

2023 Annual Meeting August 5–9, Denver, Colorado

PARTNER PROSPECTUS

SUSTAINING OUR PROFESSION

#AAA2023CO



**American
Accounting
Association**

Thought Leaders in
Accounting

American Accounting Association Partner Prospectus

Mark your calendar and join us at the 2023 American Accounting Association Annual Meeting, **August 5-9** at the **Gaylord Rockies Resort & Convention Center** in Denver, Colorado. Our members travel from around the world to participate in the Annual Meeting. Don't miss this unique 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 **"Sustaining Our Profession."** 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**.

Our Partners are key to the success of our events! **We look forward to hearing from you soon!**



Steve Matzke

Senior Director,
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Beverly Collins

Director, Special
Meetings and Projects

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Index

Why Partner with the American Accounting Association?	4
Attendee Information	4
Exhibitor Opportunities	
Experience these Exhibitor Benefits at the AAA Annual Meeting	5
Annual Meeting Exhibit Hall Hours	6
Cancellation Policy	6
Attendees List	6
Conference on Teaching and Learning in Accounting Tabletop Displays	7
Section Meeting Tabletop Displays	7
Sponsorship Opportunities	
Friend	8
Supporter	9
Partner	9
Premier	9
Additional Sponsorship Opportunities	
Annual Meeting Wi-Fi	10
Opening Plenary Speaker	10
Tuesday Lunch Speaker	10
4 Career Center Event Nooks	11
Lanyards	11
ADA Services	11
Hotel Advertising Opportunities	12
Convention Center Bridge: Upper Windows	12
Convention Center Bridge: Banners	12
Convention Center: Lobby	13
Convention Center Lobby Level: South Windows and Wall Panel	13
Escalators	13
Escalator Glass Headers Cling	14
Adam Level: Main Escalator Landing	14
Adam Level: Escalator Landing Column	14
Rockies Square	15
Adams Ballroom Pre-Function: Windows	15
Adams Ballroom Pre-Function: Columns, and Headers	15
Adams Ballroom: West Staircase	16
Adams Ballroom: Pre-Function Header	16
Glass Railing Panels (Level 2 only)	16
Breakout Pre-Function and Foyers: Windows	17
Breakout Pre-Function Banners	17
Juniper Ballroom Pre-Function (Career Center and Career Events)	17
Partner Application	18

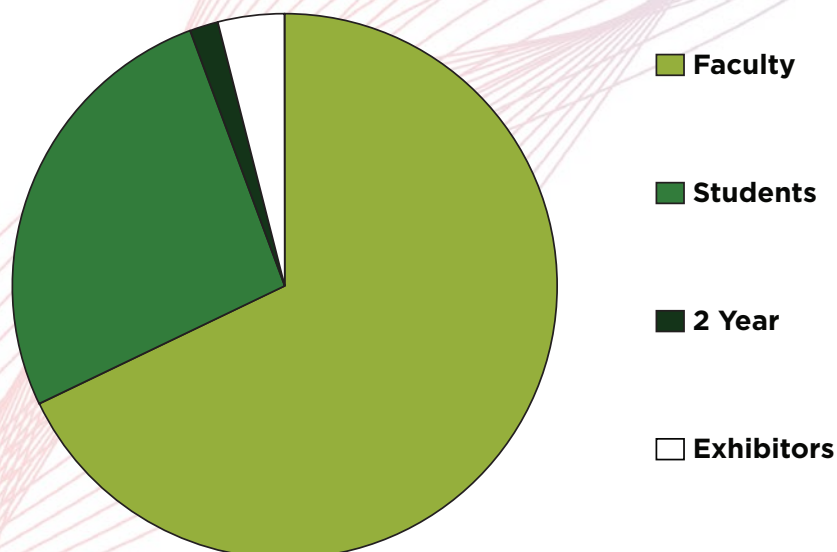
Why Partner with the American Accounting Association?

Interact with highly influential decision makers and opinion leaders in the field. **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.

