



2024

ANNUAL MEETING

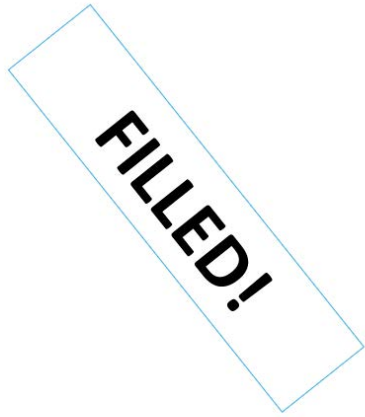
16 - 19 October 2024 | Grapevine, TX

Exhibits | Advertising | Sponsorship



SPONSORSHIP OPPORTUNITIES

Thursday Evening Reception



Conference Wifi

Sponsorship includes:

One (1) complimentary booth rental (premier location)

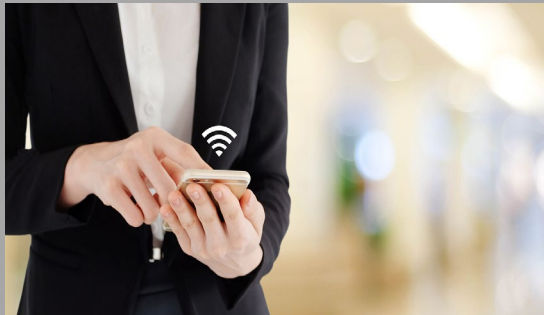
Sponsor recognition on the conference website, printed At-A-Glance program, signage throughout the exhibit hall, and conference app/online planner

Sponsorship also includes a sponsor splash screen displayed each time a user logs into the wifi network

Acknowledgement at the Keynote Address and Annual Luncheon

Ten (10) complimentary conference registrations

Sponsorship: \$20,000
(single or split sponsorship available)



Wednesday or Friday Reception

Sponsorship includes:

One (1) complimentary booth rental

Sponsor recognition on the conference website, printed At-A-Glance program, signage throughout the exhibit hall, and conference app/online planner

Acknowledgement at the Keynote Address and Annual Luncheon

Ten (10) complimentary conference registrations

Anticipate Attendance: 800 – 1,000

Sponsorship: \$12,000
(single or split sponsorship available)



Conference App & Online Planner

Sponsorship includes:

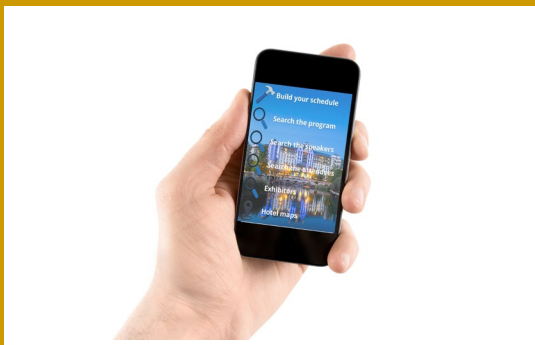
Sponsor logo displayed each time the app or online planner is opened
Sponsor recognition on the conference website, printed At-A-Glance program, and signage throughout the meeting space

Acknowledgement at the Keynote Address, Annual Luncheon and special events

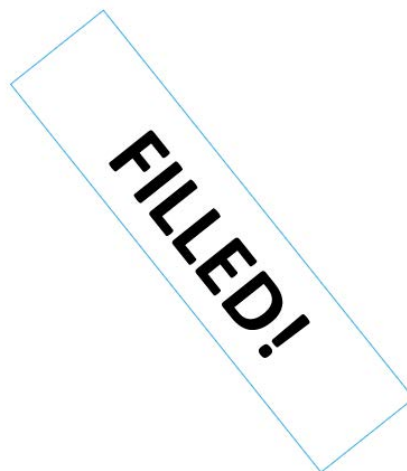
Eight (8) complimentary conference registrations

Average daily users: 1,200

Sponsorship: \$7,500
(single or split sponsorship available)

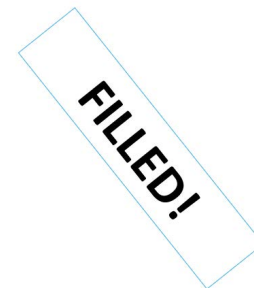


Doctoral Student Consortium



Women's Networking Luncheon

Sponsorship: \$3,500



Assistant Professors' Breakfast

Sponsorship: \$3,000



Anticipated Attendance: 75

Coffee Breaks

Thursday (AM & PM): \$4,000

Friday (AM Only): \$2,000



Conference Lanyard Sponsorship

Sponsorship: \$2,500

Receive high-level visibility through exclusive sponsorship of the official conference lanyard.



