

2021

Prospectus

Sponsorship and exhibitor opportunities

Oil & Gas Conference

Nov. 9–10

Grand Hyatt Denver, Denver, CO,
and live online

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Oil & Gas Conference

The Oil & Gas 2021 in-person and online conference, jointly developed by the AICPA and PDI, has what is considered to be the most comprehensive education of topics affecting accounting professionals in the Oil & Gas Industry.

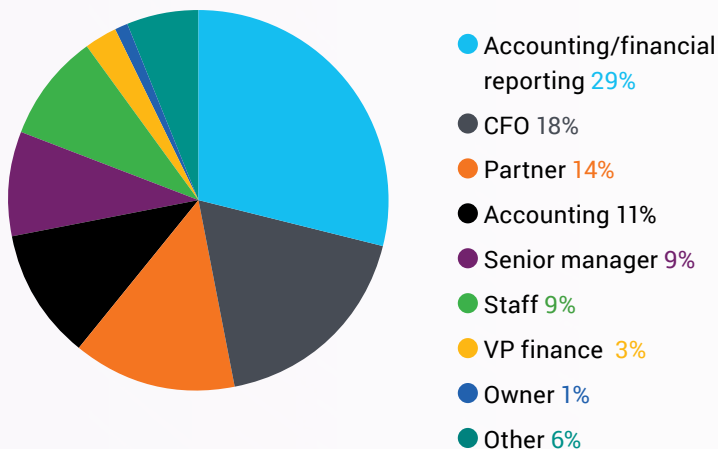
It continues to be one of the only conferences that offers in-depth discussions on accounting, auditing, tax, legislative and political issues facing the industry — both domestic and abroad.

Exhibitors have the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads. There are many on-site and online opportunities to network with other professionals from around the country, affording you the unparalleled opportunity to promote your products and services.

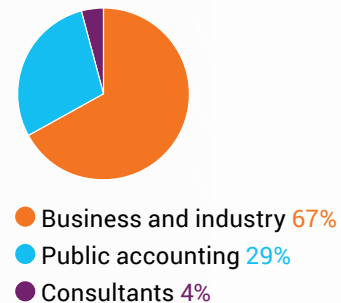
About PDI — The AICPA® has again partnered with PDI, a not-for-profit corporation established to benefit the University of North Texas. PDI is a worldwide leader in oil and gas financial education, providing a link between academia and the global workforce.

Attendee demographics

Top titles



Business category



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 company website
- Sponsor recognition on exhibitor listing on AICPAConferences.com Sponsor & Exhibitor Directory post-conference
- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Access to 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

Reach executive-level status.

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

Platinum — \$20,000

Gold — \$17,000

Silver — \$14,000

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Premium booth location/placement
- ▶ One (1) on-site Expo-only badge
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

Speaking sponsorships

\$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*)
- Session listed on main agenda on website, AICPAConferences.com and mobile app
- Session recording available on AICPAConferences.com *Archives page* for one year post-event
- Two (2) CPE badges
- One (1) CPE speaker registration
- *Only available to executive-level sponsors*

\$7,200

Tech Demo*

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

- 25-minute live product demonstration (no CPE credit)
- Featured in Exhibit Hall during a networking event and streamed live online
- Session attendee contact information (includes email addresses)
- Session listed on main agenda on ENGAGE website, AICPAConferences.com, mobile app and signage
- Two (2) CPE All Access badges
- One (1) CPE All Access speaker registration

*Session title, speaker and content subject to committee pre-approval

“My top reasons for attending are to gain insights into current events/trends, and networking with others.”

— Oil & Gas Conference attendee

Technology sponsorships

\$9,500

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 plays throughout the event
- Banner ad with hyperlink on AICPAConferences.com digital lobby
- Dedicated tab with hyperlink on AICPAConferences.com navigation bar
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$8,500

Wi-Fi

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

- Logo on back of each attendee badge with Wi-Fi information
- Logo listed in mobile app FAQs
- Sponsor recognition on on-site signage
- Two (2) CPE badges

\$8,000

Closed captioning

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

- Sponsor recognition in text closed captioning message before every online session
- One (1) 30-second commercial play per day streamed on-site and online
- Logo with hyperlink on AICPAConferences.com digital lobby
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$7,500

Mobile app

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

- Logo on app splash screen
- Logo in pre-event app download instruction email to all attendees
- Logo on virtual lobby help desk with direct link to booth
- Rotating banner ad
- Sponsor recognition on on-site signage
- Two (2) CPE badges

Technology sponsorships

\$7,500

Archives

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 with hyperlink on AICPAConferences.com *Archives page*
- Two (2) CPE badges

\$7,500

Handouts

Reach attendees each time they reference event materials.

