



**American  
Accounting  
Association**

Thought Leaders in  
Accounting

Annual Meeting **Exhibit Hall**

August 9-11  
Atlanta, Georgia

2020  
**EXHIBITOR PROSPECTUS**

[aaahq.org](http://aaahq.org)

# Welcome

We invite you to exhibit at the 2020 American Accounting Association Annual Meeting in Atlanta, Georgia, **August 9-11** at the **Atlanta Marriott Marquis** for what promises to be another cutting-edge meeting with an unparalleled range of sessions and speakers from around the world!

With **3,000+ attendees expected**, the American Accounting Association’s Annual Meeting represents the best opportunity to connect with the largest community of accountants in academia and network with the most influential thought leaders in the field.

The theme of the Meeting is **Stronger Together**. Accounting continues to be critical to our society, and as the world’s leading academic accounting organization, we must remain united and respond to the changes in our global environment as **Thought Leaders in Accounting**.

We do hope you will continue as an Exhibitor at our 2020 Annual Meeting. Your partnership and continued support are greatly appreciated. To say “thank you” the pricing will remain the same for 2020. **Reserve your space early** to get your place in line to choose the very best exhibit space available! See the application on back!

Beverly Collins  
Director, Special Projects  
beverly@aaahq.org

## Index

Why Exhibit at AAA Meetings? .....	2
Attendee Information .....	3
Benefits to AAA Exhibitors at the Annual Meeting .....	4
Display Hours.....	5
Cancellation Policy .....	6
Exhibitor Application.....	7

# Why Exhibit at AAA Meetings?

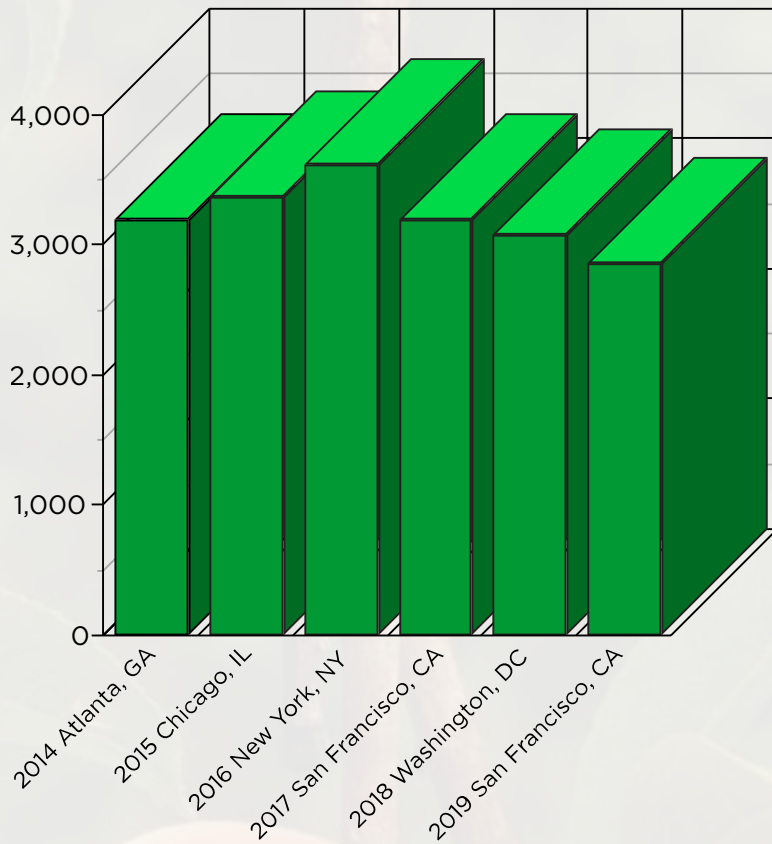
## A unique opportunity to target...