Questions? Contact Beverly at
Beverly@aaahq.org

Attendee Information

2022 Annual Meeting Attendance Breakdown



2022 Top International Attendance by Country

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

Experience these Exhibitor Benefits at the AAA Annual Meeting

- Interact face to face with accounting researchers, teachers and professionals from across the U.S. and around the world.
- Give product demonstrations.
- Access to your brand included in the AAA mobile app. Analytics indicated that at our last in-person annual meeting 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 10' booth (additional badges available at \$350 each).
- Join AAA members at the Monday night reception. You only need your conference badge to gain entrance.

In addition, the exhibit space package includes:

- Opportunity to rent the attendee list.
- Coffee available in the exhibit hall during breaks.
- Sunday night 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.
- Wednesday lunch served in the exhibit hall for attendees and exhibitors.
- Prize 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 carpeting and aisles.

Annual Meeting Exhibit Hall Hours

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

Sunday, August 6:	3:00 pm - 7:00 pm	(early bird reception in hall)
Monday, August 7:	8:00 am - 12:15 pm	(coffee break in hall)
	1:30 pm - 5:00 pm	(coffee break in hall)
Tuesday, August 8:	8:00 am - 12:15 pm	(coffee break and drawing in hall)
	1:30 pm - 5:00 pm	(coffee break in hall)
Wednesday, August 9:	8:00 am - 1:30 pm	(coffee break, drawing, and lunch in hall)

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

Security will be provided overnight.

Cancellation Policy

Cancellations received prior to June 18, 2023 will receive a refund less 25%.

Cancellations received June 19, 2023–July 5, 2023 will receive a refund less 50%.

Cancellations received July 6, 2023 or later will receive no refund.

Refunds will not be made for no shows.

Attendees List

As an Annual Meeting Exhibitor you have the opportunity to rent our attendee list for an additional \$700. We will send you our attendees list in electronic format the week of July 17, 2023. 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 2023 AAA Annual Meeting and must be an exhibitor to acquire the list. Any follow-up messages sent after the close of the Annual Meeting on August 9, 2023 must be pre-approved by the AAA. No messages may be sent after August 31, 2023. Participant list requests must be made prior to July 17, 2023.

CTLA Tabletop Displays

Conference on Teaching and Learning in Accounting

We are offering tabletop exhibits for the 2023 Conference on Teaching and Learning in Accounting, held before the Annual Meeting, August 5-6. Hurry, space is limited. This add-on is for Annual Meeting Exhibitors only, and is \$1,500 (additional 3% if paying by credit card). If there is any space available after March 1, we will open this up to non-exhibitors for \$3,000 (additional 3% if paying by credit card).

Section Meeting Tabletop Displays

Sustainability, ESG, and Accounting: Implications for the Academy and the Profession

February 17-18, 2023

The Mayflower Hotel

Washington, DC

Attendance: Approximately 250

Tabletop: \$2,500 (additional 3% if paying by credit card)

American Taxation Association Midyear Meeting

February 23-25, 2023

The Mayflower Hotel

Washington, DC

Attendance: Approximately 250

Tabletop: \$750, two for \$1,000 (additional 3% if paying by credit card)

Forensic Accounting Research Conference

March 3-4, 2023

Salt Lake City Marriott University Park

Salt Lake City, Utah

Attendance: Approximately 75

Tabletop: \$1,000 (additional 3% if paying by credit card)

SPONSORSHIP OPPORTUNITIES

This year there are many exciting opportunities for sponsorship at the American Accounting Association's Annual Meeting in Denver, Colorado. You can generate interest in your company and strengthen your name recognition by reaching out to our attendees. All of our sponsor options provide prominent access to accounting education professionals. Please let us know if you have any questions.