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

\$7,500

Technical support

Enhance brand recognition while attendees find online support and assistance.

- Banner ad with hyperlink on AICPAConferences.com *Technical Support page*
- Logo with hyperlink in pre-event access email to attendees
- Logo on virtual lobby help desk with direct link to booth
- Two (2) CPE badges

\$7,500

Music

Increase exposure to online 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
- Two (2) CPE badges

Material sponsorships

\$10,000

Hotel key card

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

- Logo on two (2) key cards provided at hotel check-in
- Key cards provide to all attendees in AICPA room block
- Two (2) CPE badges

\$10,000

Lanyard

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

- Logo displayed on AICPA provided lanyards
- Sponsor recognition on on-site signage
- Two (2) CPE badges

\$9,000

Face mask

Receive unlimited brand exposure with every on-site attendee.

- AICPA-provided face mask with sponsor logo
- Included in welcome kit distributed to all on-site attendees at registration
- Sponsor recognition at on-site safety station
- Two (2) CPE badges

\$8,500

Hand-sanitizer stations

Place your brand directly in the hands of on-site attendees.

- Logo on hand-sanitizer stations placed throughout the conference center and Exhibit Hall
- Up to three (3) branded exposure points with sponsorship recognition
- Two (2) CPE badges

\$7,000

Safety products

Promote your brand on-site while supporting attendees' well-being.

- AICPA-provided safety products with sponsor branding
- One (1) of the following examples: hand sanitizer, sanitizing wipes, etc.
- Included in welcome kit distributed to all on-site attendees at registration
- Sponsor recognition at on-site safety station
- Two (2) CPE badges

Networking sponsorships

\$12,000

Reception

Receive prominent recognition as on-site attendees mingle and bring fun to the online attendees with a high-visibility activity.

- Priority bar placement near your exhibit booth
- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)
- Opportunity to welcome online attendees to the reception
- Logo in agenda in mobile app and mobile app push notification promoting reception and sponsor
- Logo on signage in virtual Networking Lounge
- Two (2) CPE badges

\$8,000

Lunch

Gain exposure while on-site attendees network over lunch.

- Sponsor recognition throughout lunch
- Logo in agenda in mobile app
- Mobile app push notification promoting lunch and sponsor
- Two (2) CPE badges

\$8,000

Break

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

- Sponsor recognition on each food and beverage station
- Logo printed on napkins placed on each station
- Logo in agenda on mobile app
- Placement near exhibit booth
- Two (2) CPE badges

\$8,000 / 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
- Two (2) CPE badges

Reserve your booth

Package 1:

On-site tabletop booth and
3D virtual booth

\$3,500

► On-Site tabletop booth:

- Two (2) CPE badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket

Package 2:

3D virtual booth only

\$3,000

► 3D virtual booth only:

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Video upload
- Resources/handouts
- Personalized staff contact list
- Live private video chat
- Live public text chat
- Metrics and contact information with *email addresses* for users, visits, and downloads
- Two (2) CPE online badges

► Includes 3D virtual booth

Additional exhibitor benefits:

- Company profile on mobile app with a link to the company website
- Virtual exhibitor listing on AICPAConferences.com Sponsor & Exhibitor Directory post-conference
- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Access to 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 or on-site Expo-only badges

Enhance your experience

Exhibit booth 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 archives page (added 4–6 weeks post-event)
- Logo on online pre-session window
- Logo on post-session email sent to all online session participants
- One (1) online session handout
- *Commercial session selection is subject to availability and approval*

\$300

Bingo!

A fun and engaging game to bring attendees to your on-site and virtual booth. Points are earned while moving throughout the exhibit hall, visiting each participating exhibitor and learning about your products/services.

Attendees are entered into drawings for donated raffle prizes.

- Participant supplies prize of \$100 minimum value
- Recognition on virtual leaderboard
- Recognition on Bingo! on-site signage

Ready to get started?
Have questions?
Other sponsorship ideas?

Contact us today!

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Start here →

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