



Symposium Sponsorship Information

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

Information

The Association for Accounting Administration invites the profession to participate in its 2004 National Symposium in St. Louis, Missouri, June 23-25. 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 specifically designed to help participants professionally manage accounting firms. Nationally recognized speakers include Christine Holton-Cashen, Rita Keller, Roman Kepczyk, Sam Allred, Marc Rosenberg, Jeff Pawlow, Ron Baker, Coral Rice, Denny Faurote, Bill Leach, Laura Asher and others.

Schedule of Events

Tuesday, June 22nd

- 8:00-4:00 pm Optional Pre-Conference Accounting Technology Administrator's Fly-In
- 8:00-5:00 pm CPA Firm Association Meetings
- 4:30-5:30 pm First Timer's Forum
- 5:45-7:15 pm Welcome Reception at the International Bowling Museum Hall of Fame
- 7:10 pm Optional Outing - Baseball Game

Wednesday, June 23rd

- 7:30-8:15 am Continental Breakfast
- 8:30-9:00 am Opening/Welcome
- 9:00-12:00 pm Educational Sessions
- 12:00-1:30 pm Lunch & Learn
- 1:30-5:00 pm Educational Sessions
- 6:00-9:30 pm AAA Dinner Party at Kemoll's

Thursday, June 24th

- 7:30-8:45 am Rise & Shine Breakfasts
- 9:00-12:00 pm Educational Sessions
- 12:00-1:30 pm Luncheon & Learn
- 1:30-4:30 pm Educational Sessions

Friday, June 25th

- 7:30-8:45 am Rise & Shine Breakfast Buffet
- 9:00-12:00 pm Educational Sessions
- 12:00 pm Symposium Closing

Facilities

All of the AAA events with the exception of the Welcome Reception and AAA Dinner Party, will be held at the Adam's Mark Hotel. The displays will be located adjacent to the registration/refreshment break area to encourage attendees to view displays during their free time.

Housing Information

Housing forms and symposium promotional brochures are available on the website at www.cpadmin.org or in print after January 15. Room rates are \$129 per room plus tax for single or double occupancy.

Why Participate as a Sponsor?

We invite you and your company to participate in the 2004 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 2004 Symposium. As such, your company will receive high-profile recognition and exposure based upon the following sponsorship categories:

- Reception Sponsor** (1 available) - \$3,000
- Lunch Sponsor** (2 available) - \$2,000
- Breakfast Sponsor** (2 available) - \$1,500
- Name Badge Sponsor** (1 available) - \$500
- Symposium Gift Sponsor** (1 available) - \$800
- 1/2 Break Sponsor** (10 available) - \$400

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

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

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 \$400 in order to provide all potential sponsors an opportunity to participate. If you would like to sponsor an entire break for \$800, please let us know.

Reception Sponsor (1 available) - \$3,000

Lunch Sponsor (2 available) - \$2,000

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

Name Badge Sponsor (1 available) - \$500

Symposium Gift Sponsor (1 available) - \$800

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Name Badge/Gift Sponsors

Name badge and symposium gift sponsors will reap the benefit of having their corporate name/logo imprinted on either the event's name badges or the gifts distributed to all full registrants. Name badges will consist of a zippered nametag pouch featuring a storage pocket to securely store business cards, cash, credit cards - anything! Pouches feature cord lock and new pen loop. Imprint on red pouch in almost any color. Gifts will be determined by the committee and will include sponsor's name and logo imprint.

Commitments

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

Benefit Matrix

	Recpt	Lunch	B'fast	Break	Tag/Gift
National Publicity	•	•	•	•	•
Brief Presentation at Sponsored Event/Session	•	•	•	•	
Signage throughout Symposium	•	•	•	•	•
Signage at Sponsored Event	•	•	•	•	
Exposure in all Pre-Symposium Materials	•	•	•	•	•
Banner and Link on AAA Website in Symposium Section	•	•	•		
Listing and Link on AAA Website in Symposium Section				•	•
Half-Page Ad on Symposium CD-ROM Program	•	•	•	•	•
Complimentary Full-Symposium Registrations	Two	One	One	One	One
Table Display at Symposium	•	•	•	•	•
Listing of all Symposium Participants	•	•	•	•	•
Imprint on Actual Name Badge/Symposium Gift					•

** AAA Chapters not eligible for display space or complimentary full-symposium registrations.*