Conference on current SEC and PCAOB Developments

December 9–11, 2019
Marriott Wardman Park, Washington, DC

AICPAStore.com/conferences • 800.504.4749
At the AICPA Conference on Current SEC and PCAOB Developments, attendees obtain the latest and most comprehensive SEC and PCAOB updates directly from the regulators. The conference covers latest accounting and reporting issues that affect SEC reporting entities and their auditors. Numerous networking opportunities exist throughout the conference, giving you the opportunity to reach many senior financial professionals and CPAs.

Demographics

Targeted attendees include senior financial professionals and CPAs from SEC-registered companies and public company audit firms.

1,500 attendees:

- Partner 48%
- Accounting/Financial Reporting – Director/Manager 25%
- CFO 12%
- Accounting/Financial Shareholder/Owner Reporting – Staff 6%
- Shareholder/Owner 5%
- Other 4%

Firm size

- 1–10 Employees 22%
- 11–50 Employees 10%
- 51–99 Employees 6%
- 100–500 Employees 11%
- 501–1,000 Employees 7%
- 1,000+ Employees 44%
Reach CPA and Finance professionals.

As an underwriter, you receive a 6’ deep x 10’ wide tabletop exhibit space equipped with a 6’ draped table (30 inches deep) and two chairs. A custom drape may be used if desired. An Electrical connection is included.

Please be aware of these guidelines:

• No part of your display or equipment may exceed the footprint of your 6’ x10’ space.
• You may use your own chairs or stools within your booth footprint.
• Floor-mounted, pull-up banners may be used but must be within your booth footprint so as not to block view of neighboring booths.

• Floor mounted background displays, and lights are allowed.
• Internet (hard wired) connections are not included but may be ordered through the hotel.
• Promotional materials must be displayed from within your booth area, but may not be distributed from any other location.
• No loud noises, sounds, music that could be found offensive by your neighbors may be used in conjunction with your display.

Why join us?

• This is your Prime Target Market
• Showcase Products & Services
• Stand Out as a Leader
• Build Brand Awareness
• Network with New Clients
• Strengthen Relationships with Existing Customers
• Check Out your Competition
• Reach True Decision-Makers
• Reach & Exceed Sales Goals
• Increase Market Share

People like to do business with people they’ve met face to face.
Underwriting opportunities available at this event:

Monday night Reception – $18,000
- Company Logo projected onto the reception ballroom wall.
- Five (5) passes for attending representatives (with CPE) for use in either DC or NYC location.
- Full page ad in conference program.

WiFi – $15,000
- Company logo with customized username and WiFi password on back of badges worn by all attendees during the conference.
- Four (4) passes for attending representatives (with CPE) for use in either DC or NYC location.

Luncheon Underwriter – $12,000 (three available)
- Menu cards with logo included in both DC and NYC locations.
- Two reserved tables to network with clients.
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

Continuous Coffee – $15,000 for both days, $10,000 for one day
- Four (4) passes for two days and three (3) passes for one day for attending representatives (with CPE) for use in either DC or NYC location.
- Company logo on coffee sleeves at coffee stations throughout exhibit hall.

Mobile App Underwriter – $12,000
- Company logo on the app launch attendee email, app loading screen.
- Rotating banner ad.
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

Notepad and Pen – $12,000
- Logo on Notepad and Pen provided to all attendees.
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

All underwriters receive the following benefits:
- Tabletop display.
- Banner ad in the conference mobile app.
- Company listing and logo in the conference mobile app.
- Prominent signage at function promoting company as underwriter.
- Electricity and WiFi provided.
- Pre and post attendee list for all locations for one time use (USPS mailing addresses only).
- Company logo on PowerPoint slide recognizing you as an Underwriter. Slide rotates with other underwriters slides during session breaks.

Ready to reach CPAs & accounting professionals with credit union clients?

Contact Gerry Charbonneau at gcharbo@morrismarketinginc.com and sign up to sponsor today!
Underwriting opportunities available at this event:

**Water Station – $12,000**
- Company logo blanketing water stations throughout the exhibit hall and general session rooms.
- Logo on plastic cups set at water stations.
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

**File Folio – $12,000**
- Logo on file folio provided to all attendees.
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

**Sunday night Pre-Registration Reception – $10,000**
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

**AM or PM Refreshment Break – $12,000 per break (three am and two pm)**
- Logo identification in conference program next to Refreshment Break to be worded as “underwritten by”.
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

**Breakfast – $12,000 (three available)**
- Logo identification in conference program next to luncheon to be worded as “underwritten by”.
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

**Tote bag – $12,000**
- Logo on tote bag provided to all attendees.
- Three (3) passes for attending representatives (with CPE) for use in either DC or NYC location.

