

# AICPA National Construction Industry Conference

*Exhibitor & Sponsor Prospectus 2009*



**Main Conference:**  
December 3 – 4, 2009

**Pre-conference Value-Added Workshops:**  
Wednesday, December 2

Bellagio  
Las Vegas, NV

# ABOUT THE CONFERENCE...

## Exhibit Space Rates:

\$2,500 per 10'x10' standard space  
\$3,000 per 10'x10' premier space

## Exhibit fee includes:

- Rental of the standard exhibit space plus one draped table, two chairs and a wastebasket
- Admission to the main conference sessions (not including workshops) for two (2) representatives from the exhibiting company with CPE credit (if CPAs) and all breakfasts, breaks, luncheons and the welcome reception. Additional representatives are \$500 each (CPE is not included)
- Pre- and post-show participant mailing list for one-time use (includes names and USPS addresses only)
- Listing in the conference program, including your company contact information and a 50-word description
- Inclusion in the online exhibitor directory

## Exhibit Dates:

Thursday, December 3  
Friday, December 4

## Installation & Dismantle:

### Set-up:

Wednesday, December 2  
5:00pm - 8:00pm

### Tear-down:

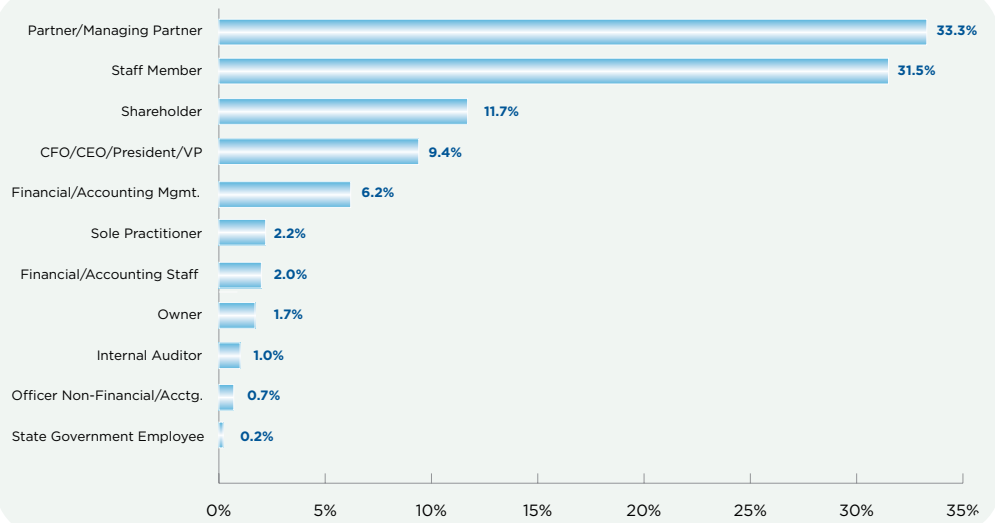
Friday, December 4  
3:30pm - 6:00pm

## Objectives:

Designed for financial managers who work in the construction industry, this conference reveals the industry's latest trends and explains how they will benefit participants. Presenters, including top-rated speakers from across the country, will cover accounting, tax, audit, operations and much more.

**Expected Attendance:** 600

## Attendee Profile:



## Hotel Information:

Bellagio  
3600 Las Vegas Blvd., South  
Las Vegas, NV 89109

## Hotel Phone:

702.693.7111

## Hotel Reservations:

888.987.6667

## Hotel Room Rate:

\$199 single/double

## Hotel Reservation Cutoff:

November 3, 2009

*Rooms will be assigned on a space-available basis only, so please make your hotel arrangements as soon as possible. To receive our special group rates, mention that you will be attending the AICPA National Construction Industry Conference.*

# PATRON SPONSORSHIP OPPORTUNITIES

## Gold — Call for details

Under the auspices of the event's sponsored educational programming, participants showcase products, services and/or in-house expertise based on a non-commercial, how-to approach in support of the accounting profession. Benefits include:

