

AICPA National Construction Industry Conference

December 4 – 5, 2008

Sheraton New Orleans

New Orleans, LA

Optional Pre-Conference Workshops:

Wednesday, December 3

Booth Price: \$2,500

Hotel Information

Sheraton New Orleans
500 Canal Street
New Orleans, LA 70130

Hotel Phone

(504) 525-2500

Hotel Reservations

1-888-627-7033

Hotel Room Rate

\$177 Single/Double

Hotel Reservation Cutoff Date

November 4, 2008

Set-up

December 3, 2008

Dismantle

December 5, 2008

Conference Objectives:

This conference was designed for financial managers who work in the construction industry. The sessions reveal all of the industry's latest trends and explain how they will benefit all attendees. Presenters, including top-rated speakers from across the country, will cover accounting, tax, audit, operations and much more.

Audience:

This program attracts between 600-700 attendees, with about 65% coming from public accounting firms. The rest are CFOs and controllers, attorneys, surety underwriters and producers, contractors and construction industry suppliers.

Past exhibitors include:

- Accubuild
- Accruit, LLC
- AICPA Learning
- Beneco, Inc.
- CCH, a Wolters Kluwer business
- CFMA
- CICPAC
- CMiC
- Comdata
- Computer Guidance Corporation
- Construction Imaging Systems
- CPA2Biz
- Dexter + Chaney
- Ernst & Morris Consulting Group, Inc.
- Foundation Software Inc.
- PDI Global
- Maxwell Systems, Inc.
- Textura

2008 Sponsorships

Gold Sponsor – \$10,000

- Exhibit space with premier positioning
- Welcome Reception co-sponsorship:
 - Title recognition as co-sponsor on conference and marketing materials
 - Signage promoting your co-sponsorship
 - Permission to provide your company's napkins during reception (sponsor-provided)
- 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; restrictions or limitations may apply — please inquire)
- Four (4) free badges for attending representatives (CPE credit available for two representatives, if CPAs)
- Pre- or post-conference speaking opportunity (if available)

Silver Sponsor – \$7,500

- Exhibit space with premier positioning
- Refreshment Break co-sponsorship:
 - Title recognition as co-sponsor on conference and marketing materials
 - Signage promoting your co-sponsorship
 - Permission to provide your company's napkins during breaks (sponsor-provided)
- 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; restrictions or limitations may apply — please inquire)
- Two (2) free badges for attending representatives (CPE credit available for one representative, if a CPA)

Bronze Sponsor – \$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; restrictions or limitations may apply — please inquire)
- Two (2) free badges for attending representatives (CPE credit available for one representative, if a CPA)



2008 Sponsorships (cont'd.)

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 (restrictions or limitations may apply — please inquire)
- Two (2) free badges for attending representatives (CPE credit available for one representative, if a CPA)

Tote Bag Inserts – \$1,500

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

Hydration Station Sponsor – \$5,000

- Exhibit space
- Your company logo (and conference name) displayed on water bottles and distributed in all conference tote bags
- Signage with your company name and logo at all hydration stations.
- Half-page B/W ad (5" x 4") in the conference program
- Acknowledgement as a conference sponsor on conference signage.
- Two (2) free badges for attending representatives (CPE credit available for one representative, if a CPA)

Breakfast Sponsor – \$5,000

- Exhibit space
- Title recognition as breakfast sponsor on conference materials
- Signage promoting your sponsorship
- Your logo imprinted on napkins distributed to all attendees for use during the breakfast
- Logo on Thank You signage in exhibit hall
- Two (2) free badges for attending representatives (CPE credit available for one representative, if a CPA)

Luncheon Sponsor – \$7,500

- Exhibit space
- Title recognition as luncheon sponsor on conference materials
- Signage promoting your sponsorship
- Placement of your collateral material on all luncheon chairs (sponsor-provided)
- Logo on Thank You signage in exhibit hall
- Two (2) free badges for attending representatives (CPE credit available for one representative, if a CPA)



2008 Sponsorships (cont'd.)

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 near the bar promoting your co-sponsorship
- Logo on Thank You signage in exhibit hall
- Two (2) free badges for attending representatives (CPE credit available for one representative, if a CPA)

Polypro Filefolio Organizers Sponsor – \$5,000

- Exhibit space
- Your logo imprinted on portfolios distributed to all attendees
- Corporate insert (sponsor-supplied) in the tote bag with the portfolio (if available; restrictions or limitations may apply — please inquire)
- Two (2) free badges for attending representatives (CPE credit available for one representative, if a CPA)



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 one representative, if a CPA)

Conference Program Ad Space

Get attendees' attention by strategically placing a B/W ad in the conference program. This program contains all the information participants need for the conference, including the agenda, speakers, exhibitor descriptions and more.

Pricing

- | | |
|------------------------------|---------|
| • Outside Back Cover | \$1,500 |
| • Inside Front or Back Cover | \$1,250 |
| • Inside Full Page | \$1,000 |
| • Inside Half Page | \$750 |

Additional sponsorship opportunities may be available. Please contact your National Account Manager or e-mail **Patrick Slater** (pslater@aicpa.org) or **Michael DeWitt** (mdewitt@aicpa.org).

Terms and Conditions

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' booth space.

