

THE ASSOCIATION FOR ACCOUNTING MARKETING

2016 ADVERTISING & SPONSORSHIP OPPORTUNITIES



ENGAGE YOUR TARGET AUDIENCE.

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ABOUT AAM

THE ASSOCIATION FOR ACCOUNTING MARKETING

WHO WE ARE

The Association for Accounting Marketing was formed in 1989 to create a community for the accounting marketing profession (then, relatively new in the professional services realm).

The vision for AAM has evolved; by 2018, the association will be the premier resource for thought leadership, expertise and education related to firm growth for the accounting profession.

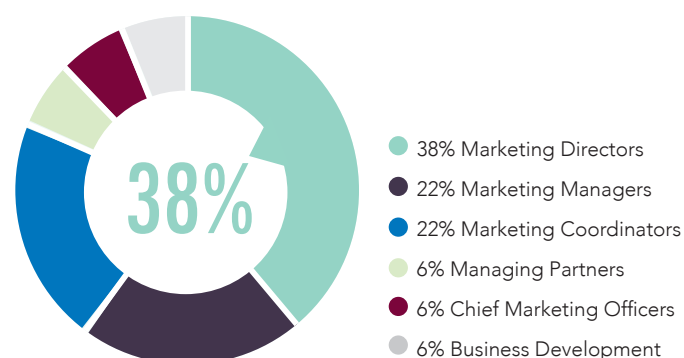
OUR MISSION, SIMPLIFIED:

To promote excellence and elevate the professional stature of marketing, business development and practice growth professionals in the accounting industry.

Getting involved with AAM as a sponsor or advertiser brings you access to both strategists and decision-makers;

52% of our members are involved in recommending products/services to their firm, while 31% of them authorize the purchase.

MEMBERSHIP DEMOGRAPHICS

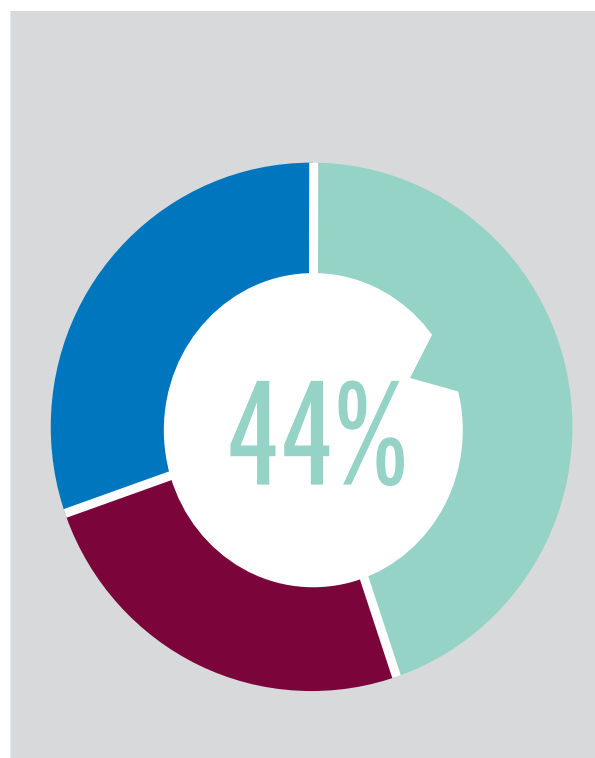


Our membership is always growing, and with over 800 members representing firms of all sizes, and partnerships with other accounting industry associations across the country, we are a singular, premium resource for focus on the accounting marketing profession and connected professionals within the industry.

We look forward to working with you on your sponsorship and marketing plan. The following information details how AAM can help you promote your business to our members and supporters.

ANNUAL REVENUE FOR MEMBER FIRMS

- 44% Less than \$10 Million
- 30% Between \$10-25 Million
- 26% Over \$25 Million



TAKE AAM

ENGAGE AAM MEMBERS

AAM MARKETPLACE

Create an engaging and educational message to share with the AAM community. You provide the content and high-resolution images, and we'll approve it and send it on your behalf to our AAM member list. The email will be supported by social media, including Twitter and Facebook. We'll follow up to let you know the statistics on open rate percentage and popular click-thrus.

Note:

Limited to four per year and two consecutive months.