- Exhibit space with premier positioning (based on availability)
- Welcome Reception co-sponsorship:
  - Title recognition as co-sponsor on conference and marketing materials
  - Signage promoting your co-sponsorship
  - Your logo imprinted on napkins for use during reception
- Inclusion in conference marketing materials, including brochure, emails and conference website (Deadline for inclusion: 7/15/09)
- Full-page B/W ad (5" x 8") in the conference program
- Logo on cover of conference program
- Logo on Thank You signage in exhibit hall
- Recognition as a sponsor on AV slides during session breaks
- Corporate insert (sponsor-supplied) in the tote bag (if available; some restrictions or limitations may apply — please inquire)
- Four (4) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Silver — \$7,500

- Exhibit space with premier positioning (based on availability)
- Refreshment Break co-sponsorship:
  - Title recognition as co-sponsor on conference and marketing materials
  - Signage promoting your co-sponsorship
  - Your logo imprinted on napkins for use during breaks
- Inclusion in conference marketing materials, including brochure, emails and conference website (Deadline for inclusion: 7/15/09)
- Full-page B/W ad (5" x 8") in the conference program
- Logo on Thank You signage in exhibit hall
- Recognition as a sponsor on AV slides during session breaks
- Corporate insert (sponsor-supplied) in the tote bag (if available; some restrictions or limitations may apply — please inquire)
- Three (3) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Bronze — \$5,000

- Exhibit space
- Half-page B/W ad (5" x 4") in the conference program
- Logo on Thank You signage in exhibit hall
- Corporate insert (sponsor-supplied) in the tote bag (if available; some restrictions or limitations may apply — please inquire)
- Two (2) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

\***Note:** Badges for attending patron sponsor representatives are for main conference only. They do **not** include attendance at the Pre-conference Value-Added Workshops.

# PATRON SPONSORSHIP OPPORTUNITIES

## Cyber Café Sponsor — \$15,000

- Exhibit space with premier positioning (based on availability)
- Opportunity to hang a company banner in the Cyber Café (sponsor-provided)
- Half-page B/W ad (5" x 4") in the conference program
- Logo on Thank You signage in exhibit hall
- Recognition as a sponsor on AV slide during session breaks
- Four (4) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Breakfast Sponsor — \$5,000

- Exhibit space
- Title recognition as a breakfast patron sponsor on conference materials
- Your logo imprinted on napkins for use during your sponsored breakfast
- Signage promoting your sponsorship near the breakfast area
- Logo on Thank You signage in exhibit hall
- Two (2) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Luncheon Sponsor — \$7,500

- Exhibit space
- Title recognition as a luncheon patron sponsor on conference materials
- Placement of your collateral material (sponsor-provided) on all chairs during your sponsored luncheon
- Signage promoting your sponsorship in the luncheon room
- Logo on Thank You signage in exhibit hall
- Two (2) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Specialty Bar Sponsor — \$7,500

- Exhibit space
- Your logo imprinted on 200 specialty glasses distributed at the beverage bar during the Welcome Reception (minimum three-week lead time for ordering imprints)
- Signage promoting your sponsorship near the bar
- Logo on Thank You signage in exhibit hall
- Two (2) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Hydration Station Sponsor — \$5,000

- Exhibit space
- Your logo imprinted along with the conference name on water bottles distributed in all conference tote bags (minimum three-week lead time for ordering imprints)
- Signage promoting your sponsorship near the hydration stations
- Logo on Thank You signage in exhibit hall
- Two (2) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Lanyard Sponsor — \$5,000

- Exhibit space
- Your logo imprinted on 1/2" lanyards for badge holders distributed to all attendees
- Two (2) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

\***Note:** Badges for attending patron sponsor representatives are for main conference only. They do **not** include attendance at the Pre-conference Value-Added Workshops.

