



**AAA 2012 Annual Conference
March 15-18; Myrtle Beach, SC**

The 2012 Annual Conference of the American Academy of Advertising, the nation's premier professional association of university-level advertising educators, will be held at the Myrtle Beach Marriott Resort & Spa – Myrtle Beach, SC, March 15-18, 2012. We encourage you to join us at this time-tested conference which provides advertising textbook publishers, software suppliers, advertising schools, advertising media associations, and others a great opportunity to economically showcase their materials with virtually no waste to a sharply defined professional group.

Be an advertiser or sponsor! The following ad rates and sponsorship levels are available:

<u>Designation</u>	<u>Price</u>	<u>Description</u>
Advertiser	\$200	One page conference program advertisement (4" by 9"). Black and white only. Double-spread or additional full pages available for \$150 per page.
Patron	\$200	Display of one to three titles without conference attendance. We will set up the display and signage. We will not return the exhibited books after the conference, but will offer them free to attendees at the close of the exhibit.
Sponsor	\$300	One exhibit table.*
Silver Sponsor	\$500	One-page conference program ad, one exhibit table*, one time use of the AAA membership list.
First Timers' Breakfast Sponsor	\$600	Accompanied by an opportunity to address the breakfast attendees.
Gold Sponsors	\$1,000	Outside back cover ad in conference program (limit one), one exhibit table*, coffee break sponsorship, and a two time use of the AAA membership list.
		Or , a two-page spread including the inside back cover and facing page of the conference program (limit one), an exhibit table*, coffee break sponsorship and a two time use of the AAA membership list.
		Or , a one page conference program ad, partial sponsorship of the gala off-site conference reception and dinner, and a two time use of the AAA membership list.
Platinum Sponsor	\$1,250+	Two-page center spread ad in conference program (limit one), an exhibit table*, coffee break sponsorship and a two time use of the AAA membership list.

* Additional tables available for \$200 each

We also encourage our partners to sponsor a cocktail party or event; details available upon request. Of course, if none of the above fulfills your needs – we can customize a package for you

Details

- 1) Average conference attendance: 220
- 2) Size of the AAA mailing list: 575 names
- 3) Exhibits
A secured exhibition area will be maintained at the Marriott conference hotel for displaying books, computer software, and other materials related to advertising instruction and research. Draped tables (30" x 6') will be provided. Exhibitors *may* "set up" their tables as early as 9:00 AM on Thursday, March 15 (to take advantage of the pre-conference registrants). The exhibit area will *officially open* Friday morning at 8:30 AM, and close at 2:00 PM on Saturday, March 17. All coffee breaks will be held in the exhibition area.
- 4) Advertising in the printed conference program
The page size is 4" (width) by 9" (top-to-bottom). Advertising content in .pdf format must be submitted no later than February 15, 2011 to allow for printing of the conference.
- 5) Cocktail/reception/coffee break sponsorship
Costs for cocktail receptions will be negotiated by the Academy with the hotel's catering department, reflecting the sponsor's wishes. All sponsorships will be appropriately acknowledged in the conference program.

Early in 2012 we will be pleased to send your representatives detailed information about the conference program, special hotel rates, etc. We encourage your representatives to register as conferees (optional registration at a nominal fee included two lunches, two dinners, and social events), giving them full opportunity for continuing discussions with present and prospective authors and adopters. Increasingly, our publishers/exhibitors find it beneficial to have their advertising area editors in attendance. The sponsor rate for non-AAA members is \$175 per representative.

Publishers of our textbooks and related advertising education partners are a vital part of our annual conference, and we hope you join us in Myrtle Beach.

Payments are also accepted via Paypal; contact Pat Rose for details. Meanwhile, do not hesitate to call or contact either Pat or me should you require additional information. We want our conference to be useful to you, and we will be glad to do whatever we can to assist you.

Best regards,

Nancy Mitchell
2012 Treasurer
American Academy of Advertising
ndmitche@unlnotes.unl.edu

Pat Rose
Executive Director
American Academy of Advertising
rosep@fiu.edu
(786) 393-3333



Please complete this form, enclose your payment (payable to American Academy of Advertising) and email or mail it by January 15, 2011 to:

Pat Rose, AAA Executive Director
24710 Shaker Blvd.
Beachwood, OH 44122
rosep@fiu.edu

AAA 2012 ANNUAL CONFERENCE SPONSORSHIP/ADVERTISING FORM

Our company/school wishes to participate in the 2012 Annual Conference of the American Academy of Advertising in the ways indicated below. Please reserve these opportunities for us.

Name of Company/School: _____

Address: _____

Zip: _____

Contact Person: _____

Title: _____

Telephone: (_____) _____

Email: _____

We wish to participate in the following way:

- | | |
|--|--|
| <input type="checkbox"/> Advertiser (size of ad _____ page(s)) | <input type="checkbox"/> Sponsor |
| <input type="checkbox"/> Patron | <input type="checkbox"/> Gold Sponsor with |
| <input type="checkbox"/> Silver Sponsor | _____ |
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> First Timers' Breakfast Sponsor |

I understand that cover positions in the Conference's printed program and coffee break sponsorships are limited, and will be made available on a first requested, first served basis.