



**AICPA® & CIMA®**

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

\$4,500

### Tabletop exhibit:

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

**Includes virtual listing**

## Virtual listing

\$2,000

### Virtual 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 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

\$4,500

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*

\$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 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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