Keynote Address

FILLED!

Diversity in Emerging Scholars Initiative

Sponsorship: \$2,000

FILLED!

Innovation in Teaching Award

Sponsorship: \$2,000

FILLED!

Best Paper Award Sponsorship (\$1,000 per award)

- Corporate Finance
- Financial Markets & Institutions
- Investments (FILLED)
- Market Microstructure (FILLED)
- Options & Derivatives (FILLED)

Sponsorships include:

Sponsor recognition on the conference website, printed At-A-Glance program, signage throughout the meeting space, sponsored event and on the conference app/online planner.

Acknowledgement at the Keynote Address, Friday Luncheon, Doctoral Student Consortium, Women's Networking Luncheon, Assistant Professors' Breakfast, Diversity in Emerging Scholars Initiative, and Innovation in Teaching Award Presentation Session.

EXHIBIT AND ADVERTISING OPPORTUNITIES

EXHIBIT OPPORTUNITIES

BOOTH RENTAL: \$1,500



**CLICK HERE TO RESERVE YOUR
BOOTH AND BANNER AD!**

ADVERTISING

Banner Ad

Rotating banner ad appearing randomly above descriptions in the conference app and online planner

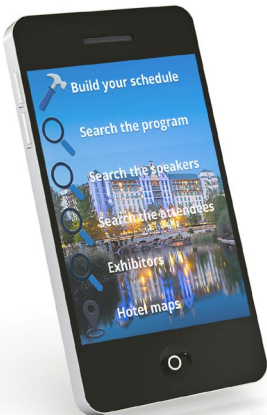
\$750

CONFERENCE APP

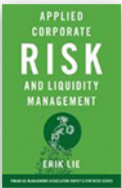
Banner Ad Specifications

- Please provide an image file in .png format at 640w x 160h or 680w x 80h (72dpi)
- Text must be readable at a 320w x 80h resolution

**File submission deadline:
6 September 2024**



BANNER AD EXAMPLES



Newest Release!

Applied Corporate Risk and Liquidity Management
Erik Lie

FMA Survey & Synthesis Series

Cengage

**Looking for the
Latest in Finance?
We've Got You Covered.**
cengage.com/discipline-finance



EXHIBIT INFORMATION

Exhibit Space Assignment

Assignment of space is on a first-come, first-served basis. Please provide up to four (4) alternate selections of space on the Order Form. Refer to the diagram in this brochure for booth numbers and locations. FMA reserves the right to make appropriate changes in exhibitor locations as it deems necessary for the overall success of the Exhibit.

Exhibit Space Rentals

Exhibit booths are 10' x 10'. Exhibit space includes an 8' backwall drape, 3' siderails and an identification sign. All booth furnishings, booth carpeting, electrical and telephone connections, and special equipment are the sole responsibility of the exhibitor.

Location

The Exhibit Hall will be in Longhorn Hall E; **the space is NOT CARPETED.**

Schedule

Set Up: Wednesday, 16 October, 12:00 pm – 4:30 pm

Late access is NOT AVAILABLE.

Tear Down: Friday, 18 October, 5:00 pm – 9:00 pm

Show Days and Times

Thursday, 17 October: 8:00 am – 5:00 pm

Friday, 18 October: 8:00 am – 5:00 pm

Drayage Services

All drayage and decorating services will be handled by Freeman. Exhibitors will receive a link to the drayage and decorating kits in summer, 2024.

Hotel Reservations

The host hotel is the Gaylord Texan Resort. The group room rate is \$245 (single/double); specific room types and locations are also available.

[Click Here for Reservations](#)

Nature of the Annual Meeting Exhibits

The Annual Meeting is an educational and research-oriented conference of a scientific nature. The Annual Meeting exhibits are designed to complement the aspects of the Annual Meeting sessions. The goal of the Association in holding exhibits at the Annual Meeting is to provide another avenue for the exchange of ideas and information on existing educational technologies and applications, new concepts and innovative designs, and the availability of products and services.

