



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants®

2024

Sponsorship and
exhibitor opportunities

Cannabis Industry Conference

Aug. 12–14

Gaylord Rockies Resort & Convention Center
Aurora, CO

Gain from our perspective.

With more states across the U.S. and countries worldwide legalizing this controlled substance for medical and recreational use, CPAs will have more clients investing or expanding their business into this sector and need to be prepared for complex, ever-changing requirements.

Whether you are already working in this niche or looking to expand into it, this conference offers a variety of sessions over two days covering key industry news and insights, including taxation in the U.S. and Canada, including an update from the IRS and specific sessions covering entity selection 280E. Gain an understanding of how to audit or build a cannabis accounting practice and develop an awareness of the risks and opportunities to become a specialist in this subject.

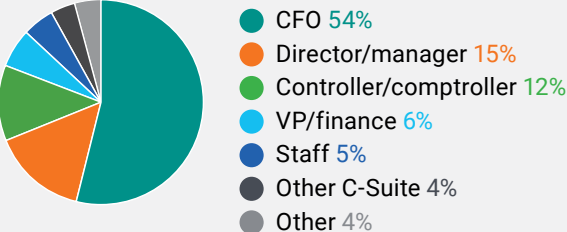
Attendee demographics

286 attendees

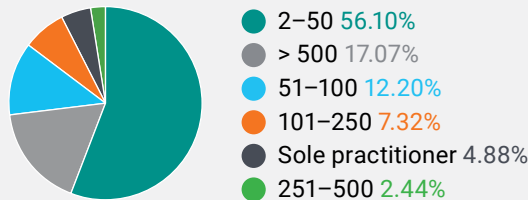
Business category



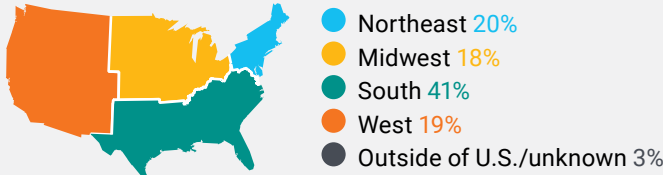
Top titles



Firm size



Attendees by region



Reimagine leadership

Be a sponsor

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

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
- Pre- and post-conference attendee list with USPS mailing 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

Reach executive-level status

Easily become an executive-level sponsor based on your total spend and earn exclusive brand-building perks!

Platinum
starting at \$19,000

Gold
starting at \$16,000

Silver
starting at \$14,000

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Tabletop exhibit (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 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 the conference's *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*

Technology sponsorships

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

\$8,500

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 replays throughout the event
- One (1) banner ad with a hyperlink on the 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

\$8,500

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

Technology sponsorships

Exclusive

\$8,000

Mobile app

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

- Logo on app splash screen
- Logo in pre-event app download instruction email
- Banner ad on mobile app home screen
- Two (2) CPE badges

Exclusive

\$8,000

Power zone

Increase exposure while attendees recharge devices during general sessions.

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

Exclusive

\$6,500

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
- One (1) CPE badge

Exclusive

\$6,500

Closed captioning

Maximize your brand with this multichannel 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*
- One (1) CPE badge

Material sponsorships

Exclusive

\$12,000/day

Professional headshots

Offer attendees a chance to update their headshot while increasing traffic at your booth.

- AICPA & CIMA to provide a professional photographer for headshot photos
- Sponsor may supply invitations/cards to be distributed to attendees from booth
- Logo included in email sent to attendee to download one (1) headshot photo
- Customized pre-download landing page
- One (1) push notification on mobile app
- Dedicated intermission slide displayed between sessions on the day of headshots
- Two (2) CPE badges

Exclusive

\$10,000

Notebook and pens

Promote your brand as an attendee takes session notes.

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

\$8,000

Guest Room Drop

Elevate your company with a gift delivered to each attendee on-site guest room.

- One (1) sponsor-provided promotional item placed in guest rooms
- Item provided to all attendees in AICPA & CIMA room block
- Two (2) CPE All Access badges

Exclusive

\$7,500

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

Off-site attendee activity

If you are interested in sponsoring a creative off-site opportunity, please contact our SPEX team.

Networking sponsorships

\$9,000

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

\$8,500

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

\$8,000/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 booth (*when available*)
- Two (2) CPE badges

\$7,500

Breakfast

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

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

\$6,500

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*)
- One (1) CPE badge

Reserve your exhibit space

Exhibit space and virtual listing

\$4,500 | Tabletop

▶ Tabletop space:

- 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 only

▶ 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 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

Enhance your experience

Exhibit space add-ons:

Exclusive

\$4,500

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 the conference's *Archives* page

Exclusive

\$4,500

Handouts

Reach attendees each time they reference event materials.

- Logo with hyperlink in pre-event access email to attendees
- Banner ad with hyperlink on the conference's *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 →](#)



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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