

American Accounting Association Annual Meeting
Atlanta, Georgia
August 7-12



2020 ANNUAL MEETING

SPONSORSHIP OPPORTUNITIES

This year there are many exciting opportunities for sponsorship at the American Accounting Association's Annual Meeting in Atlanta, Georgia. You can generate interest in your company and strengthen your name recognition by reaching out to our expected 3,000+ attendees. All of our sponsor options provide prominent access to accounting education professionals. If there is a particular marketing goal that your company has or if there is a sponsorship opportunity you are interested in that you don't see listed below, please contact Beverly Collins at beverly@aaahq.org to discuss your ideas.

FRIEND \$2,500

Sponsorship at the Friend Level Includes:

- Formal acknowledgment from the American Accounting Association in the printed meeting program, distributed to all 3,000+ attendees.
- Hyperlink from our Annual Meeting sponsor page to your website.
- Your company logo on a highly visible banner in the Exhibit Hall thanking sponsors.
- Logo and hyperlink in the AAA mobile app.
- Digital List of Participants that you may use to market your company's presence and/or events at the Annual Meeting.
- Your logo in an advertisement thanking all sponsors in the Fall 2020 issue of *Accounting Education News*, the newsletter of the AAA, with a readership of 7,000+.
- **Meeting Rooms:**
 - An exclusive Meeting Room assigned to your company for one half-day of your choice on Sunday (8/9), Monday (8/10), Tuesday (8/11), or Wednesday (8/12). An LCD projector and screen will be provided in the room. You can arrange for food or beverage directly with the hotel.
 - Additional half-day time slots for a Meeting Room are available at \$300 each, after Sunday, June 14.
 - Cancellations received prior to July 1, 2020 will receive a refund less 25%.
 - Cancellations received July 2-16, 2020 will receive a refund less 50%.
 - Cancellations received July 17, 2020 or later will receive no refund.
 - Refunds will not be made for no shows.



NEW ADD-ON OPPORTUNITY (ALREADY INCLUDED WITH PREMIER LEVEL) **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, Florida by Friday, June 26, 2020. Shipping information will be sent closer to the meeting.

SUPPORTER \$5,000

Sponsorship at the Supporter Level Includes All of the Benefits of the Friend Level, PLUS:

- Two complimentary Annual Meeting registrations, includes admittance to receptions, Career Center, Exhibit Hall, and plenary, panel, and research sessions. Tickets and badges are available for pick up at the AAA registration desk.
- Your logo and hyperlink on our online Annual Meeting Program page.
- Your logo on Coffee Station signs at coffee breaks on Monday and Tuesday.

PARTNER \$7,500

Sponsorship at the Partner Level Includes All of the Benefits of the Supporter Level, PLUS:

- One additional complimentary Annual Meeting registration (total of 3 registrations), includes admittance to receptions, Career Center, Exhibit Hall, and plenary, panel, and research sessions. Tickets and badges are available for pick up at the AAA registration desk.
- Recognition in multiple mass emails distributed to 7,000+ AAA members.



PREMIER \$15,000

Premier Sponsors Provide High-Level Support and are Considered Partners in the Success of the Annual Meeting. They are Accorded Prominent Recognition and Visibility Prior to and at the Annual Meeting, Including All of the Benefits of the Partner Level, PLUS:

- One additional complimentary Annual Meeting registration (total of 4 registrations), includes admittance to receptions, Career Center, Exhibit Hall, and plenary, panel, and research sessions. Tickets and badges are available for pick up at the AAA registration desk.
- Your designed artwork on a highly visible banner in the Exhibit Hall. (Artwork subject to AAA approval.)
- Prominent logo on kiosk.
- One Annual Meeting portfolio insert distributed to all meeting registrants (valued at \$3,000, see previous page).





**American
Accounting
Association**
Thought Leaders in
Accounting

**American Accounting Association Annual Meeting
Atlanta, Georgia
August 7-12**

SPONSORSHIP OPPORTUNITIES APPLICATION

Date Submitted: _____

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

Address: _____

City: _____ State: _____ Zip: _____

Website (provide URL for AAA sponsor list): _____

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

Name: _____ Title: _____

Phone: _____ Email: _____

AAA Annual Meeting Sponsorship Selection, August 7-12, 2020, Atlanta Georgia

☐ **Friend** \$2,500

☐ Portfolio Insert Add \$3000

☐ **Supporter** \$5,000

☐ Portfolio Insert Add \$3000

☐ **Partner** \$7,500

☐ Portfolio Insert Add \$3000

☐ **Premier** \$15,000

Portfolio Insert Included

Total..... \$ _____

Method of Payment

☐ Visa

☐ MasterCard

☐ American Express

☐ Check

☐ Please send me an INVOICE. I understand my sponsorship will not be publicized until 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
- Fax: 941-923-4093

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

Phone: (941) 921-7747 • Fax: (941) 923-4093 • Email: Beverly.Collins@aaahq.org

For Office Use Only: AAA ID _____ to BC _____ to FIN _____ Invoiced _____ Date Pd _____ Info _____