



**AICPA® & CIMA®**

Together as the Association of International  
Certified Professional Accountants

# 2024

Sponsorship and  
exhibitor opportunities preview

## **Dealership Conference**

Oct. 24–25

Caesar's Palace Las Vegas

Las Vegas, NV and live online

# About the conference

The AICPA & CIMA Dealership Conference offers a comprehensive education on topics affecting accounting and finance professionals at all types of dealerships, including auto, truck, motorcycle, boat, ATV, and RV. It continues to be one of the only conferences featuring in-depth discussions on accounting, auditing, tax, legislation and political issues facing the profession.

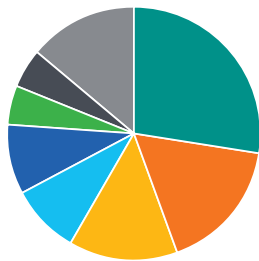
There are many opportunities to network with other professionals from across the country, affording you the unparalleled opportunity to showcase your products and services.

## Attendee demographics

CPAs with auto dealer clients; dealership professionals, including owners, general managers, CFOs, CEOs, controllers and auto manufacturer representatives.

Expected attendance: 550

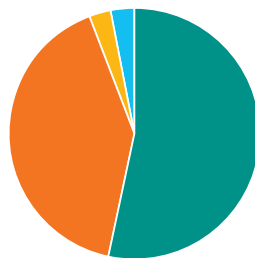
### Top titles



- Partner 28%
- CFO 17%
- Senior Manager/Manager 14%
- Controller 9%
- Staff 9%
- Sole Practitioner/Shareholder/Owner 5%
- Accounting Financial Reporting – Director/Manager 5%
- Other 14%

### Business category

(public accounting firms only)



- Public accounting 38%
- Business and industry 29%
- Consulting Firm 2%
- Other 2%

### Firm size



- 1–50 employees 44%
- 51–99 employees 16%
- 100–1,000 employees 20%
- 1,000+ employees 8%

# Reimagine leadership

## Become a sponsor

### All sponsorship packages include

- Logo on intermission slides played between sessions on-site and online
- Sponsor recognition on-site and online
- Company profile on mobile app with link to company website
- Sponsor placement and recognition in Sponsor & Exhibitor Directory
- Pre- and post-conference attendee list with USPS addresses only (no email addresses) for one-time use
- Promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions with attendees (does not include private events)
- Option to purchase additional discounted CPE badges

## Executive-level status.

How do I become an executive-level sponsor?

Strategically build your custom sponsorship package from our à la carte offerings!

Platinum  
Starting at \$20,500

Gold  
Starting at \$18,500

Silver  
Starting at \$15,500

### Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Exhibit booth (platinum and gold only)
- ▶ Additional on-site Expo-only badges (1 per 10x10)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

# Speaking sponsorship

\$12,000

**Solution session**

**Present an educational topic in your area of expertise.**

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- 50-minute live speaking opportunity worth 1 CPE credit
- Featured on main agenda reaching attendees on-site and online
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on main agenda on website, and mobile app
- Session recording available on Archives page for one year post-event
- *Session title, speaker and content subject to committee pre-approval*
- Two (2) CPE badges
- One (1) CPE speaker registration
- *This sponsorship is only available to Platinum & Gold Executive Sponsors*

\$8,000

**TECH demo**

**Host a demonstration to share the advantages and highlights of your product or services.**

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- 25-minute live speaking opportunity in exhibit hall
- Hosted during networking event and streamed live online
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on main agenda on website and mobile app
- *Session title, speaker and content subject to committee pre-approval*
- Two (2) CPE badges
- One (1) CPE speaker registration

# Technology sponsorships

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\$10,000

Wi-Fi

Exclusive

**Gain digital recognition for helping on-site attendees stay connected.**

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- Logo on back of each attendee badge with Wi-Fi information
  - Customized Wi-Fi password (subject to hotel guidelines)
  - Logo listed in mobile app with Wi-Fi information
  - Two (2) CPE badges
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\$10,000

Mobile app

Exclusive

**Increase your visibility pre-event with the launch of the app and post-event with year-long access.**

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- Logo on app splash screen
  - Logo in pre-event app download instruction email
  - Rotating banner ad
  - Two (2) CPE badges
- 

\$10,000

Power zone

Exclusive

**Increase exposure while attendees recharge devices during general sessions.**

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- Sponsor recognition in on-site power areas in general session meeting room
  - Logo listed in mobile app FAQs
  - Two (2) CPE badges
- 

\$8,500

Keynote alertness checks

**Maximize your brand online with this highly visible opportunity during a keynote.**

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- Logo featured on CPE alertness pop up during one (1) keynote
- CPE alertness pop-up 4–6 times during keynote
- Two (2) CPE All Access badges

# Networking sponsorships

\$15,000

Networking reception

Exclusive

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall.

- Priority bar placement near on-site exhibit booth (*when available*)
- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$10,000

Specialty bar

Get creative with an on-site specialty bar named after your company.

