

2024 Partner Prospectus

August 10-14, 2024, Washington, DC



REVOLUTIONIZING

ACCOUNTING EDUCATION

WASHINGTON D.C. 2024



**American
Accounting
Association**
Thought Leaders in
Accounting

American Accounting Association
Annual Meeting and Conference on Teaching
& Learning in Accounting

Welcome

We are thrilled to extend a warm invitation to you and your esteemed organization to participate as potential sponsors and/or exhibitors at the upcoming American Accounting Association’s Annual Meeting, set to take place from **August 10th to August 14th, 2024**, at the **Marriott Marquis, Washington DC** (main hotel where the exhibit hall, plenary sessions, Monday night reception, Tuesday lunch, etc. will be held) and **The Westin Washington, DC Downtown**.

This year’s conference promises to be a landmark event, centered around the theme “**Revolutionizing Accounting Education**.” As we navigate through an era of unprecedented change and innovation, there is a pressing need to transform our approaches to accounting education, ensuring that we equip the next generation of professionals with the skills and knowledge they need to excel in today’s dynamic academic landscape.

By joining us as sponsors and/or exhibitors, you will have the unique opportunity to showcase your products, services, and expertise to a diverse audience of accounting educators, practitioners, researchers, and students. Your participation will not only elevate your brand visibility but also allow you to engage with key decision-makers and thought leaders in the field, forging valuable connections and partnerships that can drive mutual success.

Moreover, as sponsors and/or exhibitors, you will play an integral role in supporting the success of the Annual Meeting, enabling us to deliver a comprehensive and enriching experience for all attendees. Your contributions will help facilitate dynamic sessions, workshops, and networking events, empowering participants to exchange ideas, share best practices, and explore innovative solutions to the challenges facing accounting education today.

We believe that your organization’s participation will greatly enhance the overall quality and impact of the Annual Meeting, and we are committed to ensuring that you receive maximum value and recognition for your support. From premium exhibition spaces to exclusive sponsorship opportunities, we offer a range of customizable packages designed to meet your specific needs and objectives.

Thank you for considering this exciting opportunity to partner with us. We look forward to welcoming you to Washington, DC, for what promises to be an unforgettable experience.

Warm regards,



Steve Matzke
Senior Director of External Relations
steve.matzke@aaahq.org



Beverly Collins
Director, Special Projects
beverly@aaahq.org

Index

Why Exhibit at AAA Meetings?	3
Attendee Information	3
Exhibit Hall Display Hours	4
Cancellation Policy	4
Friend Sponsor Benefits	5
Supporter Sponsor Benefits	5
Partner Sponsor Benefits	5
Premier Sponsor Benefits	5
10x10 Booth Exhibitor Benefits	6
Attendee List Rental	6
CTLA Exhibitor Benefits	6
Add-On for Annual Meeting Exhibitors and Sponsors	6
Partner Application 2024 AAA Annual Meeting	7

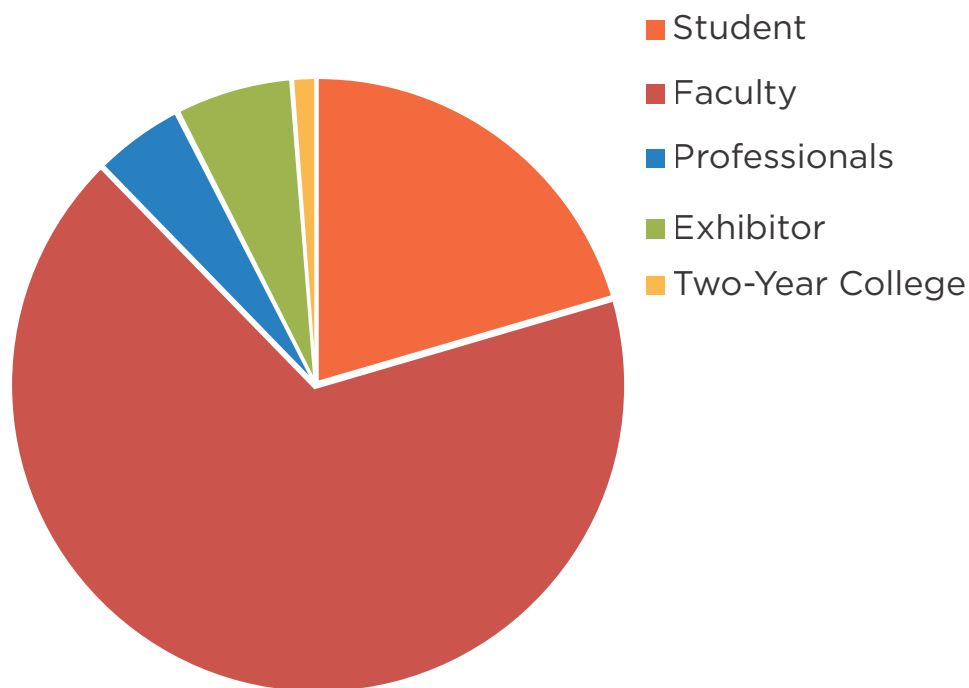
Why Exhibit at AAA Meetings?