Friend \$2,500

Sponsorship at the Friend Level Includes:

- Formal acknowledgment from the American Accounting Association in the PDF meeting program and the printed Quick Reference Guide available to all attendees.
- Hyperlink from our Annual Meeting sponsor page to your website.
- Recognition in AAA social media.
- Your company logo on a highly visible banner in the Exhibit Hall thanking sponsors.
- Logo and hyperlink in the AAA mobile app.
- Logo on exhibit hall entrance arch and signage cubes in the hotel.
- 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 2023 issue of *Accounting Education News*, the newsletter of the AAA, with a readership of 5,500+.
- **Meeting Rooms:**
 - An exclusive Meeting Room assigned to your company for one half-day of your choice on Sunday (8/6), Monday (8/7), Tuesday (8/8), or Wednesday (8/9). 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 \$550 each, after Sunday, June 18.
- **Meeting Room Cancellation Policy:**
 - Cancellations received prior to July 1, 2023 will receive a refund less 25%.
 - Cancellations received July 2-16, 2023 will receive a refund less 50%.
 - Cancellations received July 17, 2023 or later will receive no refund.
 - Refunds will not be made for no shows.



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. 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, Tuesday, and Wednesday.

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. Badges are available for pick up at the AAA registration desk.
- Recognition in multiple mass emails distributed to 5,500+ 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. 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.)
- Your logo prominently displayed on registration kiosks.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Annual Meeting Wi-Fi \$20,000

- 5 opportunities available
- Recognition in PDF program
- Announcement on the AM website
- Included in Annual Meeting marketing emails to all AAA members
- Large display at hotel
- Included in the meeting app
- Included in slides that run at the beginning of 3 plenaries and Tuesday lunch
- Hanging banner in our exhibit hall
- Multiple companies can participate

Opening Plenary Speaker \$20,000

- Promotional video to be played on a loop with other AAA slides 15 minutes prior to the opening plenary beginning while attendees are arriving
- Recognition in PDF program next to Monday speaker name
- Included on AM website everywhere Monday speaker is mentioned
- Included in AM marketing emails to all AAA members that highlight the Monday speaker
- Included in the meeting app
- Estimated audience: 1200

Tuesday Lunch Speaker \$15,000

- Promotional video to be played on a loop with other AAA slides 15 minutes prior to the luncheon beginning while attendees are arriving
- Recognition in PDF program next to Tuesday Lunch speaker name
- Included on AM website everywhere Tuesday lunch speaker is mentioned
- Included in AM marketing emails to all AAA members that highlight the Tuesday lunch speaker
- Included in the meeting app
- Estimated audience: 900

4 Career Center Event Nooks \$15,000

The Career Center at the Annual Meeting takes place from Saturday, August 5 to Tuesday, August 8 during the Annual Meeting. This event is a combination of recruiting, networking, and career services. We are bringing together recruiters from US and Global institutions with candidates from all career levels. Our space provides private interview rooms and an Interview Hall, creating the potential for traffic from over 350 attendees in our dedicated area.

This year we have a new sponsorship opportunity by employing the NOOK Event Pods. The NOOK Event Pods offer a branding canvas that has shown to make a longer lasting impression with audience engagement other options cannot offer.

When people sit in the NOOK Event Pod for 15 to 30 minutes, enjoying the soft seating, convenient table and charging stations, they can fully absorb and appreciate the branding and the feeling that brings long term recognition and association with the company providing this relaxing experience that is so welcome at events.



Lanyards \$7,000

- All attendees will receive a lanyard
- Branding is company logo only
- Announcement on the annual meeting website

ADA Services—Sign Language Interpreters, Wheelchair, and Scooter Rentals \$5,000

- Announcement on the AM website
- Included in AM marketing emails to all AAA members

HOTEL ADVERTISING OPPORTUNITIES

The American Accounting Association is pleased to provide **exciting opportunities for Sponsors and/or Exhibitors** to increase their visibility and presence at the 2023 Annual Meeting. At the Gaylord Rockies your brand can be elevated to over 2,000 members and hotel guests. Below you will find examples of where your company's brand can be showcased. **ACT FAST!** All opportunities are on a first come, first served basis. If you have any questions, or if you would like to secure an opportunity, please contact Beverly Collins (Beverly@aaahq.org) or Steve Matzke (Steve.Matzke@aaahq.org).