# PATRON SPONSORSHIP OPPORTUNITIES

## Conference Program Sponsor — \$5,000

- Exhibit space
- Your logo imprinted on all of the filler pages at the back of the conference program that conference attendees will use to take notes during the conference sessions
- Full-page B/W ad (5" x 8") on the outside back cover of the conference program
- Two (2) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Tote Bag Sponsor — \$7,500

- Exhibit space
- Your logo imprinted on conference tote bags distributed to all attendees
- Corporate insert (sponsor-supplied) in the tote bag (some restrictions or limitations may apply — please inquire)
- Two (2) free badges for attending representatives (CPE credit available for two representatives, if CPAs)\*

## Conference Program Ad Space

This valuable resource contains all the information participants need for the conference, including the agenda, speakers, exhibitor descriptions and more. It offers the perfect opportunity to promote special offers for participants and invite them to stop by your booth during the show.

<b>Pricing</b> (all ads are B/W)	<b>Exhibitors &amp; Sponsors</b>	<b>Non-exhibitors &amp; Sponsors</b>
Inside Front or Back Cover . . . . .	\$1,250 . . . . .	\$2,250
Inside Program Full Page . . . . .	\$1,000 . . . . .	\$2,000
Inside Program Half Page . . . . .	\$750 . . . . .	\$1,750

## Tote Bag Inserts — \$1,500 Exhibitors & Sponsors or \$3,000 Non-exhibitors & Sponsors

- Corporate insert (sponsor-supplied) in the tote bag (if available; some restrictions or limitations may apply — please inquire)

\***Note:** Badges for attending patron sponsor representatives are for main conference only. They do **not** include attendance at the Pre-conference Value-Added Workshops.

*“This was a great conference for our company — the CPA firms that have a large number of construction clients provide us a nice opportunity to build long-term relationships.”*

Fred Ode  
CEO, Foundation Software, Inc.

## PAST EXHIBITORS & SPONSORS

AICPA Learning  
CCH, a Wolters Kluwer business  
CFMA  
Comdata  
ComputerEase  
Computer Guidance Corporation

Construction Imaging Systems  
CPA2Biz, Inc.  
Dexter + Chaney  
Ernst & Morris Consulting Group, Inc.  
Foundation Software, Inc.  
Textura

## AICPA National Construction Industry Conference December 3 - 4, 2009 • Bellagio • Las Vegas, NV

### PRE-CONFERENCE LOGISTICS INFORMATION:

The person listed below will receive all exhibit-related correspondence, including the Exhibitor Kit/Service Manual.

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address (no P.O. Boxes): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Country: \_\_\_\_\_  
Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
Email: \_\_\_\_\_

### PUBLICITY INFORMATION:

The following information will be used for exhibitor listings on the conference website and in the conference program. Please type or print clearly and list all information exactly as it should appear for publication, including all capitalization and punctuation.

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Country: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_  
Email: \_\_\_\_\_  
URL: \_\_\_\_\_

**BOOTH SELECTION / PRICING:** Indicate whether you would prefer standard or premier positioning. Booths will be assigned based on availability at the time contract is received.

Standard Booth (\$25/sf)       Premier Booth (\$30/sf)

Dimensions: \_\_\_\_\_ x \_\_\_\_\_ = Total Square Footage: \_\_\_\_\_ x \$ \_\_\_\_\_ /sf = \$ \_\_\_\_\_

Companies you do NOT want to be near (if possible): \_\_\_\_\_

Companies you want to be near (if possible): \_\_\_\_\_

**PAYMENT AND CANCELLATION POLICY:** To guarantee space reservation, payment must accompany this signed application in the form of a check (payable to AICPA) or credit card. Credit card payments will be processed and charged upon receipt of this application unless prior arrangements have been made. Full payment must be received 60 days before the conference begins. Cancellations received 60 days or more prior to the conference will entitle the exhibitor to a refund minus 10 percent (10%) of the exhibit fee. No refunds will be given on cancellations received fewer than 60 days before the conference. All cancellation requests must be made in writing to Direct Sales via fax 919.419.4731 or email [exhibit@aicpa.org](mailto:exhibit@aicpa.org). Please contact your account executive with any questions or concerns involving payments.

