



**American
Accounting
Association**

Thought Leaders in
Accounting

EXHIBITOR PROSPECTUS

2022 ANNUAL MEETING

SAN DIEGO, CALIFORNIA

July 31–August 2

2022
GROWING
OUR IMPACT



Welcome

We are excited about the opportunity to be together again in 2022! We invite you to at the 2022 American Accounting Association Annual Meeting in San Diego, California, **July 31-August 2** at the **Manchester Grand Hyatt San Diego** 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 **Growing our Impact**. 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 look forward to your participation at the 2022 Annual Meeting. Your partnership and continued support are greatly appreciated. To say "thank you" the pricing will remain the same for 2022. **Reserve your space early** to get your place in line to choose the very best exhibit space available! See the application included in this prospectus.



Steve Matzke

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Beverly Collins

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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.

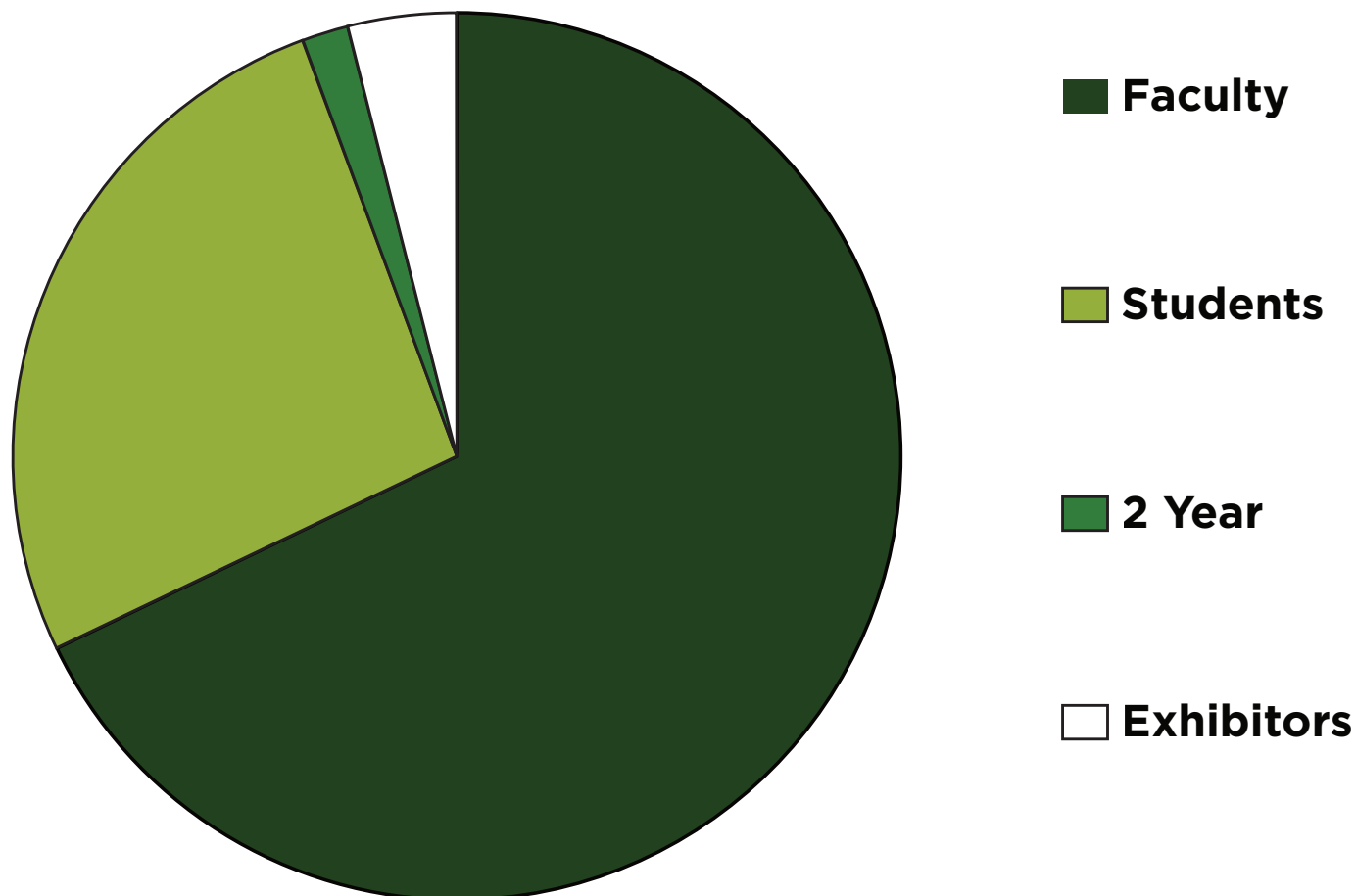
**Questions? Contact Beverly at
Beverly@aaahq.org**