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 sales leads.
- Give product demonstrations.

Attendee Information

2023 Annual Meeting Attendance Breakdown



2023 Top International Attendance by Country

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

Exhibit Hall Display Hours

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

Security will be provided overnight.

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

Sunday, August 11: 3:00 pm – 7:00 pm

Monday, August 12: 8:00 am – 12:15 pm

1:30 pm – 5:00 pm

Tuesday, August 13: 8:00 am – 12:15 pm

1:30 pm – 4:30 pm

Cancellation Policy

Cancellations received prior to June 17, 2024 will receive a refund less 25%.

Cancellations received June 18, 2024–July 2, 2024 will receive a refund less 50%.

Cancellations received July 3, 2024 or later will receive no refund.

Refunds will not be made for no shows.



\$3,500 Friend Sponsor Benefits

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 2024 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 (8/11), Monday (8/12), Tuesday (8/13), or Wednesday (8/14). 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 23.

Meeting Room Cancellation Policy:

- Cancellations received prior to July 1, 2024 will receive a refund less 25%.
- Cancellations received July 2-16, 2024 will receive a refund less 50%.
- Cancellations received July 17, 2024 or later will receive no refund.
- Refunds will not be made for no shows.

\$6,000 Supporter Sponsor Benefits

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.

\$8,500 Partner Sponsor Benefits

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.

\$15,000 Premier Sponsor Benefits

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.

\$4,295* 10x10 Booth Exhibitor Benefits

NOTE: tables, chairs, and any booth furnishings are NOT included with the booth price and must be ordered through Freeman. Pricing coming soon!

- 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.
- Four complimentary exhibitor booth personnel registrations per 10'x 10' booth (additional badges available at \$375 each).
- Join AAA members at the Monday night reception. You only need your conference badge to gain entrance.
- Exhibitors are invited, and encouraged, to attend concurrent sessions and panels as long as there is at least one representative covering your booth.
- Want a corner booth space? For an additional \$205 you can make sure your booth is on a corner. Total cost is \$4,500 for a 10x10 corner booth.

In addition, the exhibit space package includes:

- Opportunity to rent the attendee list at an additional cost (see below).
- Coffee available in the exhibit hall during breaks on Monday and Tuesday.
- 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.
- 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).
- 11" x 17" 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.

\$900* Attendee List Rental

As an Annual Meeting Exhibitor you have the opportunity to rent our attendee list for an additional \$900. We will send you our attendees list in electronic format the week of July 24, 2024. 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 2024 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 14, 2024 must be pre-approved by the AAA. No messages may be sent after August 31, 2024. Participant list requests must be made prior to July 24, 2024.

\$3,000* CTLA Exhibitor Benefits

(\$1,500* Add-On for Annual Meeting Exhibitors and Sponsors)

Conference on Teaching and Learning in Accounting

We are offering tabletop exhibits for the 2024 Conference on Teaching and Learning in Accounting, held before the Annual Meeting, August 10–11. Hurry, space is limited. This add-on is for Annual Meeting Exhibitors only, and is \$1,500*. If there is any space available after March 1, we will open this up to non-exhibitors for \$3,000*.

CTLA exhibit hours are:

Saturday, August 10 from 7:00 am (Set Up)–7:00 pm EST

Sunday, August 11 from 7:00 am–12:00 pm EST (Tear Down)

Exhibitors receive two complimentary CTLA meeting registrations, a 6' skirted table, and two chairs. Any electrical assistance will need to be coordinated with the hotel.

* there is an additional 3% fee if paying by credit card

Partner Application 2024 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 2023

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

Name: _____

Title: _____

Phone: _____ Email: _____

SPONSORSHIP LEVELS (does not include exhibit booth space):

☐

Friend \$3,500.....\$ _____

☐

Supporter \$6,000\$ _____

☐

Partner \$8,500.....\$ _____

☐

Premier \$15,000\$ _____

EXHIBITOR OPTIONS:

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

☐

Attendee List rental at \$900 (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)...\$ _____

☐

I am an **exhibitor** paying by **credit card**.....\$ _____

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: _____