Qualifications:

Eligibility is limited to exhibitors whose products are deemed to be of interest to attendees of the FMA Annual Meeting. All applicants are required to submit the nature of their business and the scope of their products and/or services to be exhibited. This and other information are required on the [Exhibitor Application Waiver and Meeting Code of Conduct](#), which must be completed by each vendor seeking to exhibit at the conference. FMA reserves the right to reject any application to exhibit.

Proper Use of Exhibit Space

The space contracted is to be used solely for the Exhibitor whose name appears on the Exhibitor Application. Exhibitors may not reassign, sublet, or allow other companies to use the whole or a part of the space assigned by FMA without written consent of FMA. Exhibitors may not display or advertise any goods or services not manufactured, distributed, or otherwise provided by the exhibiting company during the normal course of business. All displays, demonstrations, sales activities, etc., must be contained within the booth space. Exhibitors may not impede traffic through the aisles. FMA policy restricts representatives or organizations that have not been assigned an official exhibit booth space from soliciting business and from distributing promotional materials of any type within the Exhibit Hall area or any other areas. Those caught doing so will be immediately asked to leave.

Sales and/or Solicitation of Orders

Sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, businesslike manner and the exhibitor complies with all state and local tax regulations. FMA reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

Violations of Rules and Regulations

FMA reserves the right to remove exhibits that have been falsely reserved, or deemed unsuitable, objectionable or detract from the general order of exhibits. Violations of these rules and regulations will afford FMA the right to prohibit Exhibitor from exhibiting at the current year's conference (in which case Exhibitor shall forfeit its booth payments) and/or prohibit Exhibitor from exhibiting at the following year's conference.

Indemnification

Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to Exhibitor's displays, equipment, or other property brought upon the premises of the Hotel and agrees to indemnify, defend and hold harmless the Group, the Hotel and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the hotel premises excluding any liability caused by the negligence of the Group and the Hotel or its owners, servants, agents, or employees.

Exhibitor shall indemnify, hold harmless and defend the FMA, its directors, officers, agents and employees for and from any and all losses, claims, liability, damage, action, judgment recovered from or asserted against them or other expense (including, without limitation, attorney's fees and expense) arising out of or relating to the Exhibitor's use of the Exhibit Hall or from the conduct of the Exhibitor's business or from any activity, work or things which may be permitted or suffered by the Exhibitor's in or about the Exhibit Hall or from any breach or default in the performance of any obligation on the FMA's part to be performed under any provision of the agreement or arising from any negligence of the Exhibitor or any of its agents, contractors, employees or invitees, including, but not limited to, the use of patented, trademarked or copyrighted materials, equipment, devices, processes or dramatic rights furnished to or used by the Exhibitor or other persons in connection with the FMA's use of the Exhibit Hall. The Exhibitor hereby assumes all risk of damage to its property placed in the Exhibit Hall or injury to its officers, directors, employees, agents, contracts, invitees or any attendees at the Conference or in or about the Exhibit Hall from any cause, and hereby waives all claims in respect thereof against the FMA except to the extent such damage results directly from the negligence of the FMA.

Liability: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss, or damages arising directly from the hotel's own negligence.

FMA makes no guarantees and assumes no liability with regard to traffic through the exhibit area, sales by exhibitors, or other measures of profitability of the exhibits at this event.

Booth Usage - Audio Restrictions

The use of taped music (cassette tapes, CD's, MP3 players or streamed music) is not allowed in the Exhibit Hall at any time unless the Exhibitor holds an exclusive licensing agreement with the music provider. Proof of this licensure must be provided to the FMA prior to show opening.

Nondiscrimination

Exhibitor agrees to comply with all federal, state and local laws prohibiting discrimination by reason of race, color, age, sex, marital status, sexual orientation, political ideology, creed, religion, ancestry, national origin or the presence of any sensory, mental or physical handicap or the use of a trained guide dog by a blind, deaf or physically disabled person.