Image by Jill Wellington from Pixabay

Attendee Information

2021 Annual Meeting Attendance Breakdown



Display Hours

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

Sunday, July 31:	3:00 pm - 7:00 pm
Monday, August 1:	8:00 am - 12:15 pm
	1:30 pm - 5:00 pm
Tuesday, August 2:	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.



Benefits to AAA Exhibitors at the Annual Meeting

- Direct access to over 3,000 AAA members from around the world.
- Logo and link to your website in the AAA mobile app. Analytics indicated that at our last in-person annual meeting approximately 55% of attendees used the app and that the average time of use was approximately 49 minutes.
- Four complimentary exhibitor booth personnel registrations per 10'x 8' booth. (additional badges available at \$325 each).

In addition to benefits, exhibit space packages include:

- Opportunity to rent the attendee list.
- To increase traffic, coffee will be available in the exhibit hall during breaks.
- On Sunday night, there will be 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.
- 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 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.)

Cancellation Policy

Cancellations received prior to June 17, 2022 will receive a refund less 25%.
Cancellations received June 18, 2022–July 2, 2022 will receive a refund less 50%.
Cancellations received July 3, 2022 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 11, 2022. 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 2022 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 3, 2022 must be pre-approved by the AAA. No messages may be sent after August 31, 2022. Participant list requests must be made prior to July 11, 2022.

Tabletop Displays

Conference on Teaching and Learning in Accounting

We are offering tabletop exhibits for the 2022 Conference on Teaching and Learning in Accounting, held before the Annual Meeting, July 30–31. Hurry, space is limited. This add-on is for Annual Meeting Exhibitors only, and is \$1,000. If there is any space available after March 1, we will open this up to non-exhibitors for \$2,600.

2022 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.

Ohio Region Meeting: March 31–April 2, Columbus, OH

Western Region Meeting: April 28–30, Hilton Long Beach, Long Beach, CA

Southeast Region Meeting: May 12–14, Orlando, FL

Midwest Region Meeting: September 29–October 1, St. Louis, MO

Joint Meeting of the Mid-Atlantic and Northeast Regions: October 20–22, New York, NY

Exhibitor Application 2022 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 **(used to promote your company)**: _____

☐ I will send my logo as soon as possible

☐ Reuse my logo from 2019 ☐ Reuse my logo from 2020 ☐ Reuse my logo from 2021

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

Name: _____

Title: _____

Phone: _____ Email: _____

AAA Annual Meeting Exhibit Hall July 31-August 2, 2022, San Diego, California

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\$ _____

Attendee List at \$700\$ _____

CTLA Tabletop at \$1,000 (\$2,600 for non Annual Meeting Exhibitors)\$ _____

Region Tabletop at \$1,000 per meeting\$ _____

☐ Ohio Region Meeting ☐ Western Region Meeting ☐ Southeast Region Meeting

☐ Midwest Region Meeting ☐ Joint Meeting of the Mid-Atlantic and Northeast Regions

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

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

For Office Use Only: AAAID _____ to BC _____ to FIN _____ Date Invoiced _____ Date Pd _____ Booth # _____ Info Sent _____

American Accounting Association Annual Meeting
San Diego, California
July 29-August 3



2022 ANNUAL MEETING

SPONSORSHIP OPPORTUNITIES

This year there are many exciting opportunities for sponsorship at the American Accounting Association's Annual Meeting in San Diego, California. 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. Please contact us for more information about sponsoring the conference app, the meeting wifi, lanyards, breaks, speakers, meals, and all other sponsorship opportunities.



