

The Association for Accounting Marketing
2012 Advertising & Sponsorship Opportunities

Ready. AAM. Fire.
Hit Your Target Audience



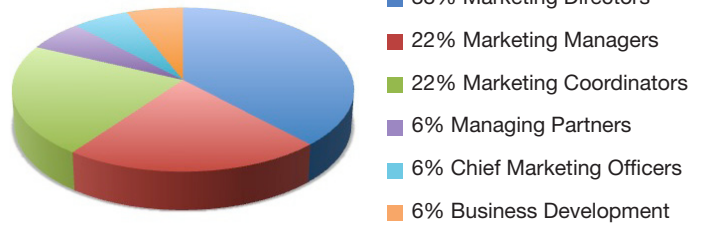
Association for
**Accounting
Marketing**
growing people and practices

ABOUT AAM

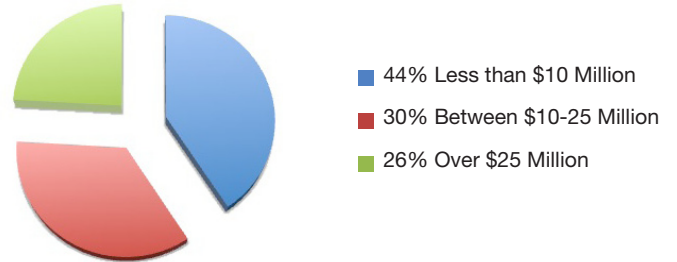
The mission of the Association for Accounting Marketing (AAM) is to act as a catalyst for furthering the marketing and sales efforts of our participating firms. Inherent in this mission is a focus on education and professional skills development to enable our members to add value to their firms and act as a compass for the rapidly changing competitive environment.

Initiated in 1989, the association has more than 800 members representing firms of all sizes, from local firms with two partners, to regional firms with 25 partners and "Big 4" firms with 3,000 partners. They hail from across the globe though most are concentrated in the United States and Canada.

Membership Demographics*



Annual Revenue for Member Firms



* 52% of members are involved in recommending products/services to their firm; 31% authorize the purchase



AAM connects members with the kind of knowledge, people and programs that help their firms more successfully achieve their marketing objectives. In addition to the national association, AAM promotes local development and education through a network of chapters. AAM fulfills its educational role by offering an annual conference (the Summit) and trade show, educational seminars, industry awards and developing partnerships with other accounting industry associations. We look to our industry supporters for partnership opportunities which we can work on together to achieve our mission. The following information details how AAM can help you promote your business to our members and supporters.

SPONSORSHIP RECOGNITION PROGRAM

AAM is very excited about our growth and the future collaborations with our strategic partners. We truly value the idea of a “partnership.” In 2011 we are implementing a new Sponsorship Recognition Program. Our goal is to ensure you

are maximizing your marketing efforts. Listed below is our new tiered program highlighting the added benefits available to those companies who go above and beyond to assist AAM in achieving our long-term vision.

EXECUTIVE - \$10,000 SPEND AND ABOVE

- Plaque presented during Summit by AAM President
- Mention in the pre-summit issue of Growth Strategies (association publication distributed to members and partners in CPA firms)
- PowerPoint slide displayed in session rooms during Summit
- Logo and listing in printed Summit Program Book
- One time use of member list (mailing addresses only)
- Listing as sponsor on the AAM website

ASSOCIATE - \$2,500 - \$4,999 SPEND

- Mention in the pre-summit issue of Growth Strategies (association publication distributed to members and partners in CPA firms)
- PowerPoint slide displayed in session rooms during Summit
- Listing in printed Summit Program Book
- Listing on the AAM website

PARTNER - \$5,000 – 9,999 SPEND

- Two-minute company promo in the Summit exhibit hall during scheduled break
- Recognition on signage during the Summit
- Mention in the pre-summit issue of Growth Strategies (association publication distributed to members and partners in CPA firms)
- PowerPoint slide displayed in session rooms during Summit
- Logo and listing in the printed Summit Program Book
- One time use of member list (mailing addresses only)
- Listing as sponsor on the AAM website

FRIEND - \$1,000 - \$2,499 SPEND

- Mention in the pre-summit issue of Growth Strategies (association publication distributed to members and partners in CPA firm)
- Listing in printed Summit Program Book
- Listing on the AAM website



Levels are based on total spending with AAM (advertising and sponsorship). It does not include membership. However, significant discounts are provided to members on all opportunities for an annual membership fee of \$275. If you choose to advertise or sponsor, you'll achieve maximum value by joining AAM.