Laws and Requirements

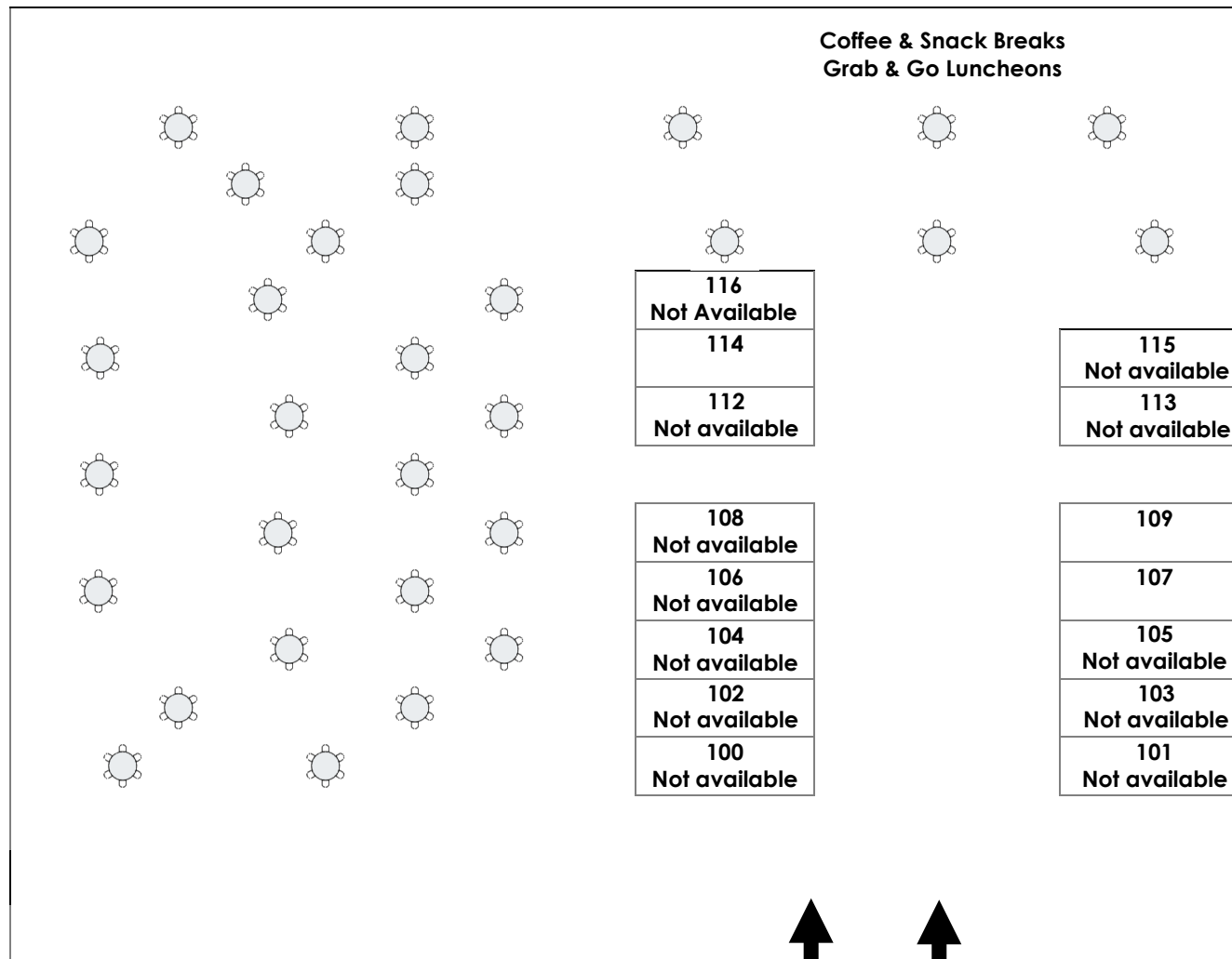
Exhibitor will comply with all laws of the United States and the State of Illinois; all municipal ordinances; and all lawful orders of police and fire departments or any other municipal authority; and will obtain, and pay for, all necessary permits, taxes and licenses; and will not do nor suffer to be done anything on said premises during the exhibition hours (included set-up and dismantle hours) in violation of any laws, ordinances, rules or orders.

Cancellation of Lease

The Exhibitor shall have the right to cancel this agreement at any time by written notice to FMA. If such cancellation is received prior to **18 September 2024**, FMA shall refund any payments already made by the exhibitor. If rental is canceled after **18 September 2024**, FMA will refund rental payments made by the exhibitor only if the space can be re-rented at no loss to FMA.

Gaylord Texan Resort & Convention Center

Longhorn Hall E



Booth locations are estimates and not-to-scale.



Conference Registration
Placement Center

