

ASSOCIATION FOR ACCOUNTING MARKETING

2022
PARTNERSHIP
OPPORTUNITIES





ABOUT AAM

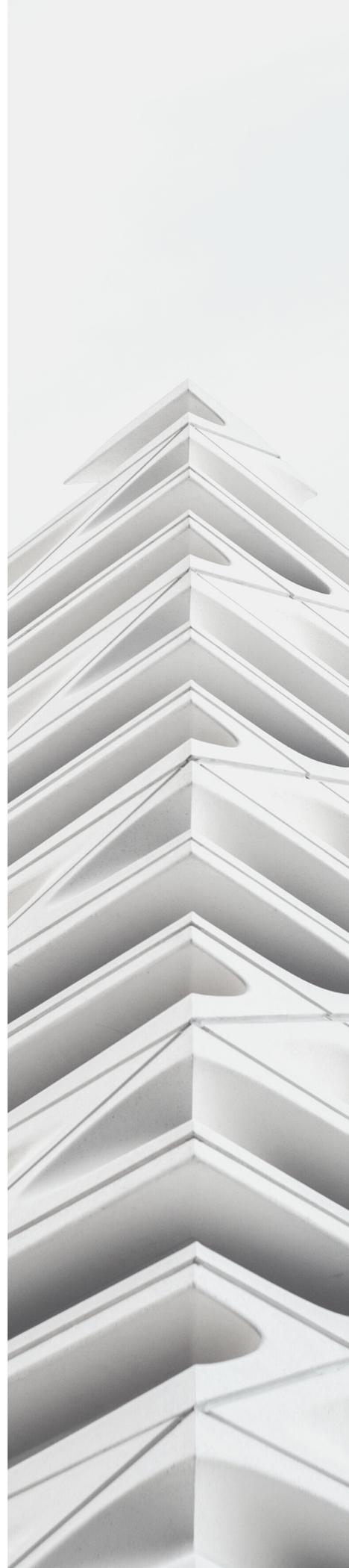
The Association for Accounting Marketing (AAM) is the only organization of its kind with access to the growth leaders and marketing and business development professionals along with key service providers in the accounting and advisory profession. It was formed to create a community for the accounting marketing profession. Its mission is to promote excellence and elevate the professional stature of marketing, business development and practice growth professionals at all career levels, directly impacting members' professional development and careers through education, networking and thought leadership to grow both people and accounting and advisory practices.

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

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.

Getting involved with AAM as a partner or advertiser brings you access to both strategists and decision makers.

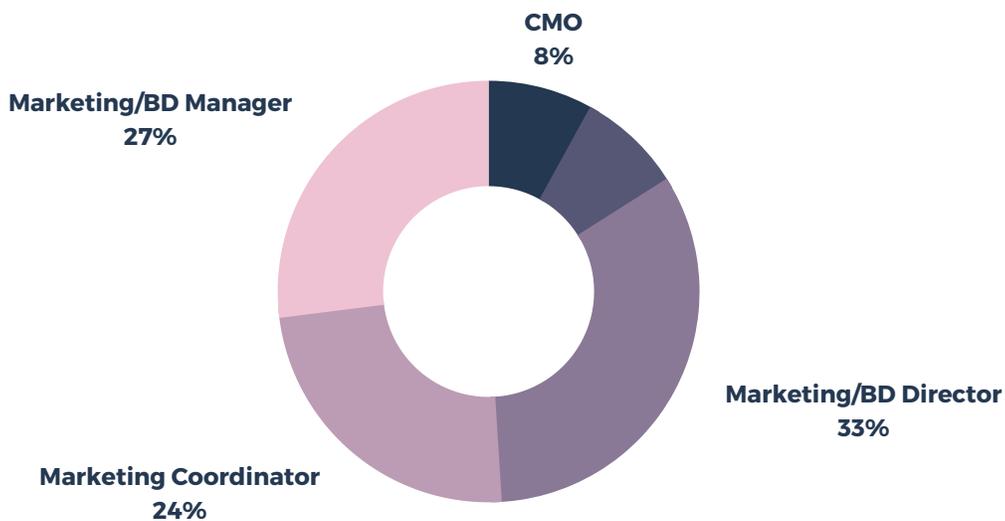
Contact Samantha Bowerman at samantha@smeeetingsgroup.com to learn more