- 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

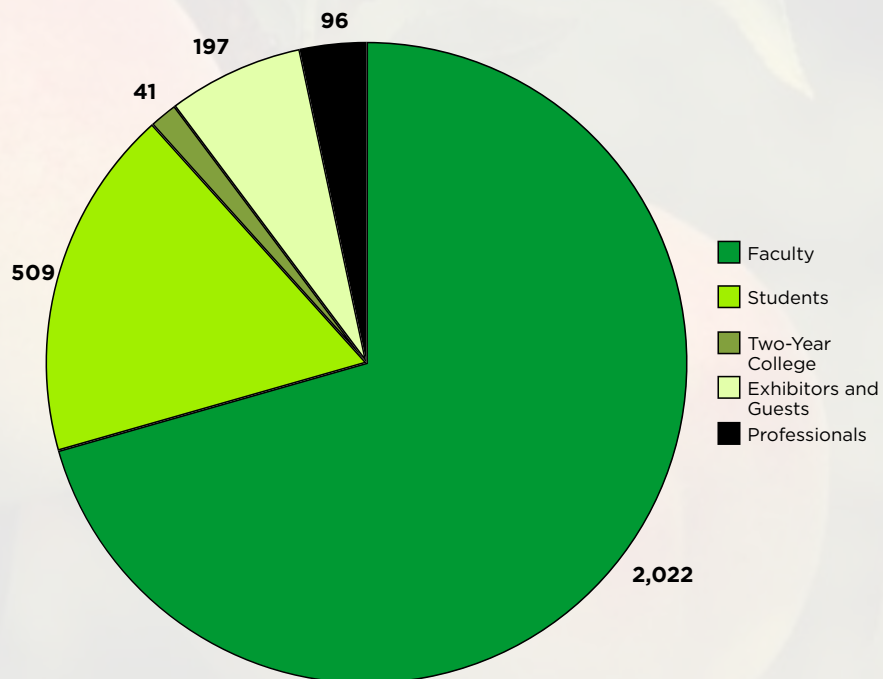
### Annual Meeting Attendance



### 2019 Top International Attendance by Country

1. China
2. Canada
3. Japan
4. Taiwan
5. Hong Kong
6. Australia
7. UK
8. Korea
9. New Zealand
10. Singapore

### 2019 Annual Meeting Attendance Breakdown



# 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 2019 approximately 63% of attendees used the app and that the average time of use was approximately 48 minutes.
- Four complimentary exhibitor booth personnel registrations per 10'x 8' booth. (additional badges available at \$350 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 breaks in the hall.
- 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 nightly vacuuming of aisles.

# Display Hours

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

Sunday, August 9:	3:00 pm - 7:00 pm
Monday, August 10:	8:00 am - 12:15 pm
	1:30 pm - 5:00 pm
Tuesday, August 11:	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@aaahq.org**

Reserve your booth space as soon as possible.  
Each 8'x10' space is still **\$4,295**

# Cancellation Policy

- Cancellations received prior to June 1, 2020 will receive a refund less 25%.
- Cancellations received June 2, 2020–June 30, 2020 will receive a refund less 50%.
- Cancellations received July 1, 2020 or later will receive no refund.
- Refunds will not be made for no shows.

## 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 AAA. **Exhibitors are not required to provide documentation of required insurance unless the Hotel specifically requests proof of your insurance through the AAA.** 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 hotels.

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.

# Exhibitor Application 2020 AAA Annual Meeting

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**): \_\_\_\_\_

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

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

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

**AAA Annual Meeting Exhibit Hall August 9-11, Atlanta, Georgia**

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

**Cancellation Policy**

Cancellations received prior to June 1, 2020 will receive a refund less 25%.

Cancellations received June 2, 2020-June 30, 2020 will receive a refund less 50%.

Cancellations received July 1, 2020 or later will receive no refund.

Refunds will not be made for no shows

For Office Use Only: AAAID \_\_\_\_\_ to BC \_\_\_\_\_ to FIN \_\_\_\_\_ Date Invoiced \_\_\_\_\_

Date Pd \_\_\_\_\_ Booth # \_\_\_\_\_ Info Sent \_\_\_\_\_