



2024

Prospectus

Underwriter opportunities

**Conference on Current
SEC & PCAOB Developments**

Dec. 9–11

The Washington Hilton
Washington, DC, and live online

About the conference

At the AICPA® & CIMA® 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 the latest accounting and reporting issues that affect SEC reporting entities and their auditors. Networking opportunities exist throughout the conference, allowing you to reach many senior financial professionals and CPAs.



Reimagine leadership.

Be an underwriter.

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

Underwriter benefits

- Logo on intermission slides played between sessions on-site and online
- Underwriter recognition on-site and online
- Company profile on mobile app with link to company website
- Underwriter placement and recognition on the Sponsor & Exhibitor Directory
- Promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions and online activities with attendees (does not include private events)
- Option to purchase additional discounted CPE badges
- Tabletop space and virtual listing (please see below)

Exhibit space and virtual listing

Tabletop space:

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

Virtual listing:

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

Technology opportunities

Exclusive

\$25,000

Power zone

Increase exposure while attendees recharge.

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

Exclusive

\$25,000

Wi-Fi

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

- Logo on the 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

Exclusive

\$25,000

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed on-site and online before one (1) general session
- Two (2) additional commercial plays throughout the event
- One (1) banner ad to rotate with other conference ads and sponsor ads on virtual platform digital lobby
- Logo with a hyperlink in pre-event access email to all attendees
- *Commercial session selection is subject to availability and approval*
- Two (2) CPE badges

Exclusive

\$20,000

Mobile app

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

- Logo on the app splash screen
- Logo in pre-event app download instruction email
- (1) banner ad to rotate with other conference ads and sponsor ads on virtual platform digital lobby
- Two (2) CPE badges

Technology opportunities

Exclusive

\$20,000

Closed captioning

Maximize your brand with this multi-channel package providing visibility in all online sessions.

- Sponsor recognition in closed captioning messages before every online session
- One (1) 30-second commercial play per day streamed on-site and online
- Logo with the hyperlink in Virtual Conference Lobby
- Logo with a hyperlink in pre-event access email to attendees
- *Commercial session selection is subject to availability and approval*
- Two (2) CPE badges

Exclusive

\$18,000

Archives

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

- Logo with a hyperlink in pre-event access email to attendees
- Logo with a hyperlink in post-event archive email to attendees
- Banner ad with a hyperlink on *Archives page*
- Two (2) CPE badges

Exclusive

\$18,000

Music

Increase exposure to online and on-site customers and prospects through music.

- Sponsor recognition in a text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Logo with a hyperlink in pre-event access email to attendees
- Playlist with sponsorship recognition will be available for attendees to download
- Two (2) CPE badges

Exclusive

\$15,000

Handouts

Reach attendees each time they reference event materials.

- Logo with a hyperlink in pre-event access email to attendees
- Banner ad with a hyperlink on the *Handouts page*
- Two (2) CPE badges

Exclusive

\$15,000

Session alertness checks

Highly visible branding in select online sessions

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Eight (8) pre-selected sessions (excludes general sessions)
- Two (2) CPE badges

Material opportunities

Exclusive

\$25,000

Hotel key cards

Maximize message visibility on-site every time attendees use their key cards

- Customized branding on the front of one (1) key card provided at hotel check-in
- Key cards provided to all attendees in the AICPA & CIMA room block
- Two (2) CPE badges

Exclusive

\$20,000

Lanyard

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

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

Exclusive

\$20,000

Notebook & pen

Promote your brand as attendees take session notes.

- Logo on notebook and pen provided to on-site attendees
- Two (2) CPE badges



Networking opportunities

Exclusive

\$25,000

Reception

Receive prominent recognition as attendees and underwriters mingle.

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

\$20,000

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 underwriting
- One (1) reserved table for the sponsor to invite conference attendees
- Two (2) CPE badges

\$20,000/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 space (*when available*)
- Two (2) CPE badges

\$18,000

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 space (*when available*)
- Two (2) CPE badges

Increase your exposure.

Underwriter add-ons:

\$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 keynotes)
- Commercial visible by all attendees via the *Archives* page (added 4–6 weeks post-event)
- Logo on a post-session email sent to all online session participants
- *Commercial session selection is subject to availability and approval*

Contact us today!

SPEXevents@hq.cpa.com

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