Steve Matzke

Senior Director, External Relations

Steve.Matzke@aaahq.org



Beverly Collins

Director, Special Meetings and Projects

Beverly@aaahq.org

FRIEND \$2,500

Sponsorship at the Friend Level Includes:

- Formal acknowledgment from the American Accounting Association in the PDF meeting program, available to all 3,000+ 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.
- 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 2022 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 (7/31), Monday (8/1), Tuesday (8/2), or Wednesday (8/3). 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 \$500 each, after Sunday, June 14.
 - Cancellations received prior to July 1, 2022 will receive a refund less 25%.
 - Cancellations received July 2-16, 2022 will receive a refund less 50%.
 - Cancellations received July 17, 2022 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. 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.



Additional Sponsorship Opportunities

AM Wifi—\$50,000

- Recognition in PDF program
- Announcement on the AM website
- Included in AM marketing emails to all AAA members
- Large displays at both hotels
- 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

Badges and Registration Kiosks—\$15,000 (no longer available)

- All attendees will receive a badge
- Badge branding will include company logo, social media handles, website, QR codes
- Registration Kiosks provide touchless registration for all attendees
- Kiosk branding consists of company logo, social media handles, website, QR codes

Tuesday Lunch Speaker—\$10,000

- 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

Virtual AM Sponsorship—\$10,000

- Announcement on the AM website
- Included in AM marketing emails to all AAA members
- Virtual Conference Site recognition in multiple locations
- Recognition with link in all virtual sessions—88 session rooms at the beginning and the end of each session= 176 postings of recognition with link

Lanyards—\$5,000 (no longer available)

- All attendees will receive a lanyard
- Branding is company logo only
- Announcement on the AM website
- Included in the meeting app

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

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



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, July 29-August 3, 2022, San Diego, California

☐ I will send my logo as soon as possible

☐ Reuse my logo from 2019 ☐ Reuse my logo from 2020 ☐ Reuse my logo from 2021

☐ Friend \$2,500

☐ Other: _____

☐ Supporter \$5,000

Price: _____

☐ Partner \$7,500

☐ Premier \$15,000

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

American Accounting Association Annual Meeting
San Diego, California
July 29–August 3



2022 ANNUAL MEETING

ADVERTISING OPPORTUNITIES

The American Accounting Association is thrilled to provide **new and exciting opportunities for Sponsors and/or Exhibitors** to increase their visibility and presence at the 2022 Annual Meeting. Whether at the Grand Hyatt or Marriott Marquis, 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).

MANCHESTER GRAND HYATT—Headquarter Hotel

Plenary Sessions, AAA Lunch, AM Registration, Welcome Reception, Exhibit Hall, Section Lunches, Concurrent Sessions

Custom Hotel Key Cards

- Full color front and back, \$9000, each guest gets 2 key cards

Hyatt Seaport Ballroom & Foyer (Second Level)

AM Registration, Plenary Sessions, AAA Lunch, Welcome Reception, Help Desk

Pillar Banner (flat sided), 4 banners available

- Starting at \$1,200 per banner*

Window Clings, Only available in package of 4

- Starting at \$2,000 per package*



Harbor Ballroom & Foyer (Second Level)

Panel Rooms, Concurrent Sessions, Common Networking Area, Next to Seaport Ballroom area