AAM

FREQUENCY:

2x per month
24 per year

\$450
MEMBERS

\$540
NON-MEMBERS

MAILING LISTS

AAM does not sell email addresses but offers options for purchasing our member mailing lists, provided for print/bulk mail houses in label format. Geographically or demographically targeted lists are available; please inquire by contacting AAM Headquarters for more information.

AAM membership lists are proprietary in nature and federal copyright laws cover them. AAM's membership lists are "rented" on a one-time-use basis. The list may not be reproduced, reused, or given to anyone else for his or her use without explicit permission from AAM. It is not available for use to promote political causes, solicit donations, recruit employees, or contravene policies of AAM. AAM reserves the right to refuse rental of mailing lists.

AAM

CURRENT RATE:

.50 per name
(one time use)

THE AAM QUARTERLY JOURNAL: GROWTH STRATEGIES

The quarterly *Growth Strategies* publication is one of the most highly anticipated member benefits and offers a unique, full-color advertising option with lasting presence among marketers and firm management. Each issue is editorially engaging and crafted to provide marketing, business development and practice management professionals insight on trending topics and best practices. *Growth Strategies* is among our most widely read publications and circulated among member firms.

AAM

FREQUENCY:

Quarterly
4 per year

1/2 PAGE AD
6.75 x 4.5"

\$950
MEMBERS

\$1,140
NON-MEMBERS

FULL PAGE AD
8.5 x 11"

\$1,875
MEMBERS

\$2,250
NON-MEMBERS

AAM MINUTE

The monthly AAM Minute digital newsletter provides a highly visible and readable opportunity to reach more than 3,000 individuals in the AAM community. Provide a clickable button or banner ad and offer, and we'll place it in the sidebar of our AAM Minute. Includes a follow up report to measure impressions and clicks.

SPONSORED CONTENT

Want to provide specific educational content to AAM members? Submit sponsored content to the AAM Minute. Space limits apply.

Note:

Limited to four per year and two consecutive months.

AAM

FREQUENCY:

Monthly
12x year

SPECS:

Button: 200 x 200px
(button or box)
and one line of
copy/link

\$350
MEMBERS

\$420
NON-MEMBERS

SPONSORED CONTENT

\$950
MEMBERS

\$1,140
NON-MEMBERS

TAKE AAM

ENGAGE AAM MEMBERS

AAM WEBSITE ADVERTISING

Increase your visibility in the AAM community by advertising on AAM's newly redesigned website. Options include banner advertisements on the AAM home page and interior pages. Additional advertising opportunities are available in the high-traffic "AAM Connect" area, which is the members only section of AAM's website. All ads include a clickable link to a website of your choice. Exclusive advertisement rights on individual pages can be purchased at a 20% premium on the prices below.

Banner Format: All banners must be 72 dpi, RGB files saved as a .jpg, .gif or .png.

AAM

AAM WEBSITE (PUBLIC)

HOME PAGE SLIDER 1200w x 300h and 750w x 118h \$175 MONTH \$210 NON-MEMBER/EXCLUSIVE	HOME PAGE BOTTOM 962w x 125h \$150 MONTH \$180 NON-MEMBER/EXCLUSIVE
INTERIOR RIGHT SHORT 125w x 200h \$50 MONTH \$60 NON-MEMBER/EXCLUSIVE	INTERIOR RIGHT TALL 125w x 400h \$75 MONTH \$90 NON-MEMBER/EXCLUSIVE
INTERIOR BOTTOM 962w x 125h \$100 MONTH	\$120 NON-MEMBER/EXCLUSIVE

AAM CONNECT (MEMBERS ONLY)

HOME PAGE TOP BANNER 750w x 310h \$175 MONTH	\$210 NON-MEMBER/EXCLUSIVE
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Note: Pricing and ad placement opportunities subject to change. Consult AAM website for additional information.

TAKE AAM

ENGAGE AAM MEMBERS

AAM HIGH

The AAM High Virtual Learning series, conducted via webinar, is an educational event that features both AAM Member best practices, and affiliate and consultative educational sessions and workshops for the AAM community.

Your AAM High sponsorship includes recognition during the webinar (logo and announcement of sponsorship). We'll also include a link to the site of your choice (website, AAM High landing page) in the weekly AAM calendar of events email campaigns, and all email and social media promotions.