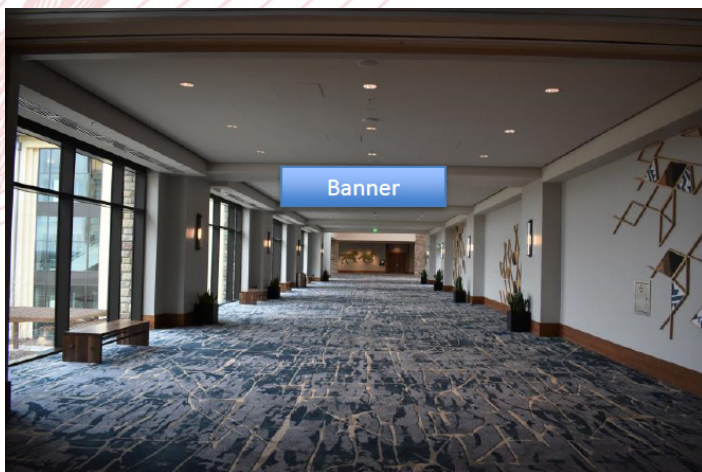
Convention Center Bridge: Upper Windows

Pricing starting at \$500 per Window Header
(spans across four top window panels)
4 available

Location: This is the only indoor bridge to AAA Annual Meeting space from the Gaylord Rockies Resort. It is located on Level 2 (Aurora) where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.



Convention Center Bridge: Banners



Pricing starting at \$500 per Banner
4 available

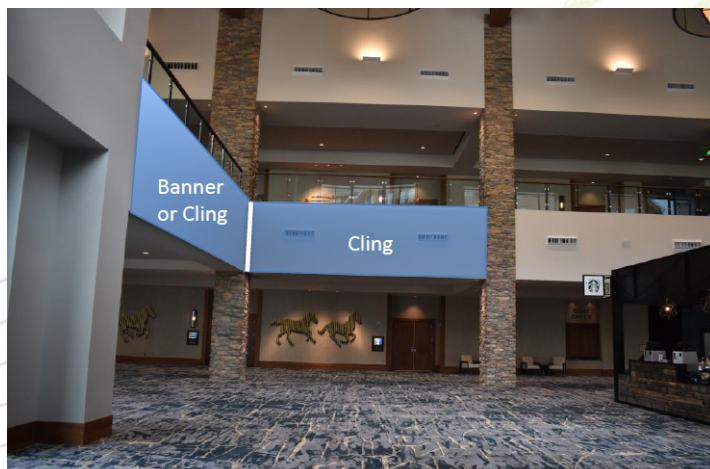
Location: This is the only indoor bridge to AAA Annual Meeting space from the Gaylord Rockies Resort. It is located on Level 2 (Aurora) where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Convention Center: Lobby

Welcome AAA attendees to the Convention Center from the Lobby Level
Pricing starting at \$1,250 per Header
2 available

Location: When you cross the only indoor bridge to AAA Annual Meeting space from the Gaylord Rockies Resort on Level 2 (Aurora) you will be here in the Convention Center Lobby.

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.



Convention Center Lobby Level: South Windows and Wall Panels



Pricing starting at \$100 per Window Panel
8 available

Pricing starting at \$500 per Column
2 available

Location: When you reach the Convention Center Lobby from the only indoor bridge to AAA Annual Meeting space from the Gaylord Rockies Resort Level 2 (Aurora) and turn left to meeting space these clings will be on your left.

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Escalators

Aurora Level to Adams Level
4 available

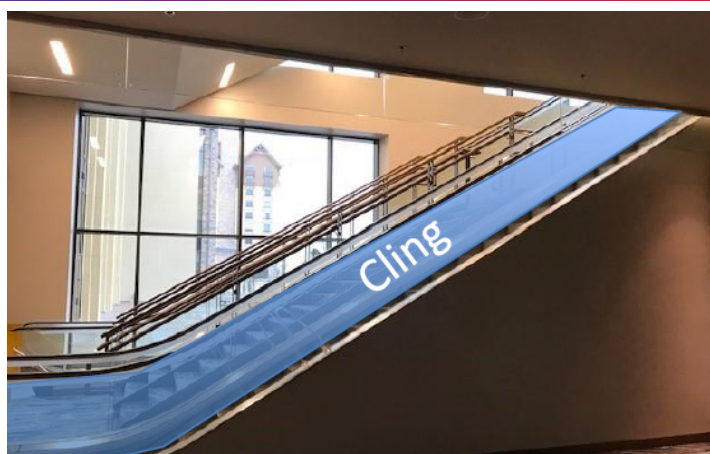
Aurora Level Breakouts to Adams Level
2 available