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

MARKETPLACE VENDOR EMAILS

Have a special message you want to send by email? Although AAM does sell our mailing list we do not sell email addresses. For this, AAM offers a way for vendors to send electronic messages to its members through us. You create the content of the email including images to be placed in the AAM email blast template (requires Headquarters' approval).

Your email will be followed up by a tweet from the AAM twitter feed to more than 1,100 followers and posted on the AAM Facebook page containing more than 500 fans.

Certain restrictions apply:

- Each company is limited to 4 vendor emails a year. Additional emails require Headquarters' approval.
- Each company is limited to 2 vendor emails in back-to-back months.

Frequency: Twice per month; 24 per year
Cost per email: \$300 AAM members
\$400 non-members

GROWTH STRATEGIES

One of AAM's most highly anticipated benefits of membership is the quarterly publication. Each issue contains valuable articles developed by leaders in the industry to assist members in advancing their own firms.

Frequency: Four per year
Ad specs: ½-page ad, 6.75" x 4.5"
Cost per ad: \$800 AAM members
\$900 non-members
Ad specs: Full page ad, 8.5" x 11"
Cost per ad: \$1500 AAM members
\$1600 non-members

AAM MINUTE

AAM's e-newsletter is emailed to all members, member prospects and select media contacts monthly to more than 1200 people.

Your clickable button ad with a link to a URL of your choice will be placed in the email side bar. Purchasing companies will receive a report one week after circulation detailing impressions and clicks. Same restrictions apply as Marketplace Vendor emails. Please contact AAM Headquarters to view a sample.

Frequency: Monthly; 12 per year
Ad specs: 125 x 125 pixels
Cost per ad: \$100 AAM members
\$200 non-members

MAILING LISTS

AAM does not sell email addresses but offers options for purchasing our member mailing lists. Other pricing breakdowns are available for targeted lists and mailing campaigns. Contact AAM Headquarters for more information.

Current rate: \$1 per name (one-time use)

AAM HIGH!

The AAM High Virtual Learning Series is an educational event conducted over the telephone and is an affordable and convenient education alternative to all accounting marketing professionals.

Sponsor an AAM High event and get recognized during the call as the call sponsor. Your company logo with link will also appear on the AAM High page, the calendar of events page and all email promotions.

Also available, sponsor the call to allow members to participate for free. Please contact staff for pricing.

Frequency: One per month
Logo specs: 125 x 125 pixels
Current rate: \$300 AAM members
\$400 non-members

ROUNDTABLE CALLS

Sponsor an AAM Roundtable educational call. AAM educational calls are held to connect members and keep networking going year round. They bring members of different levels together to discuss issues that pertain to their firm's interests. Both Seasoned Marketers and Firm Size calls are held.

As a sponsor you will get recognized as the call sponsor. Your company logo with link will appear on the calendar of events page, the roundtable call page, and all email promotions.

Frequency: One per month
Logo specs: 125 x 125 pixels
Current rate: \$200 AAM members
\$300 non-members

SPONSORSHIP AND ADVERTISING SELL
QUICKLY. RESERVE YOUR SPACE TODAY.

SPONSORSHIP REQUEST FORM

CONTACT INFORMATION

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Email: _____

Current AAM Member: Yes No

ADVERTISING/SPONSORSHIPS (MAKE YOUR SELECTIONS)

| | OPPORTUNITY | PRICE | QUANTITY | TOTAL COST |
|--|--------------------------------|------------------------------------|----------|------------|
| | Growth Strategies 1/2 Page Ad | \$800 members; \$900 non-members | | |
| | Growth Strategies Full Page Ad | \$1500 members; \$1600 non-members | | |
| | Marketplace Vendor Emails | \$300 members; \$400 non-members | | |
| | AAM Minute Ad | \$100 members; \$200 non-members | | |
| | Mailing Lists | \$1 per name | | |
| | AAM High | \$300 members; \$400 non-members | | |
| | Roundtable Calls | \$200 members; \$300 non-members | | |
| | TOTAL COST | | | |

PAYMENT INFORMATION

- Bill me later
 Check
 Credit Card
 Visa MasterCard American Express

Card number: _____

Expiration date: _____ Security code: _____

Signature: _____ Date: _____

Note: Your payment must be received in full prior to your ad or sponsorship running.

For more information or to submit your form, contact:

Pete Pomilio, Executive Director
ppomilio@ahint.com Ph: 856-793-0806

Sara Elikor, Assistant Executive Director
seliker@ahint.com Ph: 856-380-6860

FAX: 856-439-0525