Each exhibitor will be provided with:*

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

*Subject to change

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, audio-visual equipment and other supplies
- A list of attendees three weeks pre- and post-conference (for one-time use)

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 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 Dismantling

Exhibitors are responsible for setting up and dismantling their exhibits during established time periods. Set-up usually is the afternoon before the first full conference day. Dismantling usually is 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.

Prices

The booth price includes the exhibit space at each conference. It also includes admission for two exhibitor representatives (one pass is eligible for CPE credit). The fee for each additional representative is \$500. All payments must be received by the AICPA with the application. Exhibitors will not be allowed access to the exhibition hall unless all fees have been paid in full.

The exhibit fee includes:

- Rental of the standard exhibit space (previously described on this page)
- Admission to conference sessions for two representatives from the exhibiting company
- Breakfasts, breaks, luncheons and the welcome reception for two representatives
- Registration list, including the names and addresses of conference participants (no e-mail addresses), before and after the conference for one-time use
- Mention in the conference program, which includes information on all exhibitors and is distributed to each participant

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

*** Exhibit fees do not include hotel accommodations.**

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 Terms and Conditions 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 which, 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.

Terms and Conditions (cont'd.)

Character of Display

Any materials not in keeping with the character and standards of the AICPA may not be distributed or utilized by an exhibitor. The AICPA reserves the right to prohibit or evict an exhibit which, 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 which 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.

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 Terms and Conditions.

Cancellation of Exhibit Space

Cancellation of exhibit space received less than 30 days prior to the conference will not entitle the exhibitor to any refund on the cancelled space. A charge of \$100 will be deducted from any refund issued on cancellations received 30 or more days prior to the conference. All cancellation requests must be in writing.

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 its 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 a part thereof, excluding any such liability caused by the sole 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.

Interpretation and Amendments

AICPA reserves the right to interpret or amend these regulations as it deems proper to ensure the success of the exhibition and further the educational purposes of the AICPA.

2008 EXHIBITOR / SPONSOR APPLICATION

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Exhibiting/Sponsoring Company Name: _____

Your Name & Title: _____

Billing Address: _____

Billing Phone #: _____

Pre-Conference Logistics Contact: (the person who should receive the Exhibitor Kit)

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ E-mail: _____

Exhibit Space: \$2,500 (per 10' x 10' booth space)

Single (10' x 10') Double (10' x 20') Triple (10' x 30') Other: _____

Companies you do NOT want to be near _____ / _____

Companies you do want to be near _____ / _____

Exhibit fee includes (subject to change):

- Rental of the standard exhibit space, one draped table, two chairs and a wastebasket
- Admission to conference sessions for two representatives (additional representatives are \$500 each)
- Breakfasts, breaks, luncheons and the welcome reception for two representatives
- Pre- and Post-Show participant mailing list for one-time use
- Mention in the conference program

Sponsorship: Please check the sponsorship opportunities you are interested in. NOTE: Opportunities are available on a first-come, first-serve basis.

- | | |
|--|---|
| <input type="checkbox"/> Gold Sponsor — \$10,000 | <input type="checkbox"/> Specialty Bar Sponsor — \$7,500 |
| <input type="checkbox"/> Silver Sponsor — \$7,500 | <input type="checkbox"/> Polypro Filefolio Organizers Sponsor — \$5,000 |
| <input type="checkbox"/> Bronze Sponsor — \$5,000 | <input type="checkbox"/> Lanyard Sponsor — \$5,000 |
| <input type="checkbox"/> Tote Bag Sponsor — \$7,500 | <input type="checkbox"/> Conference Program Ad Space |
| <input type="checkbox"/> Tote Bag Insert — \$1,500 | <input type="checkbox"/> Outside Back Cover \$1,500 |
| <input type="checkbox"/> Hydration Station Sponsor — \$5,000 | <input type="checkbox"/> Inside Front/Back Cover \$1,250 |
| <input type="checkbox"/> Breakfast Sponsor — \$5,000 | <input type="checkbox"/> Inside Program Ad Full Page \$1,000 |
| <input type="checkbox"/> Luncheon Sponsor — \$7,500 | <input type="checkbox"/> Inside Program Ad 1/2 Page \$750 |

RETURN TO:

AICPA
Attn: Direct Sales — Exhibits
220 Leigh Farm Road
Durham, NC 27707-8110

Phone: 1-800-873-1677
Fax: 919-419-4731
E-mail: exhibit@aicpa.org

My check for \$ _____ payable to AICPA is enclosed. OR

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

ALL EXHIBITORS/SPONSORS: Please complete the following information (please see policy below)

Card # _____ Exp. Date _____ Amount \$ _____
Month / Year

Signature _____ BATES No. _____
(AICPA use only)

PAYMENT AND CANCELLATION POLICY: In order to guarantee space reservation, complete this application and return it with your check payable to the AICPA or supply us with your credit card information above. The credit card payment will be processed and charged upon receipt of this application unless instructed not to do so. Complete payment should be received 30 days before the conference begins. Please contact the account manager with any questions or concerns involving payments. Cancellation of exhibit space received fewer than 30 days prior to the conference will not entitle the exhibitor to any refund on the cancelled space. A charge of \$100 will be deducted from any refund on cancellations received 30 days or more prior to the conference. All cancellation requests must be in writing to Direct Sales, fax 919-419-4731 or e-mail exhibit@aicpa.org.