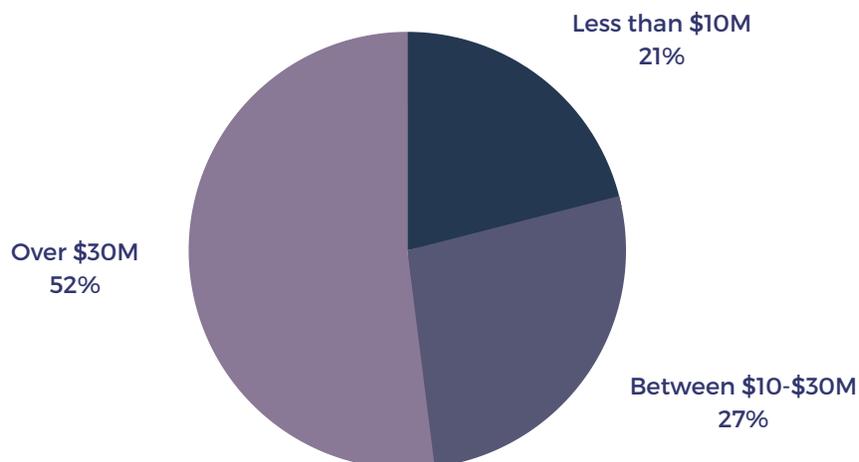
JOB TITLES

- > Managing Partner
- > Chief Marketing Officer
- > Vice President of Marketing
- > Director of Marketing
- > Regional Marketing Manager
- > Marketing Manager
- > Communications Manager
- > Practice Growth Manager/Specialist
- > Business Development Manager
- > Marketing Specialist
- > Marketing Coordinator

MEMBERSHIP DEMOGRAPHICS



ANNUAL REVENUE FOR MEMBER FIRMS



CORPORATE PARTNER PROGRAM

AAM's Corporate Partner Program offers the unique opportunity to build relationships with AAM members through a customized, yearlong, engagement plan.

CUSTOMIZED TO MEET YOUR GOALS

We offer three levels of partnership. Each is a customized package built with event sponsorships, webinars and advertising to meet your specific marketing needs. There are opportunities for personalization within each level to ensure the partnership works effectively to leverage your brand.

Corporate partners also receive recognition on the AAM website and thank you ads/banners in AAM publications

PLATINUM PARTNER

**SPEND
\$20,000+**

GOLD PARTNER

**SPEND
\$15,000-
\$19,999**

SILVER PARTNER

**SPEND
\$10,000-
\$14,999**

To schedule a call to learn more contact Samantha Bowerman
at samantha@smeeetingsgroup.com

MAJOR FIRMS GROWTH COUNCIL

AAM's Major Firms Growth Council (MFGC) is an invitation only shared community for growth leaders and CMO's of the **top 40 CPA firms**. This partnership provides direct access to this influential group of decision makers and buyers. Within five years, 8-10 of the growth leaders in the council will represent billion-dollar firms, with the balance representing \$250-\$999 million-dollar firms. You are able to introduce the council to the products or services you offer and build relationships in a relaxed environment.

Platinum Sponsorship - \$20,000 (1 available)

Overall sponsor of the MFGC community.

- One representative can participate in each meeting.
- AAM will facilitate and set-up appointments with up to four (4) firm's buying team.
- Logo gift item to MFGC members (sponsor provided)

Two (2) Virtual Meetings - \$6,000 (3 available)

Two representatives can participate in two of the virtual meetings and have an active role in the conversations.

This gives you a seat at the table as a collaborator.