AAM

FREQUENCY:

2x per month

SPECS:

LOGO ONLY:

200 x 200px

\$400
MEMBERS

\$480
NON-MEMBERS

AAM HIGH MARKETPLACE

Sponsorship of the AAM High Marketplace webinars includes all of the benefits of AAM High webinars described above and the additional opportunity for the sponsor to develop and present the non-sales related content to AAM members. Session recordings are posted on the AAM website and YouTube channel for increased visibility.

AAM

\$1,000
MEMBERS

\$1,200
NON-MEMBERS

"Being a member and sponsor of the Association for Accounting Marketing (AAM) has been a tremendous value to our organization both professionally and personally. Year after year the involvement with AAM has provided invaluable introductions and opportunities to build long-lasting relationships with firms."

Brenda Sleeper

Business Development Manager

Cole Valley Software

WINNING IS EVERYTHING

Winning is Everything is a unique event in that it is designed for the Managing Partners, CEOs, COOs and all senior leaders within public accounting firms put on by The Advisory Group. AAM has developed two tracks for this event: one for the Executive Level Marketer and another track focused on the Business Development path. Sponsorships and exhibitor space are available. This event takes place late January.

AAM

For more
information contact
Lauren Clemmer at

lauren
@accountingmarketing.
org

or

(443) 640-1061

2016 AAM SUMMIT

MAY 3-6, 2016 THE ROOSEVELT HOTEL, NEW ORLEANS

The AAM Summit is designed to support accounting marketing professionals in growing their firms. The summit showcases the latest in marketing communications, digital media, business development and practice/professional development issues, while offering great networking opportunities. It also includes the celebration of the Marketing Achievement Awards (AAM-MAAs), which are awarded annually to firms in recognition of their outstanding achievements in the areas of accounting marketing and communications.

SILVER SPONSORSHIP

- Educational speaking opportunity, referred to as a Solution Session: Topic and speaker must be approved by the planning committee.
- A full-page ad in the on-site conference program
- Recognition on the A/V slides during session breaks
- Logo on Thank You to Our Sponsors signage in exhibit hall
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- A 10' x 10' booth with a draped table, two chairs and a wastebasket
- Four (4) complimentary badges to attend the Summit

\$10,000

"The Association for Accounting Marketing has been an invaluable relationship for Audit Analytics. Through our eight plus years of sponsorship and exhibiting we have made long-lasting and extremely beneficial relationships with both clients and high-end prospects alike. I have found the AAM audience to be receptive, innovative, engaging and on the leading edge of finding new ways to use marketing, competitive intelligence and business development campaigns to advance their firms to new heights."

David Falcucci

**Sales Director
Audit Analytics**

EXHIBIT BOOTH(S)

EXHIBIT FEE INCLUDES THE FOLLOWING BOOTH AMENITIES:

- One (1) complimentary admission to the Summit
- Invitation to attend all food functions including networking receptions and AAM-MAAs
- Pre-and Post-Attendee Lists (USPS mailing addresses only - does not include email or phone numbers)
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- 10' x 10' booth space in carpeted ballroom, with one draped table, two chairs and wastebasket (electricity not included)
- Draped 8 ft. high backdrop and draped 3 ft. high side rails
- Standard 7" booth sign with company name
- Discount code for customers and prospects who attend

\$2,750

EXHIBIT HOURS:

Tuesday, May 3

5:00pm - 7:00pm

(includes reception on the show floor)

Wednesday, May 4

7:30am - 6:30pm

(breakfast, breaks and reception on the show floor)

Thursday, May 5

7:30am - 4:00pm

(breakfast and breaks on the show floor)

2016 AAM SUMMIT

MAY 3-6, 2016 THE ROOSEVELT HOTEL, NEW ORLEANS

AAM-MAA GALA

- THURSDAY NIGHT
- Title recognition as the AAM-MAA Gala Sponsor
- Your company logo imprinted on the napkins on the food stations during the event
- Signage promoting your sponsorship at the event
- A full-page ad in the on-site conference program
- Recognition on the A/V slides during session breaks
- Logo on Thank You to Our Sponsors signage in exhibit hall
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- A 10' x 10' booth with a draped table, two chairs and a wastebasket
- Two (2) complimentary badges to attend the main conference

\$7,500

"We always have a tradeshow booth at the AAM Summit. It puts us in front of decision-makers in the industry and we've established a lot of valuable relationships due to our sponsorship."

