

Symposium Sponsorship Information

AAA • 937.222.0030 • aaainfo@cpaadmin.org • www.cpaadmin.org



Information

The Association for Accounting Administration invites the profession to participate in its 2002

National Symposium in St. Petersburg, Florida, June 19-22. The National Symposium will consist of general and concurrent educational sessions, as well as several social and networking activities. The Symposium will be attended by administrators, partners, human resource managers, computer and network managers and department heads representing small, medium and large firms from throughout the United States and Canada. This year, the event has been designed to help participants professionally manage accounting firms. Nationally recognized speakers include Rick Hicks, Rita Keller, Annette Simons, Bret Romney, Jeff Pawlow, Dan Simms, Roman Kepczyk, Frank Saibert, Ken Roberts, Jeff Justice and others.

Schedule of Events

Wednesday, June 19th

8:00-Noon	Optional Pre-Symposium Workshop
All Day	CPA Firm Associations Sponsor Administrator Conferences
12:00-4:00pm	Optional Pre-Symposium Workshop
6:00-6:30pm	First Timer's Get-Together
6:30-8:00pm	Welcome Reception

Thursday, June 20th

7:30-8:30am	Vendor Breakfasts
8:30-9:15am	Welcome
9:15-12:15pm	Educational Session
12:30-1:30pm	Luncheon
1:30-3:00pm	Concurrent Sessions
3:15-5:00pm	Breakouts by Firm Size
6:30pm	AAA Dinner Party

Friday, June 21st

7:30-8:30am	Table Topic Breakfast
8:30-10:15am	Educational Session
10:30-12:00pm	Concurrent Sessions
12:00-1:15pm	Luncheon
1:15-2:45pm	Concurrent Sessions
3:15-4:45pm	Concurrent Sessions

Saturday, June 22nd

7:30-8:30am	Table Topic Buffet
8:30-11:45am	Educational Session
12:00pm	Adjournment

Facilities

All of the AAA events will be held at the TradeWinds Resort in St. Petersburg, Florida. The displays will be located adjacent to the registration area to encourage attendees to view displays during their free time.

Housing Information

Housing forms and symposium promotional brochures are available after December 15 (visit www.cpaadmin.org for more info). Room rates are \$125 per room plus tax.

Why Participate as a Sponsor?

We invite you and your company to participate in the 2002 National Symposium of the Association for Accounting Administration (AAA) as a sponsor.

With your contributions to AAA, your company becomes an official sponsor of the 2002 National Symposium. As such, your company will receive high-profile recognition and exposure based upon the following sponsorship categories:

Symposium Supporter (4 available) - \$2,500
Reception Sponsor (1 available) - \$1,800
Lunch Sponsor (2 available) - \$1,500
Breakfast Sponsor (2 available) - \$1,000
1/2 Break Sponsor (10 available) - \$300
<i>* will be paired with a non-competing company or you can take two spots for a whole break.</i>

The other side of this flyer depicts the offered opportunities sponsors have in conjunction with their 2002 Symposium sponsorship dollars. All benefits will be coordinated through the AAA National Office including signage, complimentary registrations, table displays, advertising, event sponsorships, acknowledgements, publicity, and website promotion.

Your support will bring your company high-profile recognition and exposure to hundreds of professionals in the field of accounting administration. AAA Symposium participants are instrumental in the decision-making processes within their respective firms. We hope that you will assist us in obtaining your company's sponsorship and support. Your company's participation will allow us to offer a first-rate symposium at a reasonable cost. The program's focus is on the skills necessary to meet the rapid changes and challenges which our profession is facing. Your company can assist us not only by providing financial sponsorship but also by encouraging symposium attendance.



(please see other side)

Sponsorship Explanations

Where else can you be exposed to more than 200 CPA firm administrators in one location? AAA members and symposium attendees are professionals who manage accounting practices. These are the individuals responsible for decisions regarding firm insurance, software, policies, human resource management, facility management, marketing and more.

AAA has developed a sponsorship package designed to accommodate all industry suppliers. You need not send a representative or "man" display space, but the option is there to send a representative. Your company will receive national publicity and exposure, with the level of participation you desire:

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Reception Sponsor (1 available) - \$1,800

Lunch Sponsor (2 available) - \$1,500

Breakfast Sponsor (2 available) - \$1,000

1/2 Break Sponsor (10 available) - \$300

** will be paired with a non-competing company or you can take two spots for a whole break.*

Symposium Supporter

Our Vendor Breakfasts are scheduled for Thursday, June 20th from 7:30 a.m. - 8:30 a.m. During this period, the four companies will each have time to make a brief presentation, answer questions or network. Symposium attendees will join one of four companies for breakfast or choose to visit more than one in the allotted time. Supporters will also have the ability to choose a featured speaker/session to support, providing a 3 minute "infomercial" in addition to the breakfast opportunity. Publicity and exposure is unlimited, see the Benefits Matrix for information.

Reception/Lunch/Breakfast Sponsors

The sponsors of our various food functions will be given the opportunity to promote their products and/or services during a 3 minute "infomercial" during the event as well as through symposium publicity and display space. If sponsoring companies are unable to send representatives, AAA will

accept audio-visual presentations and will proudly display the sponsoring company's materials.

1/2 Break Sponsor

Break sponsors will reap the benefit of an "infomercial" as well as signage. Participants love a cup of coffee in the morning or a soda in the afternoon. Refreshment break sponsors are truly appreciated and remembered. We have priced sponsorships for a 1/2 break at \$300 in order to provide all potential sponsors an opportunity to participate. If you would like to sponsor an entire break for \$600, please let us know.

Commitments

In order to commit to a sponsorship, contact the AAA National Office at 937.222.0030; fax 222.5794 or aaainfo@cpaadmin.org. Sponsorships will be confirmed on a first come, first serve basis. All sponsors will be invoiced.

Benefit Matrix

	Supporter	Reception	Lunch	Breakfast	1/2 Break
National Publicity	•	•	•	•	•
Sponsorship of Supporter Breakfasts with Own Section for Presentation	•				
Sponsorship of a Featured Speaker	•				
Brief Presentation at Sponsored Event/Session	•	•	•	•	•
Signage throughout Symposium	•	•	•	•	•
Signage at Sponsored Event	•	•	•	•	•
Exposure in all Pre-Symposium Materials	•	•	•	•	
Exposure in all On-Site Symposium Materials	•				
Logo and Link on AAA Home Page	•				
Banner and Link on AAA Website in Symposium Section	•	•	•	•	
Listing and Link on AAA Website in Symposium Section					•
Full-Page Ad in Symposium Binder	•				
Half-Page Ad in Symposium Binder		•	•	•	
Complimentary Full-Symposium Registrations	Two	One	One	None	None
Table Display at Symposium	•	•	•	•	
Listing of all Symposium Participants	•	•	•	•	•