All underwriters receive the following benefits:
- Tabletop display
- Banner ad in the conference mobile app
- Company listing and logo in the conference mobile app
- Prominent signage at function promoting company as underwriter
- Electricity and WiFi provided
- Company logo and logo in the conference program
- Pre and post attendee list for all locations for one time use (USPS mailing addresses only)
- Company logo on PowerPoint slide recognizing you as an Underwriter. Slide rotates with other underwriters slides during session breaks.

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

Name: ____________________________________________________________

Title: _____________________________________________________________

Company Name: __________________________________________________ Publicity Name: ________________________________

Address (no P.O. Boxes): ___________________________________________

City: __________________ State: __________________ ZIP: ________________

Country: __________________

Phone: __________________

Email: __________________

Additional conference underwriting opportunities:

Printed program ad: □ $1,500

Space assignment/pricing: Locations will be assigned based on availability at the time the contract is received. Costs vary by underwriting sponsorship. Each underwriter receives a 10’ wide by 6’ deep tabletop space which includes draped table, and two chairs.

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

Companies you want to be near (if possible): ________________________________

Payment and cancellation policy: Space locations will be confirmed once application is received and processed. Full payment must be received 60 days before the conference begins. Applications received within 60 days of the conference will be invoiced immediately and must be paid in full prior to the start of the conference. 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 Morris Marketing via fax 888.316.9536 or email amorris@morrismarketinginc.com.

Underwriter 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. By signing this contract, I acknowledge that I am responsible for full booth payment.

Print Name: ______________________________________________________ Title: ____________________________

Signature: ________________________________________________________ Date: _______________________

Return exhibit application to: gcharbo@morrismarketinginc.com or Fax 888.316.9536

If paying by check, make payable & send to: AICPA, SEC Conference, P.O. Box 37048, Boone, IA 50037-0048

If paying by credit card, complete attached payment form & securely send to: gcharbo@morrismarketinginc.com
Standard space: The exhibition space will be provided in the form of a tabletop space. Each exhibitor will be provided with:

- One draped table;
- Two chairs; and
- One wastebasket.

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

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

Prices: The price includes all items described below (under “fee includes”). All payments must be received by the AICPA within 30 days of the invoice date. Underwriters will not be allowed access to the conference unless all fees have been paid in full.

Fee includes:
- Rental of the standard space (as described previously);
- Admission to the main conference sessions for two (2) representatives from the exhibiting company. Opportunity to purchase two (2) additional passes for $500 each. AICPA Group Sales can assist for purchases of more than two additional passes.
- Registration list, including the names and postal addresses of conference participants (no e-mail addresses or phone numbers), before and after the conference for one-time use;
- Company listing on the conference mobile app; and
- Special discount for your customers and prospects to attend the conference.

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

* Exhibit fees do not include hotel accommodations.

Hours: Hours are established by the AICPA. Unless otherwise noted, exhibitors may not be open while the conference sessions are in progress. 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 hours indicated. This will enable conference participants to receive the maximum benefit from the conference program and the exhibits.

Set-up and dismantle: Underwriters are responsible for setting up and dismantling their exhibits during established time periods. NOTE: Early dismantling is not permitted. Firms that dismantle prior to the end of the 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 space: In assigning 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 underwriter or for the betterment of the exhibition. No firm, organization, individual or company without assigned space will be permitted to display or distribute products or literature, or solicit business within the hall. Underwriters 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 underwriters: 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 underwriter with or without giving cause. If cause is not given, liability shall not exceed the return to the underwriter of the amount of the fee unearned at the time of the selection. If an exhibit or underwriter 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 booths or backdrops, provided they can be accommodated within their individual 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 underwriters 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 AICPA/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 underwriter. The AICPA reserves the right to prohibit or eject 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 expenses.

Professional conduct: Underwriters 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. Underwriters 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: Underwriter 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 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 hall or otherwise securing all equipment, supplies and other materials at the close of each conference day.

Shipping/drayage/storage: Underwriters 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 underwriter.

Fire, safety and health: Federal, state and local laws covering fire, safety and health must be strictly observed. Aides 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: Underwriters or their representatives must not injure or deface the walls or floors of the building. When such damage occurs, the underwriter 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 space: Cancellations received 60 days or more prior to the conference will entitle the underwriter to a refund minus 10 percent (10%) of the 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 888.316.9536 or email amorris@morrismarketinginc.com.

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 underwriter 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 underwriter's claims and demands his pro rata amount of all funds paid by all exhibitors.

Liability: The underwriter 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 third party 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 anything in connection therewith, excluding any such liability caused solely by the gross negligence of the owner of the host facilities, its employees and agents.

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

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 limitations 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.