**EXHIBITOR ACCEPTANCE:** By signing this contract, I affirm that I am a duly authorized agent of my organization, that I have the authority to complete and submit this application, and that my organization agrees to all the terms and conditions contained in the exhibitor prospectus, space application and contract. I further agree that the AICPA Exhibitor Kit/Service Manual shall be considered part of this contract, and binding on my organization. By signing this contract, I acknowledge that I am responsible for full booth payment.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**RETURN TO:** AICPA, Attn: Direct Sales Exhibits, 220 Leigh Farm Road, Durham, NC 27707, or if paying by credit card, fax to 919.419.4731.

My check for \$ \_\_\_\_\_ payable to AICPA is enclosed.

Please bill my credit card:     American Express     Diners Club     Discover     MasterCard     VISA

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ (mm/yy) Amt: \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_

**FOR AICPA USE ONLY:** Date Rcd: \_\_\_\_\_ Date Entered: \_\_\_\_\_ Booth # Assigned: \_\_\_\_\_

Total Price: \$ \_\_\_\_\_ Amt Rcd: \$ \_\_\_\_\_ Balance Due: \$ \_\_\_\_\_ BATES No. \_\_\_\_\_

# AICPA EXHIBITOR RULES & REGULATIONS

**PURPOSE OF THE EXHIBIT:** The exhibition is for the purpose of education and to provide a service to the AICPA membership.

**STANDARD EXHIBIT SPACE:** The exhibition space will be provided in the form of a 10' x 10' space. Each exhibitor will be provided with:

- Designated exhibition space
- One draped table
- Two chairs
- One wastebasket

Upon acceptance of applications for exhibit space, exhibitors will be sent an exhibitor package outlining:

- Shipping procedures
- Set-up and dismantle instructions
- Information on securing electricity, audiovisual equipment and other supplies

**PRICES:** The booth price includes all items described below (under "Exhibit fee includes"). All payments must be received by the AICPA sixty (60) days prior to the start of the conference. Exhibitors will not be allowed access to the exhibition hall unless all fees have been paid in full.

#### **EXHIBIT FEE INCLUDES\*:**

- Rental of the standard exhibit space (as described previously)
- Admission to the main conference sessions for two (2) representatives from the exhibiting company. Additional representatives are \$500 each. (Note: Admission does NOT include optional sessions.)
- Breakfasts, breaks, luncheons and the welcome reception for two representatives from the exhibiting company
- Registration list, including the names and postal addresses of conference participants (no e-mail addresses), before and after the conference for one-time use
- Listing in the conference program, including your company contact information and a 50-word description
- Inclusion in the online exhibitor directory

The AICPA does not endorse products offered by any vendor unless otherwise stated.

\* Exhibit fees do not include hotel accommodations.

**EXHIBIT HOURS:** Exhibit hours are established by the AICPA. Generally, exhibits will be open during continental breakfasts, breaks and welcome receptions, as well as any other hours specifically designated for exhibit viewing. Unless otherwise noted, exhibits may not be open while the conference sessions are in progress. Exhibit hours are scheduled; however, these times are approximate and subject to change pending the final conference agenda. To maintain the educational integrity of the program, exhibitors are asked to adhere to the exhibit hours indicated. Once conference sessions begin, discussions with participants should be ended and participants are encouraged to return to the sessions. This will enable conference participants to receive the maximum benefit from the conference program and the exhibits.

**EXHIBIT SET-UP AND DISMANTLE:** Exhibitors are responsible for setting up and dismantling their exhibits during established time periods. Set-up is usually the afternoon before the first full conference day. Dismantling usually occurs after the final break of the last conference day. **NOTE:** Early dismantling is not permitted. Firms that dismantle prior to the end of the exhibit time will not be given priority when choosing booth locations at next year's conference or may be denied exhibit privileges at future AICPA programs.