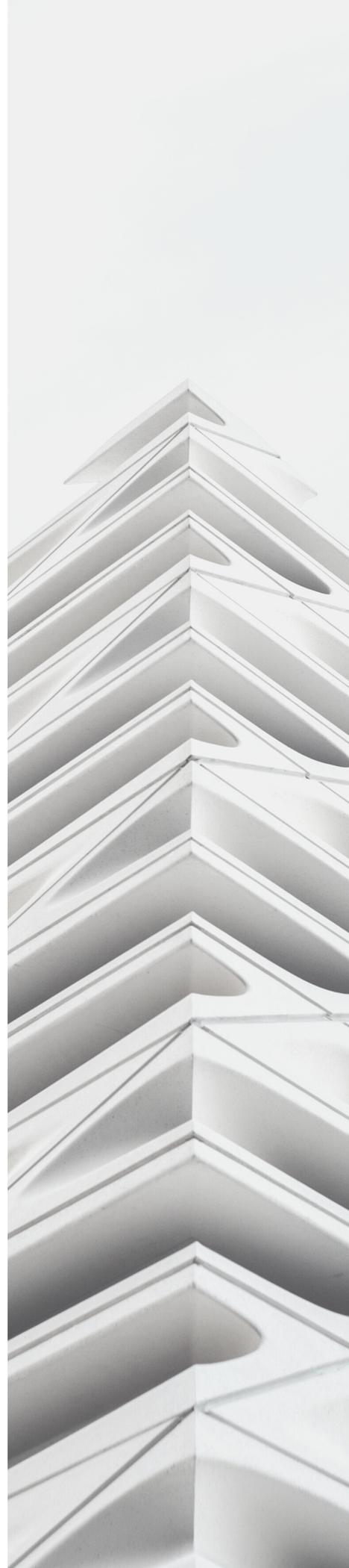
- There will be six (6) virtual meetings in January, February, April, July, September, October (dates TBD).
- Meetings are typically scheduled from 3-5pm EST and the agenda typically includes breakout groups.

In-Person Meeting Dinner - \$10,000 (5 available)

The dinner is scheduled the night before the meeting and includes a reception. Non-exclusive sponsorship of the dinner includes being a table host. Sponsor can provide a gift for each attendee.

- May 18 (dinner) & 19 (meeting), 2022 in Milwaukee, WI

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May 2-4, 2022 - Omni Hotel - Louisville, KY

Summit is AAM's flagship **in-person event**. Summit showcases the latest in marketing communications, digital media, business development and practice/professional development issues, while offering great networking opportunities.

Concurrent content is arranged into 90-minute content blocks featuring sessions building upon each other around a common topic. Think of them as mini conferences within Summit. Breaks are longer to provide more interaction and help facilitate those hallway conversations. Innovation labs provide the opportunity to demo your product or service. Sponsor experiential areas replace booths and provide activations enhancing the attendee experience.

Summit 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.

Partnerships are designed to position sponsors as thought leaders and provide targeted engagement with AAM members while improving their attendee experience.