Pricing starting at \$1,200 per escalator

Location: These escalators connect Level 2 (Aurora) and Level 1 (Adams).

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Adams is where the Career Center, CTLA, and some concurrent sessions will be held.



Escalator Glass Headers Cling



Available on Level 1 and Level 2, surrounding escalators
Pricing starting at \$500

1 available on each level (total 2 available)

Location: These escalators connect Level 2 (Aurora) and Level 1 (Adams).

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Adams is where the Career Center, CTLA, and some concurrent sessions will be held.

Adam Level: Main Escalator Landing

Pricing starting at \$750

Location: When taking the escalator from Level 2 (Aurora) to Level 1 (Adams) and turn right this is what you will see.

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Adams is where the Career Center, CTLA, and some concurrent sessions will be held.



Adams Level: Escalator Landing Column



Pricing starting at \$500 per Column

Location: When approaching the escalator to go from Level 1 (Adams) to Level 2 (Aurora) this is what you will see.

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Adams is where the Career Center, CTLA, and some concurrent sessions will be held.

Rockies Square

Header
Pricing starting at \$750

Window
Pricing starting at \$100 per Window Panel

Location: Rockies Square is on Level 2 (Aurora) where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.



Adams Ballroom: Pre-Function Windows



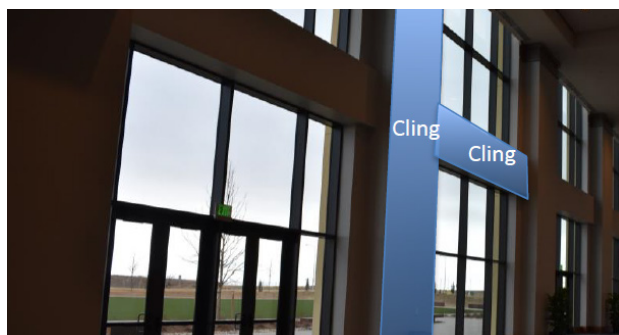
Pricing starting at \$100 per Window Panel
(upper and outer panels only)

Location: This is on Level 1 (Adams) where the Career Center, CTLA, and some concurrent sessions will be held.

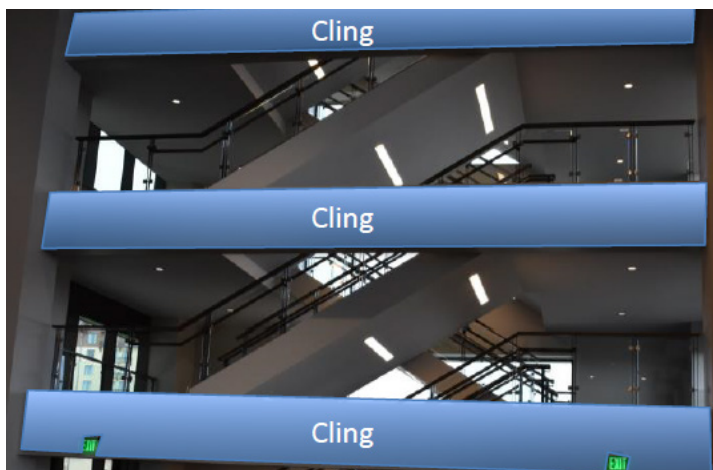
Adams Ballroom: Pre-Function Columns and Headers

Pricing starting at \$500 per Header/Column

Location: This is on Level 1 (Adams) where the Career Center, CTLA, and some concurrent sessions will be held.