Dawn Wagenaar

Principal
Ingenuity Marketing Group

NETWORKING RECEPTION SPONSOR

- TUESDAY OR WEDNESDAY NIGHT
- Recognition as the Networking Reception Sponsor
- Your company logo imprinted on the napkins for use during the event
- Signage promoting your sponsorship at the event
- A full-page ad in the on-site conference program
- Recognition on the A/V slides during session breaks
- Logo on Thank You to Our Sponsors signage in exhibit hall
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- One (1) badge to attend the Summit
- **Does not include exhibit booth**

\$2,500/each

KEYNOTE SPEAKER SPONSOR

- Representative from your company to introduce the Keynote Speaker
- Recognition as the Keynote Speaker Sponsor
- Ability to distribute your promotional materials (sponsor supplied) on each chair
- A full-page ad in the on-site conference program
- Signage promoting your sponsorship at the event
- Recognition on the A/V slides during session breaks
- Logo on Thank You to Our Sponsors signage in exhibit hall
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- One (1) badge to attend the Summit
- **Does not include exhibit booth**

\$6,000

2016 AAM SUMMIT

MAY 3-6, 2016 THE ROOSEVELT HOTEL, NEW ORLEANS

1ST TIMER'S RECEPTION

- TUESDAY NIGHT
- Recognition as the 1st Timer's Reception Sponsor
- Your company logo imprinted on the napkins for use during the event
- Signage promoting your sponsorship at the event
- Recognition on the A/V slides during session breaks
- Logo on Thank You to Our Sponsors signage in exhibit hall
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- One (1) badge to attend the Summit
- **Does not include exhibit booth**

\$2,500

LUNCHES

- WEDNESDAY OR THURSDAY
- Recognition as the Lunch Sponsor
- Ability to distribute your promotional materials (sponsor supplied) at each place setting
- Full-page ad in the on-site conference program
- Signage promoting your sponsorship at the event
- Recognition on the A/V slides during session breaks
- Logo on Thank You to Our Sponsors signage in exhibit hall
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- One (1) badge to attend the Summit
- **Does not include exhibit booth**

\$3,000/each

REFRESHMENT BREAK

- WEDNESDAY OR THURSDAY (morning or afternoon)
- Recognition as the Refreshment Break Sponsor
- Your company logo imprinted on the napkins for use during the event
- Signage promoting your sponsorship at the event
- Recognition on the A/V slides during session breaks
- Logo on Thank You to Our Sponsors signage in exhibit hall
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- One (1) badge to attend the Summit
- **Does not include exhibit booth**

\$2,500/each

FEATURED TOPIC SESSION SPONSOR

(UP TO 3 SPONSORS: EACH SPONSOR CHOOSES 1 TOPIC. Topics will be announced in early November after the program is finalized.)

- Representative from your company to introduce the Featured Topic Session Speakers
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- One (1) badge to attend the Summit
- **Does not include exhibit booth**

\$3,000

2016 AAM SUMMIT

MAY 3-6, 2016 THE ROOSEVELT HOTEL, NEW ORLEANS

ADVERTISING OPPORTUNITIES

AAM PAVILION SPONSOR

(FOR FIRST-TIME EXHIBITORS)

- Company collateral (sponsor-supplied) placed in a shared Pavilion (standing room only) with a minimum of two sponsors and a maximum 10 sponsors
- Logo on signage identifying AAM vendor as a AAM Pavilion Sponsor
- Company listing in the on-site conference program
- Company listing on the conference mobile app
- One (1) complimentary badge to attend the Summit
- **Does not include exhibit booth**

\$2,000

ON-SITE CONFERENCE PROGRAM SPONSOR

- Company logo on the Notes pages of the on-site conference program
- Company listing in the on-site conference program
- Company listing on conference mobile app

\$1,700

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Brenda Sleeper

Business Development Manager

Cole Valley Software

ON-SITE CONFERENCE PROGRAM ADS

THIS PROGRAM IS DISTRIBUTED TO ALL CONFERENCE ATTENDEES AT REGISTRATION.

