



## Request for AAM Press Pass

### **The Authority for Accounting Marketing**

The Association for Accounting Marketing (AAM) is a not-for-profit organization dedicated to serving the needs and maintaining the professional standards of the men and women involved in marketing within the accounting profession. One of our principal goals is to provide our members with vital and timely information on a wide variety of accounting marketing issues. The annual conference provides access to the most innovative minds in the industry with programs focused on fresh ideas directly related to current challenges and opportunities.

We are pleased that you are interested in our organization and our annual conference. We have press passes available to editorial staff writers employed by a trade publication, mainstream media outlet (newspaper, radio, television, etc.), or online magazines. Free-lance writers or contributing editors may request a press pass by having the managing editor of a magazine/newspaper write us, stating that said individual will be covering the event on behalf of that particular media outlet.

In order to receive a press pass, you must pre-register by filling out the attached AAM Request for Press Pass form. On the day of the event, you will need to check in at the registration desk where you will be provided with your pass, a media kit and other orientation information. The AAM press pass will give you access to certain sessions/events at our annual conference. Our AAM Request for Press Pass form lists the sessions/events that you can have access to and asks you to select the non-accessible one(s) that you would like to attend.

One complimentary pass will be issued per organization. If additional passes are need they can be obtained at a discounted rate. AAM reserves the right to determine if an organization is or is not eligible to receive press passes.

After the event please send AAM Headquarters a copy of the any media piece turned into your outlet, published or unpublished, about the event.

Please fill out the attached form and fax it to our office at **856.439.0525**.



## PRESS PASS REQUEST FORM

### Individual Information:

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Company \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### Publication Information:

Type of Media:  Print  Radio  TV  
 Electronic, Please describe: \_\_\_\_\_  
 Other

Circulation/ Distribution: \_\_\_\_\_

Market / MSA: \_\_\_\_\_

Editor's Name: \_\_\_\_\_

Special Needs?  No  Yes (e.g. multi-box, video feed, truck parking, etc.)

Please Describe: \_\_\_\_\_

Interview(s) requested  No  Yes

Who would you like to interview? \_\_\_\_\_  
 (We will do our best to accommodate your interview request.)

### Included with Press Pass:

(for full descriptions please refer to the conference brochure)

- General Sessions
- All Break-out Sessions
- AAM-MAA Gala
- Closing General Session, June 25

### Additional Events

- Pre-Conference Session \$150
- Twilight Tour \$75
- Additional Press Credentials \$375  
 (includes one AAM-MAA Gala ticket)

### Method of Payment

- Check made payable to AAM enclosed.  
 Charge my:  AMEX  MasterCard  Visa

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### For AAM Use Only

- Letter of assignment required?
- Letter of assignment received?
- Request sample publication?
- Sample publication Received?

Approved by: \_\_\_\_\_