Louisiana

**March 2-3, 2018**

Forensic Accounting Research Conference  
Dallas, Texas

**March 7-10, 2018**

Southwest Region/FBD Meeting  
Albuquerque, New Mexico

**March 9-10, 2018**

Government and Nonprofit Section Midyear Meeting  
Providence, Rhode Island

**March 23-24, 2018**

Conference of the Public Interest Section and Doctoral/New Scholar Consortium  
Chicago, Illinois

**April 12-14, 2018**

Western Region Meeting  
Vancouver, Washington

**April 19-21, 2018**

Southeast Region Meeting  
Greenville, South Carolina

**April 26-28, 2018**

Ohio Region Meeting  
Cleveland (Warrensville Heights) Ohio

**May 10-12, 2018**

Mid-Atlantic Region Meeting  
Baltimore, Maryland

**September 13-14, 2018**

Accounting /S Big Data Conference  
San Francisco, California

**October 4-6, 2018**

Midwest Region Meeting  
Indianapolis, Indiana

**October 12-13, 2018**

Accounting, Behavior and Organizations Research Conference  
Phoenix, Arizona

**October 27-28, 2018**

Diversity Section Meeting  
Atlanta, Georgia

**December 7-9 2018**

Accounting PhD Rookie Recruiting and Research Camp  
Miami, Florida



# 2018 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 5-7, National Harbor, MD (Washington DC)

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

**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](mailto: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](mailto: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](mailto:beverly@aaahq.org).

#### Mail or Fax Option:

- Mailing address: American Accounting Association, Attention: AM Exhibits, 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 \_\_\_\_\_ Booth # \_\_\_\_\_ Info Sent \_\_\_\_\_