Thought Leadership

- Content Block Host
- Innovation Lab

Attendee Experience

- Awards Reception
- VIP Experience
- Sponsor Experiential Area

MAY 2-4, 2022
LOUISVILLE, KY

Summit

POWERED BY AAM



May 2-4, 2022 - Omni Hotel - Louisville, KY

	Premier Sponsor	VIP Sponsor	Executive Sponsor
Investment	\$10,000	\$7,500	\$5,000
Design your Sponsorship	Pick one: <ul style="list-style-type: none"> Awards Reception (exclusive) Monday Evening Marketer of the Year (exclusive) Branding rights for AAM's most prestigious annual award, interviewing the recipient during the award announcement and moderating an AAM High! webinar with the recipient 	Pick one: <ul style="list-style-type: none"> Content Block Host (12 available) Host of one of the 90-minute concurrent content blocks VIP Experience (5 available) Invite up to 30 attendees from the pre-registration list for a VIP breakfast, lunch or reception 	Pick one: <ul style="list-style-type: none"> Innovation Lab (8 available) Product or service demo 20 minutes Sponsor Experiential Area Activation that enhances the attendee experience, such as registration reception, headshots, wellness program, puppy playground, build a derby hat, photo booth
Corporate Partner Recognition for 2022	Silver Level Benefits		
Video Commercial	2 minutes	1 minute	30 seconds
Complimentary Registrations	4	2	1
Pre- or Post-event Dedicated Email	✓	✓	✓
Tuesday Evening Reception Table (Dedicated highboy table during the sponsor happy hour reception)	✓	✓	✓
Executive Summary Full Page Ad (Includes links to additional content)	✓	✓	✓
Logo Recognition (Summit website, social media, on-site signage)	✓	✓	✓
Company Description with Link on the Summit Website	✓	✓	✓
Attendee List (Pre- and Post Show) (Includes email addresses for registrants who opt-in)	✓	✓	✓

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October 21, 2022 from 11am - 4pm EST

Emerge is AAM's one-day virtual conference. Sessions will revolve around one theme (TBD). The 2021 theme was client experience.

VIP Partner - \$2,500

- Five (5) minute speaking opportunity including introducing one of the speakers
- All Executive Partner benefits

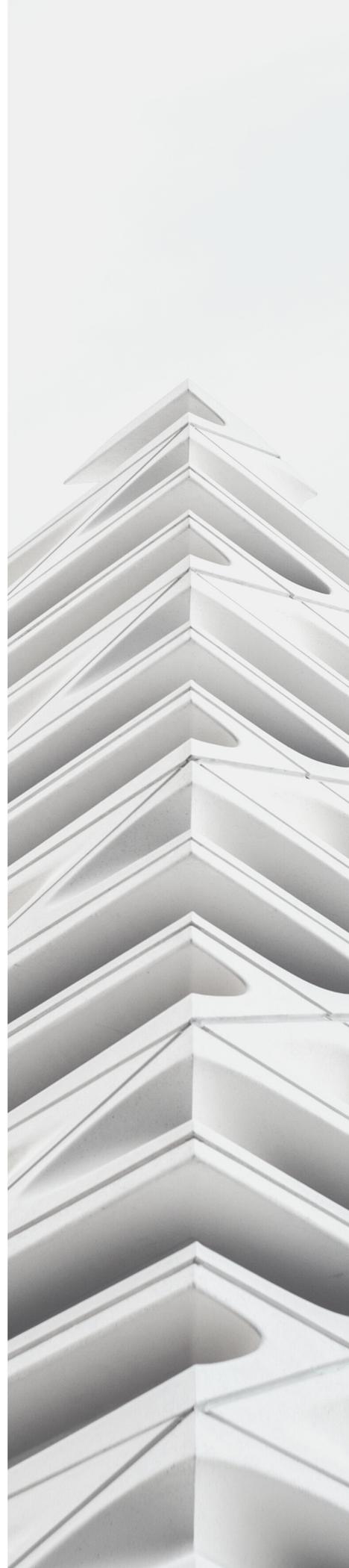
Executive Partner - \$1,500

- Two (2) minute video/commercial
- Post-event AAM Marketplace dedicated email.
- All Supporter Partner benefits

Supporter Partner - \$750

- One (1) complimentary registration
- Full-page ad in the executive summary PDF. Distributed to all attendees and includes the key points made in each session.
- Logo recognition (website and promotional emails)
- Attendee list pre- and post-show (includes email addresses for those who opt-in)