Pillar Banner (flat sided), 4 banners available

- Starting at \$1,200 per banner*

Window Clings, Only available in package of 4

- Starting at \$1,500 per package*



Escalator Landings

2nd Floor Escalator Landing Cling

Only available in package of 4, comes with four 3'x3' clings

- Starting at \$2,000*

4th Floor Escalator Landing Cling

Only available in package of 4, comes with four 3'x3' clings

- Starting at \$2,000*

Floor Clings Each

- Starting at \$500*



MARRIOTT MARQUIS SAN DIEGO MARINA

CTLA, Ethics Symposium, Career Center, Section Lunches, Panel Sessions, Concurrent Sessions, Pre-Conference Workshops

Custom Hotel Key Cards

- Full color front and back, \$5000, each guest gets 2 key cards

North Tower Lobby & Grand Ballroom Foyer

Column Wrap, One wrap per circular column

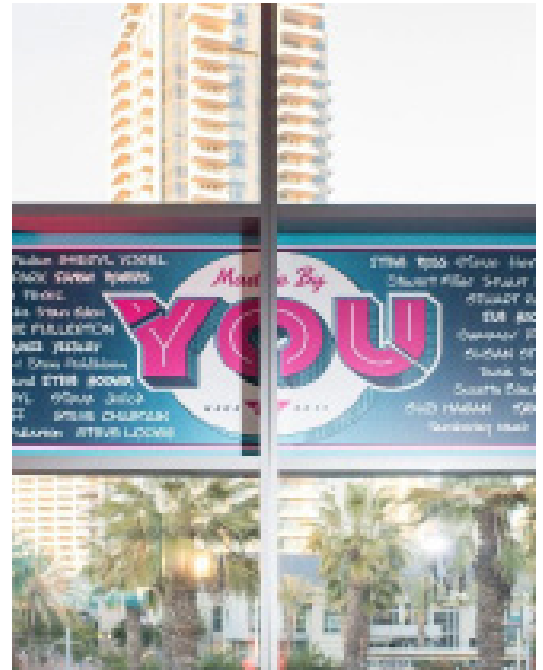
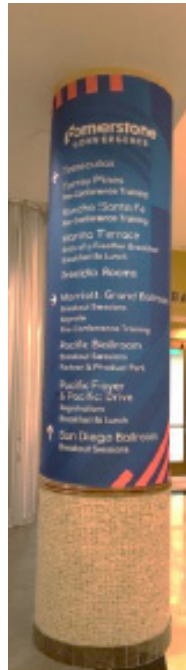
- Starting at \$4,000*

Window Clings

- Starting at \$800 each*

Stairs Graphic, Leads from lobby to Grand Ballroom

- Starting at \$7,000*



Small Marble Wall

- Starting at \$3,500*



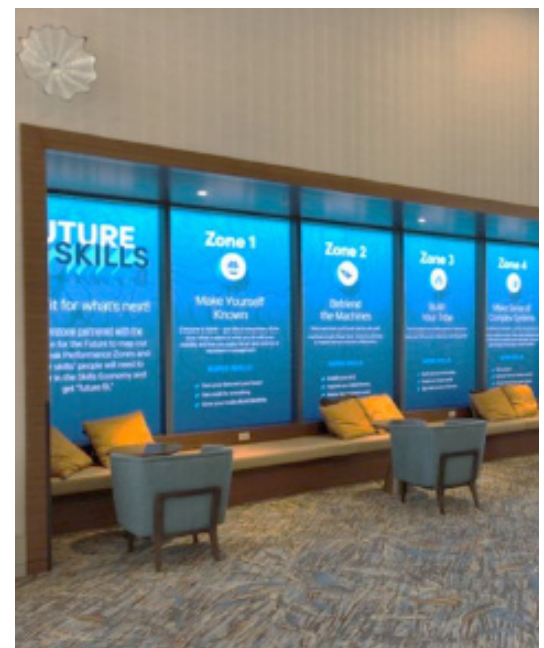
Large Marble Wall

- Starting at \$3,500 (as pictured)*



Lounge Window Clings

- Starting at \$1,500*



*Final pricing is determined by artwork provided.