- Custom cocktail or beverage served during attendee networking opportunities
- Specialty bar placed near your exhibit space (*when available*)
- Sponsorship recognition on specialty bar
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$9,000/per day

Networking Lunch

Gain exposure while on-site attendees network over lunch.

- Sponsorship recognition throughout lunch
- Logo in agenda in mobile app
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$8,500/per day

All-day coffee

Build brand recognition as on-site attendees grab a beverage between sessions.

- Sponsor recognition on each beverage station
- Logo printed on coffee sleeves placed on each station
- Logo in agenda on mobile app
- Placement near exhibit booth (*when available*)
- Two (2) CPE badges



# Networking sponsorships

\$8,000/per day

## Breakfast

Kick off the day with brand exposure before the start of the on-site sessions.

- Priority food station placement near your booth (*when available*)
- Sponsorship recognition throughout breakfast
- Logo in agenda on mobile app
- Two (2) CPE badges

\$7,500

## Specialty Breakfast Station

Reach on-site attendees as they start the day by providing a healthy breakfast option.

- Protein-packed food item added to the continental breakfast (yogurt, breakfast burritos, hard-boiled eggs, etc.)
- Priority food station placement near your booth (*when available*)
- Two (2) CPE badges

\$7,500

## Break

Stay top of mind by keeping on-site attendees refueled and refreshed.

- Themed food station (ice cream, popcorn, assorted cookies, trail mix, etc.)
- Sponsorship recognition on each station
- Logo in agenda on mobile app
- Placement near exhibit booth (*when available*)



# Material sponsorships

\$12,000

Snack Box

New

**Generate excitement and easily attract leads with brand exposure to virtual attendees.**

- Logo with hyperlink in pre-event access email to all attendees (tracking link to be provided by sponsor)
- Dedicated Snack Box sponsor page on the conference's website
- Custom branded email to recipients with credit details
- Custom recipient landing page messaging
- Menu Top Banner on featured page
- Two (2) Menu Mid Banners on featured page
- One (1) 45-second commercial streamed online before one (1) general session
- Dedicated Snack Box sponsor transition slide displayed before all sessions
- Two (2) CPE All Access badges

\$10,500

Headshots

Exclusive

**Promote your brand throughout the entire event with one of the most popular on-site sponsorships.**

- AICPA & CIMA to provide a professional photographer for headshot photos on a chosen day
- Sponsor may supply invitations/cards to be distributed to attendees from booth
- Photographer will collect attendee names and email addresses
- Logo included in email sent to attendee to download one (1) headshot photo
- One (1) push notification on mobile app
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE badges

\$10,500

Lanyard

Exclusive

**Promote your brand throughout the entire event with one of the most popular on-site sponsorships.**

- Logo displayed on AICPA & CIMA provided lanyards
- Two (2) CPE badges



# Reserve your booth

## Exhibit booth with virtual listing

\$4,500

10x10 booth

### ▶ On-site 10x10 exhibit booth:

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) skirted table
- Two (2) chairs
- One (1) wastebasket

### ▶ Includes virtual listing

## Virtual listing only

\$2,000

Virtual listing

### ▶ Listing:

- Company description
- Logo
- Link to website
- Contact information
- One (1) Online CPE Badge  
(not included with tabletop package)

## Additional exhibitor benefits:

- ▶ Company profile on mobile app with link to company website
- ▶ Pre- and post-conference attendee list with USPS mailing addresses only (no email addresses) for one-time use
- ▶ Promotional marketing code offering \$100 discount off registration for your clients and prospects
- ▶ Invitation to attend all on-site food and beverage functions with attendees (does not include private events)
- ▶ Option to purchase additional discounted CPE badges and on-site Expo-only badges

# Increase your exposure

## Exhibit booth add-ons:

\$5,500

Music

Exclusive

**Increase exposure to online and onsite customers and prospects through music.**

- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Logo with hyperlink in pre-event access email to attendees
- Playlist with sponsorship recognition will be available for attendees to download.

\$5,500

Handouts

Exclusive

**Reach attendees each time they reference event materials.**

- Logo with hyperlink in pre-event access email to attendees
- Banner ad on *Handouts* page

\$4,500

Archives

Exclusive

**Stand out to prospective clients as attendees re-visit their favorite sessions.**

- Logo with hyperlink in pre-event access email to attendees
- Logo with hyperlink in post-event archive email to attendees
- Banner ad on *Archives* page

\$3,000

Commercial package

**Deliver your targeted message to a captive audience.**

- One (1) 30-second commercial play before one (1) session streamed on-site and online (*excludes general sessions*)
- Commercial visible by all attendees via *Archives* page (added 4–6 weeks post-event)
- *Commercial session selection is subject to availability and approval*

**Contact us today!**

[SPEXevents@hq.cpa.com](mailto:SPEXevents@hq.cpa.com)

**Start here →**



Founded by AICPA and CIMA, the Association of International Certified Professional Accountants powers leaders in accounting and finance around the globe.

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