



Proceedings Instructions 2019

Congratulations, once again, on your research, special topics session, or pre-conference session presented at the 2019 American Academy of Advertising Conference. Thanks to your participation and excellent contribution, this year's AAA Conference was another successful one.

Now it is time to plan to submit your proceedings!

Please note that there are different instructions depending on whether you have an abstract, extended abstract, full paper, special topics session, or pre-conference session. Find these instructions at <https://aaasite.memberclicks.net/proccedings-instructions>.

Your final submission must be properly formatted and received by May 6 (Monday), 2019.

Below are instructions for submitting your formatted work for: #1) Uploading to a secure ShareFile site, as well as what else you need to do if your #2) title has changed and/or you need to #3) update your contact information (this update includes both contact authors and co-authors on all papers and special topics sessions).

Please note. You may be familiar with uploading to the previous system which was called Confmaster. This year's process is different, and you will only be uploading your final submission online to ShareFile, which is quite similar to any other cloud storage site, e.g. Dropbox.

If you need to access what you originally submitted, you may still login to ProposalSpace and download your original submission. You will need to remember to use the email address that you used to create your ProposalSpace account. Thus, if you cannot login with one, try the other! If you have the right logon but have forgotten the password, ProposalSpace will let you reset it. Of course, you can always contact the AAA Office for assistance at support@aaasite.org.

Paper Formatting and Uploading Information:

Submission samples are provided in the link (referenced above) to show you how to format your final submission. Please use the samples as templates and format precisely as shown. Submissions that do not adhere to proper formatting will be returned to the author(s) to be revised and resubmitted. Type font is Times New Roman; Titles are 14pt.; Authors are 12 pt.; body copy is 10 pt.

Here are some helpful steps:

1. First, **decide whether you want to publish an abstract, extended abstract, or full-length paper** (competitive manuscripts).
2. Then, **format** your abstract/extended abstract/full-length paper following the instructions on the AAA website <https://aaasite.memberclicks.net/proccedings-instructions>.
3. Pre-conference sessions and Special Topics sessions will also use the formatting following the instructions located on the AAA website.
4. **Name your submission file as (Lead Author Last Name)AAAProc2019**.
As an example: PhillipsAAAProc2019 if Phillips was the lead author. If you have two or more submissions, please name them with YourLastName2, YourLastName3.docx and so forth.

5. **Upload** your final paper or abstract by May 6, 2019 to
 - a. <https://ardensolutions.sharefile.com/r-3544d65ca89c443d>
 - b. ShareFile is not a program but is a location where you can upload your document. It works similarly to the way Dropbox works.

In deciding whether to publish an abstract or a full-length paper, you may be interested to know that the AAA has agreements with both EBSCO and ProQuest to have your paper(s) included in their databases, making them accessible by researchers all over the world! Consequently, I encourage you to seriously consider the merits of publishing a full paper instead of just an abstract or extended abstract.

Notes:

- There is a 12-page, single-spaced **maximum** (including references, tables, etc.) for full-length papers. Abstracts are typically short, no more than 2 pages, and extended abstracts are longer, typically up to 4 pages in length.
- Has your TITLE changed from the original submission? Please use the new title but reference the former title at the top of your submission to aid our ability to cross-reference it.
- Personal contact information update also requested: That is, if you or any of the authors have changed institutions, please make sure that the newest information is provided.

To recap, here is what you need to do by May 6, 2019:

1. Prepare your manuscript according to the instructions at <https://aaasite.memberclicks.net/proceedings-instructions>.
2. Submit **ONLY** in Microsoft Word.
3. Name your file as instructed above.
4. Upload your revised paper as instructed above.
5. Confirm that your contact information is updated.

If you have any questions, please do not hesitate to contact me at haley@utk.edu.

Sincerely,
Eric Haley
2019 AAA Vice President