**ASSIGNMENT OF EXHIBIT SPACE:** In assigning exhibit space, full consideration will be given to competing products and general grouping of exhibits for proper display and comparison. Every effort will be made for the equitable assignment of space. The AICPA reserves the right to relocate any exhibit for the benefit of the exhibitor or for the betterment of the exhibition. No firm, organization, individual or company without assigned exhibit space will be permitted to display or distribute products or literature, or solicit business within the exhibit hall. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allocated to them without written approval from the AICPA.

**ELIGIBLE EXHIBITS:** The AICPA reserves the right to determine the eligibility of any company or product for inclusion in the exhibition and to reject, eject or prohibit any exhibit, in whole or in part, or exhibitor with or without giving cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of the exhibit fee unearned at the time of the ejection. If an exhibit or exhibitor is ejected for violation of these Rules and Regulations or any other stated reason, no return of fee shall be made.

**USE OF SPACE:** Vendors may use exhibit booths or backdrops, provided they can be accommodated within their individual exhibit space and do not violate fire safety laws. Exhibits must be constructed so as not to obstruct the general view or the view of neighboring exhibits. Interference with the lighting and space of other exhibitors is prohibited. The AICPA reserves the right to restrict exhibits that, because of method of operation, materials, or for any reason, become objectionable. All sound equipment must be regulated so that it does not disturb neighboring exhibits or the conference sessions. The AICPA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to licensing and copyright regulations by ASCAP/BMI regarding music at public meetings, conventions and shows, exhibitors may not play music during the exhibition, either live or recorded.

**CHARACTER OF DISPLAY:** Any materials not in keeping with the character and standards of the AICPA may not be distributed or utilized by any exhibitor. The AICPA reserves the right to prohibit or evict any exhibit that, in the opinion of the AICPA, detracts from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character that the AICPA finds objectionable. In the event of such restriction or eviction, the AICPA and its employees and agents shall not be liable for any refunds of rentals or other exhibit expenses.

**PROFESSIONAL CONDUCT:** Exhibitors should adhere to professional standards of behavior. All solicitation, demonstration and other promotional activities must be confined to the limits of the exhibit space.

# AICPA EXHIBITOR RULES & REGULATIONS (cont'd)

**STAFFING:** Exhibits should be staffed during the specified exhibit hours by knowledgeable representatives. Exhibitors must supply the AICPA with the name(s) of all representatives who will attend the exhibition. The AICPA will not provide staffing for the exhibits.

**BADGES:** Exhibitor representatives must wear appropriate AICPA badges at all times in the exhibition hall. The badges will be available at the conference registration desk during the exhibit set-up period.

**SECURITY:** Although the AICPA and the hotel may maintain a security force, exhibitors are responsible for the safety and security of their exhibits and should consider removing from the exhibition hall or otherwise securing all equipment, supplies and other materials at the close of each conference day.

**SHIPPING/DRAYAGE/STORAGE:** Exhibitors are responsible for shipping materials to and from the conference. Any and all costs associated with the shipping, drayage and storage of exhibit materials are the responsibility of the exhibitor.

**FIRE, SAFETY AND HEALTH:** Federal, state and local laws covering fire, safety and health must be strictly observed. Aisles and fire exits must not be blocked by exhibits. Storage of boxes and materials beneath exhibit tables may also be restricted. All materials used in decoration must be flame-proof. Electrical wiring must conform to the National Electrical Code Safety Rules. Please follow the instructions of the hotel personnel and/or the contracted exhibition company regarding conformity with fire, safety and health codes.

**CARE OF FACILITIES:** Exhibitors or their representatives must not injure or deface the walls or floors of the building. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

**HOSPITALITY SUITES:** Hospitality suites must be scheduled so as not to conflict with any scheduled conference activities and be approved by AICPA staff. Publicity for hospitality suites is the responsibility of the suite host and must comply with these Rules and Regulations.

**CANCELLATION OF EXHIBIT SPACE:** Cancellations received 60 days or more prior to the conference will entitle the exhibitor to a refund minus 10 percent (10%) of the exhibit fee. No refunds will be given on cancellations received fewer than 60 days before the conference. All cancellation requests must be made in writing to Direct Sales via fax 919.419.4731 or email [exhibit@aicpa.org](mailto:exhibit@aicpa.org). Please contact your account executive with any questions or concerns involving payments.