INSIDE FRONT COVER: \$2,000

INSIDE BACK COVER: \$1,500

INSIDE PROGRAM FULL PAGE: \$1,200

INSIDE PROGRAM HALF PAGE: \$1,000

Hotel Keycards

\$3,500

Lanyards

\$3,000

BANNER AD ON CONFERENCE MOBILE APP

\$1,000

ENHANCED EXHIBITOR PROFILE ON MOBILE APP

\$500

PEN & PAPER SPONSOR

- Customized Pen & Paper (sponsor-supplied) to be placed at registration

\$3,000

ORDER FORM

PRICING AND DISCOUNTS

Mix and match to create your own customized sponsorship and advertising plan or let AAM create a custom plan for you!

SELECT	OPPORTUNITY	MEMBER NON-MEMBER PRICE	QUANTITY	TOTAL COST
	AAM Marketplace	\$450 \$540		
	Growth Strategies: Half-page	\$950 \$1,140		
	Growth Strategies: Full-Page	\$1,875 \$2,250		
	Mailing List	.50/name		
	AAM Minute	\$350 \$420		
	AAM Minute: Sponsored Content	\$950 \$1,140		
	AAM Website: Home Page Slider	\$175 \$210		
	AAM Website: Home Page Bottom	\$150 \$180		
	AAM Website: Interior Right Short	\$50 \$60		
	AAM Website: Interior Right Tall	\$75 \$90		
	AAM Website: Interior Bottom	\$100 \$120		
	AAM Connect: Home Page Top Banner	\$175 \$210		
	AAM High	\$400 \$480		
	AAM High Marketplace	\$1,000 \$1,200		
	AAM-MAA Gala	\$7,500		
	Networking Reception Sponsor (Tuesday or Wednesday)	\$2,500/each		
	1st Timer's Reception (Tuesday)	\$2,500		
	Refreshment Break	\$2,500/each		
	Featured Topic Session Sponsor	\$3,000		
	Keynote Speaker Sponsor	\$6,000		
	AAM Pavilion Sponsor	\$2,000		
	On-Site Conference Program Sponsor	\$1,700		
	Lunches	\$3,000/each		
	Silver Sponsorship	\$10,000		
	Exhibit Booth(s)	\$2,750		
	On-Site Conference Program Ads			
	Inside Front Cover	\$2,000		
	Inside Back Cover	\$1,500		
	Inside Program Full Page	\$1,200		
	Inside Program Half Page	\$1,000		

ORDER FORM

PRICING AND DISCOUNTS

	Hotel Keycards	\$3,500		
	Pen & Paper Sponsor	\$3,000		
	Lanyards	\$3,000		
	Banner Ad on Conference Mobile App	\$1,000		
	Enhanced Exhibitor Profile on Mobile App	\$500		
	TOTAL			
	TOTAL DISCOUNTS			
	GRAND TOTAL			

**As a reward for your dedication to AAM, we are pleased to offer tiered pricing discounts...
the more you spend, the bigger your discount!**

ADVOCACY SPONSOR DISCOUNT

SPEND \$20,000+

20%
DISCOUNT

Recognition in *Growth Strategies*, AAM Website,

LOYALTY SPONSOR DISCOUNT

SPEND \$15,000–\$19,999

10%
DISCOUNT

Recognition on AAM website,
and *Growth Strategies*

ENGAGED SPONSOR DISCOUNT

SPEND \$10,000–\$14,999

5%
DISCOUNT

Recognition on
AAM Website

Sponsor package discounts will be applied based on current cumulative purchase. Retro-active discounts will not be applied; however, should your annual cumulative spend cross into a higher discount category, the higher will apply for future purchases.

In-kind sponsorship cannot be included in total spend calculations.

This pricing is only available through December 31, 2016 and prices are subject to change.

ORDER FORM

CONTACT INFORMATION

Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Current AAM Member: ☐ Yes ☐ No

Payment Information: ☐ Send Invoice ☐ Check Enclosed (check # _____)

☐ Credit Card ☐ Visa ☐ MasterCard ☐ American Express

Card# _____

Expiration Date: _____ Security Code: _____

Signature: _____

For more information:

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