

Together as the Association of International Certified Professional Accountants

2024

Sponsorship and exhibitor opportunities

National Tax Conference

Nov. 11–12 Omni Shoreham Washington, DC, and live online

About the conference

National Tax

The AICPA® & CIMA® National Tax Conference assembles the most prominent group of national tax professionals and government leaders. Attendees come for the most up-to-date tax information, changes in federal tax laws, as well as a full day of presentations by key IRS officials. This is your chance to engage and sell them with outstanding networking and exhibit time.

Sophisticated Tax

The AICPA & CIMA Sophisticated Tax Planning for Your Wealthy Clients is led by top-level financial experts who will discuss IRS initiatives, estate taxes, proven retirement techniques, life insurance planning and more. Participants will receive tax updates and cutting-edge strategies to offer strategies and solutions to their wealthy clients while also enhancing their status as trusted advisers. This "how-to" conference also includes a networking reception where the participants can share ideas and create new contacts with the industry's best.





Reimagine leadership

Be a sponsor.

Sponsor benefits

- 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 the company website
- Sponsor placement and recognition on 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 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 executive-level sponsorship package from our à la carte offerings!

Platinum Starting at \$18,000

Gold Starting at \$15,000

Silver Starting at \$12,000

Executive-level sponsor benefits

- ► All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ► Includes virtual listing (see page 9 for details)
- ► Tabletop exhibit space (platinum and gold only)
- ► Additional on-site Expo-only badges (1 per exhibit space)
- ► Additional CPE badges (3 platinum, 2 gold, 1 silver)



Speaking sponsorship

\$10,000

Solution session

Present an educational topic in your area of expertise.

- 50-minute live speaking opportunity worth 1 CPE credit
- · Featured on the 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 the main agenda 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
- · Platinum- and gold-level only

\$9,000 Learning lab

Host a TED Talk-style presentation with an educational focus.

- 20-minute live speaking opportunity, no CPE
- Hosted during the 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

Exclusive

\$10,000

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 the hyperlink in pre-event access email to all attendees
- · Commercial session selection is subject to availability and approval
- Two (2) CPE badges

Exclusive

\$10,000

Session alertness checks

Highly visible branding in select online sessions.

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Ten (10) pre-selected sessions (excludes general sessions)
- Two (2) CPE badges

Exclusive

\$9,000

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

\$8,000

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
- One (1) banner ad to rotate with other conference ads and sponsor ads on virtual platform digital lobby
- Two (2) CPE badges



Technology sponsorships

Exclusive

\$7,500

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 the hyperlink on pre-event access email to attendees
- · Commercial session selection is subject to availability and approval
- Two (2) CPE badges

Exclusive

\$7,500

Music

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

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

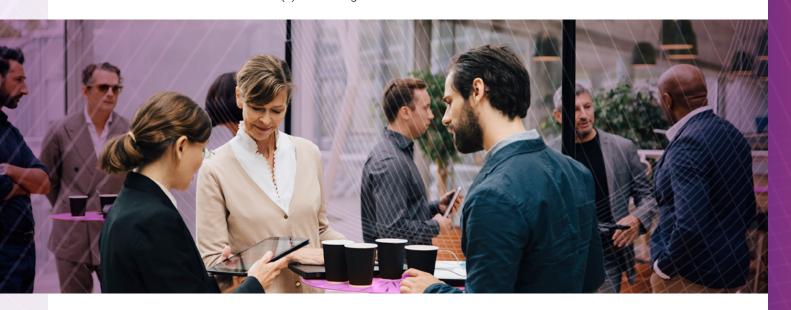
Exclusive

\$7,500

Power zone

Increase exposure while attendees recharge devices during general sessions.

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





Material sponsorships

Exclusive

\$8,000

Lanyard

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

Networking sponsorships

Exclusive

\$15,000

Reception

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

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

\$9,500 Lunch

Gain exposure while on-site attendees network over lunch.

- Sponsorship recognition throughout lunch
- · Logo in agenda on mobile app
- Mobile app push notification promoting sponsorship
- One (1) reserved table for the sponsor to invite conference attendees
- Two (2) CPE badges

\$9,000

Specialty bar

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

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



Networking sponsorships

\$9,000

Breakfast

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

- · Sponsorship recognition on breakfast stations
- · Logo in agenda on the mobile app
- Priority food station placement near the exhibit space (when available)
- Two (2) CPE badges

\$8,500

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 the mobile app
- · Placement near exhibit space (when available)
- Two (2) CPE badges

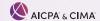
\$8,500/day

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 the mobile app
- Placement near exhibit booth (when available)
- · Two (2) CPE badges





Reserve your exhibit space.

Exhibit space and virtual listing

Virtual listing

\$4,500

Tabletop exhibit:

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

\$2,000

Virtual listing:

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

Includes virtual listing - - - -

Additional exhibitor benefits:

- Company profile on mobile app with link to the company website
- ▶ 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 space add-ons:

Exclusive

\$4,50

Archives

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

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

Exclusive

\$4,500

Handouts

Reach attendees each time they reference event materials.

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

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 the Archives page (added 4-6 weeks post-event)
- Logo on 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

Start here →



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