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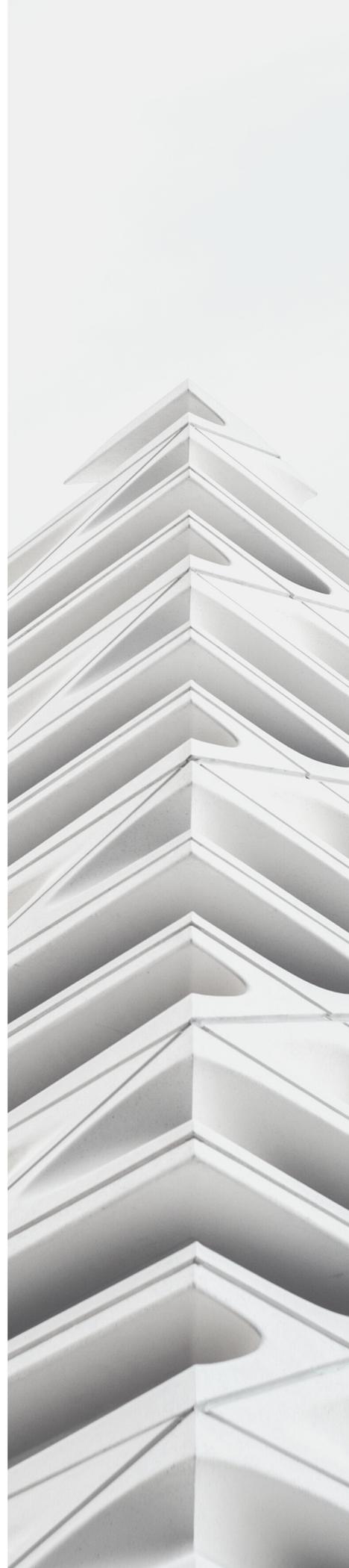


THOUGHT LEADERSHIP

AAM High! Webinar **\$1,200/each**

AAM presents roughly 16 webinars annually and up to 8 can be sponsored. They are included as a benefit (free) to AAM members. Sponsors have the ability to develop and present the non-sales related content. Your sponsorship also includes recognition during the webinar (logo and announcement of sponsorship) and in email and social media promotions. You can provide handouts or links to additional reading material on your site. You will receive a live broadcast attendee list (without contact information).

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ADVERTISING

Growth Strategies

\$950/issue or \$3,500/full year

The quarterly *Growth Strategies* digital publication is one of the most highly anticipated member benefits and offers a unique, full page and color advertising option with lasting presence among marketers and firm management. It's distributed to over 2,500 members, prospects and subscribers.

AAM Minute - Button Ad

\$90/month or \$250/quarter

The monthly AAM Minute digital newsletter provides a highly visible and readable opportunity, which reaches more than 850 individuals in the AAM community, with an average 42% open rate. Provide a clickable button ad (200px x 200px).

Dedicated Email: AAM Marketplace

\$750/email

Create an engaging and educational message to share with the AAM community of 2,350 members and prospects. You provide the content and high-resolution images, and we'll send it on your behalf to our mailing list. The email will be supported by social media. The dedicated email averages a 35% open rate among AAM members and 10% among non-members for an overall average of 18%.

Website Banner Ads

\$250/month or \$700/quarter

Choose to advertise on the AAM website home page or in the high-traffic AAM Connect members-only section. The AAM website attracts more than 37K visitors who spend an average of more than 8 minutes on the site.

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ADVERTISING

Open Forum Community - Button Ad **\$350/month or \$950/quarter**

Have your message in front of more than 800 members subscribed to AAM's open forum discussion board. The ad will appear next to posts on the discussion board and in the daily digest emails delivered to subscribed members. The discussion board generates approximately 25,000 impressions per month.

AAM Blog: CPA Growth Trends **\$250/article or \$700/quarter (1 per month)**

AAM's blog CPA Growth Trends has over 8,400 visitors annually with more than 13K reads/pageviews.

AAM Podcast: AAMplify! **\$150/episode or \$400/quarter**

AAMplify! is updated monthly with audio available in both iOS and Android podcast apps and video format on YouTube. Commercials are 20 seconds in length.

**INTERESTED IN RUNNING A CAMPAIGN
OVER MULTIPLE CHANNELS?
WE'LL CREATE A BUNDLE TO MAXIMIZE YOUR EXPOSURE**

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