Adams Ballroom: West Staircase Headers



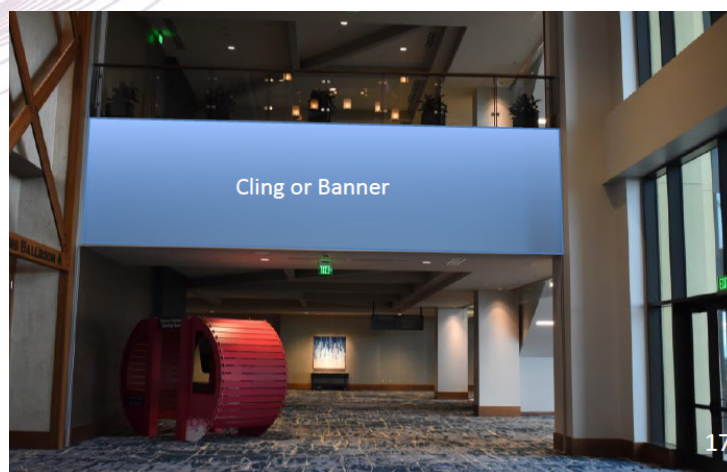
Pricing starting at \$500 per Header
3 available

Location: This is on Level 1 (Adams) where the Career Center, CTLA, and some concurrent sessions will be held.

Adams Ballroom: Pre-Function Header

Pricing starting at \$750

Location: This is on Level 1 (Adams) where the Career Center, CTLA, and some concurrent sessions will be held.



Glass Railing Panels (Level 2 only)



Pricing starting at \$100 per Glass Panel

Location: These escalators are in the main area going from Level 2 (Aurora) to Level 1 (Adams).

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Adams is where the Career Center, CTLA, and some concurrent sessions will be held.

Breakout Pre-Function and Foyers: Windows

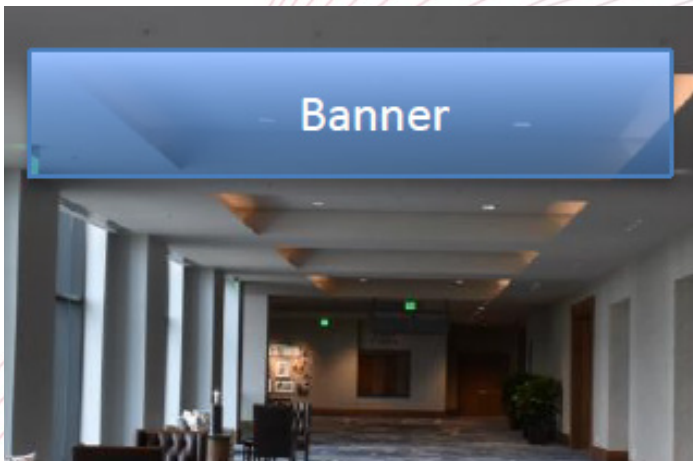
Pricing starting at \$100 per Window Panel
(upper and outer panels only)

Location: Level 2 (Aurora) main area.

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held..



Breakout Pre-Function: Banners



Pricing starting at \$500 per Banner
8 available

4 on Level 2 (Aurora)
4 on Level 1 (Adams)

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Adams is where the Career Center, CTLA, and some concurrent sessions will be held.

Juniper Ballroom: Pre-Function (Career Center and Career Events)

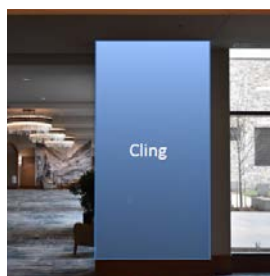
Location: When coming off the escalator from Level 2 (Aurora) to Level 1 (Adams) you will see this.

Aurora is where AAA registration, general sessions, exhibit hall, and some concurrent sessions will be held.

Adams is where the Career Center, CTLA, and some concurrent sessions will be held.