**TERMINATION OF EXHIBIT:** In the event the premises where the exhibit is to be held, in the sole determination of the AICPA, become unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency or any other act beyond the control of the AICPA, this agreement may be terminated by the AICPA. In the event of such termination, the exhibitor waives any and all damages and agrees that the AICPA may, after deducting all costs and expenses including a reserve for claims, refund to the exhibitor as and for complete settlement and discharge of all said exhibitor's claims and demands his pro rata amount of all funds paid by all exhibitors.

**LIABILITY:** The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the AICPA, the owner of the host facilities, and their respective employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of exhibition premises or any part thereof, excluding any such liability caused solely by the gross negligence of the owner of the host facilities, its employees and agents.

In addition, the exhibitor acknowledges that the AICPA and the owner of the host facilities do not maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Neither party shall be liable to the other for any special, indirect, incidental, consequential, punitive or exemplary damages or loss, nor any lost profits, savings, or business opportunity. With respect to this agreement in general, the liability of AICPA and its personnel shall not exceed the total amount of fees actually paid to AICPA under this agreement. A claim for the return of fees shall be the exclusive remedy for any damages. The limitation of liability set forth in this paragraph is intended to apply to the full extent allowed by law, regardless of the grounds or nature of any claim asserted and shall survive termination of this agreement.

**INTERPRETATION AND AMENDMENTS:** AICPA reserves the right to interpret or amend these Rules and Regulations as it deems proper to ensure the success of the exhibition and further the educational purposes of the AICPA.

# 2009 SPONSORSHIP APPLICATION

## AICPA National Construction Industry Conference

December 3 – 4, 2009 • Bellagio • Las Vegas, NV

Sponsoring Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship Options (please select):

- |   |   |
|---|---|
| <input type="checkbox"/> Gold — Call for details  | <input type="checkbox"/> Hydration Station Sponsor — \$5,000  |
| <input type="checkbox"/> Silver — \$7,500   | <input type="checkbox"/> Lanyard Sponsor — \$5,000            |
| <input type="checkbox"/> Bronze — \$5,000   | <input type="checkbox"/> Conference Program Sponsor — \$5,000 |
| <input type="checkbox"/> Cyber Café Sponsor — \$15,000                                    | <input type="checkbox"/> Tote Bag Sponsor — \$7,500           |
| <input type="checkbox"/> Breakfast Sponsor — \$5,000                                      | Tote Bag Insert (select one)                                  |
| <input type="checkbox"/> Luncheon Sponsor — \$7,500                                       | <input type="checkbox"/> Exhibitor/Sponsor — \$1,500          |
| <input type="checkbox"/> Specialty Bar Sponsor — \$7,500                                  | <input type="checkbox"/> Non-exhibitor/Sponsor — \$3,000      |
| <input type="checkbox"/> Conference Program Ad Space: <i>Please select ad size below.</i> |   |

	<b>Exhibitors &amp; Sponsors</b>	<b>Non-exhibitors &amp; Sponsors</b>
Inside Front Cover	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$2,250
Inside Back Cover	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$2,250
Inside Program Full Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000
Inside Program Half Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,750

For a complete description of sponsorship benefits, please refer to the Exhibitor & Sponsor Prospectus that accompanies this application. Opportunities are available on a first-come, first-served basis.

Upon submission and approval by AICPA, the sponsoring organization will receive a formal contract outlining the full details of this agreement and deadlines for materials.

**All sponsors must complete the Exhibit Space Application & Contract and return with this form to:**  
**AICPA, Direct Sales — Exhibits, 220 Leigh Farm Road, Durham, NC 27707    Fax: 919.419.4731**

If you have questions regarding sponsorships, please contact:

- **Michael DeWitt**, National Account Manager, 800.873.1677, option 7, mdewitt@aicpa.org
- **Patrick Slater**, National Account Manager, 800.873.1677, option 6, pslater@aicpa.org

