



Conference Sponsorship Information

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

The Association for Accounting Administration invites the profession to participate in its 2007 Practice

Management Conference in Providence, Rhode Island, June 19-22. The National Conference will consist of general and concurrent educational sessions, as well as several social and networking activities. The Conference 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 are included in the program.

Why Participate as a Sponsor?

We invite you and your company to participate in the 2007 National Practice Management Conference of the Association for Accounting Administration (AAA) as a sponsor. With your contributions to the Association, your company becomes an official sponsor of the 2007 Conference. As such, your company will receive high-profile recognition and exposure based upon the following sponsorship categories:

- Pre-Conference Technology Fly-In Refreshment Break Sponsor** (2 available) - \$600* each
- Pre-Conference HR Fly-In Refreshment Break Sponsor** (2 available) - \$600* each
- Pre-Conference Technology Fly-In Lunch Sponsor** (2 available) - \$800* each
- Pre-Conference HR Fly-In Lunch Sponsor** (2 available) - \$800* each
- Cyber Cafe Sponsor** - \$1,600
- Audio-Visual Sponsor** (3 available) - \$2,000 each
- Welcome Reception Sponsor** (2 available) - \$1,500* each
- Evening Out Dinner Sponsor** (3 available) - \$2,000* each
- Evening Out Entertainment Sponsor** (2 available) - \$2,200* each
- Two Lunch Sponsors** - \$2,000 each
- Three Breakfast Sponsors** - \$1,800 each
- 1/2 Refreshment Break Sponsorship** (10 available) - \$700* each
- Conference Gift Sponsor** - \$1,000
- Five Featured Session Sponsors** - \$1,250 each
- Conference Proceedings Sponsor** - \$2,500

** will be paired with a non-competing company*

Customized sponsorships are available and encouraged - let your imagination go wild!

The following information 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 and to CPA firms throughout the United States and Canada. AAA Conference participants are instrumental in the decision-making processes within their respective firms. Your company's participation will allow the Association to offer a first-rate conference at a reasonable cost. The program's focus is on the skills necessary to meet the rapid changes and challenges which the profession is facing. Your company can assist not only by providing financial sponsorship but also by encouraging Conference attendance.

(please see other side)

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Schedule of Events

Tuesday, June 19th

- 8:00-4:30 pm Optional Pre-Conference Accounting Technology Administrator's Fly-In
- 8:00-4:30 pm Optional Pre-Conference HR Fly-In
- 8:00-5:00 pm CPA Firm Association Meetings
- 12:00 pm Registration
- 4:30 pm First Timer's Forum
- 6:00 pm Welcome Reception with Our Vendors

Wednesday, June 20th

- 7:00 am Registration with Our Vendors
- 7:30 am Vendor Breakfasts
- 8:40 am Opening Ceremony
- 9:00 am Educational Sessions
- 12:15 pm Lunch & Learn
- 1:30 pm Educational Sessions
- 6:00 pm AAA Evening Out

Thursday, June 21st

- 7:00 am Registration with Our Vendors
- 7:30 am Managing Partner Breakfast Panel
- 8:45 am Educational Sessions
- 12:00 pm Luncheon
- 1:45 pm Educational Sessions
- 5:15 p.m. AAA Chapter Outreach Meeting

Friday, June 22nd

- 7:00 am Registration with Our Vendors
- 7:00 am Firm Size Breakfast Breakouts
- 9:15 am Educational Sessions
- 12:00 pm Conference Closing

Facilities

All of the AAA events with the exception of the Evening Out, will be held at The Westin Providence, One West Exchange Street in downtown Providence; (401) 598-8000. The vendor displays will be located adjacent to the registration/refreshment break area to encourage attendees to view displays during their free time beginning with the Welcome Reception on Tuesday, June 19.

Housing Information

Housing forms and Conference promotional information are available on the website at www.cpaadmin.org now or in print after February 10. Room rates are \$179 per room plus tax for single or double occupancy at The Westin Provi-

Sponsorships

Customized sponsorships are available and encouraged - let your imagination go wild!

Where else can you be exposed to more than 250 CPA firm administrators, partners and owners in one location? AAA members and Conference attendees are professionals who manage accounting practices. These are the individuals responsible for decisions regarding firm insurance, software, policies, human resource management, facility management, technology, consultants, training, 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:

Food and Social Function Sponsorships

The sponsors of our various food/social functions will be given the opportunity to promote their products and/or services during a one to two minute "infomercial" (with the exception of 1/2 refreshment break sponsorships) during the sponsored event as well as through Conference publicity, display space (not available to 1/2 break sponsors), a website presence and recognition in conference program materials. If sponsoring companies are unable to send representatives, AAA will accept pre-submitted "infomercials" and will proudly display the sponsoring company's materials.

Featured Session Sponsorships

Featured session sponsors will reap the benefit of a one to two minute "infomercial" as well as signage, representation in the form of display space and a website presence. AAA invests a large portion of the event's budget on speakers and their expenses. Featured session sponsors allow us to continue to bring the latest information to attendees with some of the nation's top experts.

Technology Sponsorships

Cyber Cafe and Audio-Visual sponsors will benefit with pre-event promotion, signage throughout the Conference, representation in the form of display space, a website presence and recognition in the conference program materials. AAA invests a significant portion of the event's budget on audio-visual equipment and enhancements. Sponsors allow us to continue to use the latest in technology to assist in the learning process.

- Pre-Conference Technology Fly-In Refreshment Break Sponsor** (2 available) - \$600* each
- Pre-Conference HR Fly-In Refreshment Break Sponsor** (2 available) - \$600* each
- Pre-Conference Technology Fly-In Lunch Sponsor** (2 available) - \$800* each
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Registration Sponsorships

Sponsors of name badges, attendee gifts, conference proceedings and registration materials will reap the benefit of having their corporate name/logo imprinted on the items, distributed to all full registrants. Gifts will be determined by the Association and will include sponsor's name and logo imprint. Sponsors for these items will benefit with a one minute "infomercial" incorporated into the program (delivered by the Conference's Master or Mistress of Ceremony) as well as signage, representation in the form of display space, a website presence and recognition in conference program materials.

Commitments

In order to commit to a sponsorship, contact the AAA National Office at (937) 222-0030; fax (937) 222-5794 or aaainfo@cpaadmin.org. Sponsorships will be confirmed on a first come, first serve basis. All sponsors will be invoiced.

Benefit Matrix

	Food/Social Function *	Featured Sessions	Technology	Registration
National Publicity	●	●	●	●
Brief "Infomercial" at Sponsored Event/Session	●	●	●	●
Signage throughout Conference	●	●	●	●
Signage at Sponsored Event	●	●	●	
Exposure in all Pre-Conference Materials	●	●	●	●
Banner and Link on AAA Website in Conference Section	●	●		
Listing and Link on AAA Website in Conference Section			●	●
Half-Page Ad on Conference CD-ROM Proceedings	●	●		
Complimentary Full-Conference Registrations	One	One	One	One
Table Display at Conference	●	●	●	●
Listing of all Conference Participants	●	●	●	●
Imprint of Corporate Name/Logo on Item				●

* Half Refreshment Break Sponsors are not eligible for "infomercials" or display space.

AAA Chapters which sponsor are not eligible for display space or complimentary full-conference registrations.