Escalator Glass Header
Pricing starting at \$500



Pricing starting at
\$500 per Column



Pricing starting at
\$100 per Window Panel

Partner Application 2023 AAA Annual Meeting

Date Submitted: _____

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

Address: _____

City: _____ State: _____ Zip: _____

Website **(used to promote your company)**: _____

☐ I will send my logo as soon as possible ☐ Reuse my logo from 2022

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

Name: _____

Title: _____

Phone: _____ Email: _____

Annual Meeting Exhibitor Options

August 6–9, 2023, Denver, Colorado

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

_____ 10' x 10' spaces(s) at \$4,295 each (plus 3% if paying by credit card)\$ _____

_____ 10' x 10' corner space at \$4,500 if available (plus 3% if paying by credit card)\$ _____

Attendee List rental at \$700 (plus 3% if paying by credit card)\$ _____

CTLA Tabletop at \$1,500 or \$3,000 after March 1 (plus 3% if paying by credit card)..\$ _____

Section Meeting Tabletop Display Options

☐ **Sustainability, ESG, and Accounting: Implications for the Academy and the Profession**

February 17–18, 2023, The Mayflower Hotel, Washington, DC

\$2,500 (plus 3% if paying by credit card)\$ _____

☐ **American Taxation Association Midyear Meeting**

February 23–25, 2023, The Mayflower Hotel, Washington, DC

\$750, two for \$1,000 (plus 3% if paying by credit card)\$ _____

☐ **Forensic Accounting Research Conference**

(plus 3% if paying by credit card) March 3–4, 2023,

Salt Lake City Marriott University Park, Salt Lake City, Utah

\$1,000 (plus 3% if paying by credit card)\$ _____

Annual Meeting Sponsorship Opportunities

- ☐ **Friend** \$2,500.....\$ _____
- ☐ **Supporter** \$5,000.....\$ _____
- ☐ **Partner** \$7,500.....\$ _____
- ☐ **Premier** \$15,000.....\$ _____

Annual Meeting Additional Sponsorship Opportunities

- ☐ **Annual Meeting Wi-Fi** \$20,000.....\$ _____
- ☐ **Opening Plenary Speaker** \$20,000.....\$ _____
- ☐ **Registration Kiosks** \$15,000.....\$ _____
- ☐ **Tuesday Lunch Speaker** \$15,000.....\$ _____
- ☐ **4 Career Center Event Nooks** \$15,000.....\$ _____
- ☐ **Lanyards** \$7,000.....\$ _____
- ☐ **ADA Services—Sign Language Interpreters, Wheelchair, and Scooter Rentals** \$5,000...\$ _____

Annual Meeting Hotel Advertising Opportunities

Please contact AAA for price estimate

For Office Use Only

- ☐ **Convention Center Bridge: Upper Windows**.....\$ _____
- ☐ **Convention Center Bridge: Banners**.....\$ _____
- ☐ **Convention Center: Lobby**.....\$ _____
- ☐ **Convention Center Lobby Level: South Windows and Wall Panels**.....\$ _____
- ☐ **Escalators**.....\$ _____
- ☐ **Escalator Glass Headers Cling**.....\$ _____
- ☐ **Adam Level: Main Escalator Landing**.....\$ _____
- ☐ **Adam Level: Escalator Landing Column**.....\$ _____
- ☐ **Rockies Square**.....\$ _____
- ☐ **Adams Ballroom Pre-Function: Windows**.....\$ _____
- ☐ **Adams Ballroom Pre-Function: Columns, and Headers**.....\$ _____
- ☐ **Adams Ballroom: West Staircase**.....\$ _____
- ☐ **Adams Ballroom: Pre-Function Header**.....\$ _____
- ☐ **Glass Railing Panels (Level 2 only)**.....\$ _____
- ☐ **Breakout Pre-Function and Foyers: Windows**.....\$ _____
- ☐ **Breakout Pre-Function Banners**.....\$ _____
- ☐ **Juniper Ballroom Pre-Function (Career Center and Career Events)**.....\$ _____

Method of Payment: (No booth space will be reserved until full payment is received.)

Total: \$ _____

☐ 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
- Fax: 941-923-4093