

2022

Sponsorship and
exhibitor opportunities

Construction & Real Estate Conference

Dec. 8-9

Gaylord Rockies, Denver, CO, and live online

Be a sponsor	3
Reach executive-level status	3
Speaking sponsorship	4
Technology sponsorships	5
Material sponsorships	6
Networking sponsorships	7
Reserve your booth	9
Enhance your experience	10

Moving forward in 2022

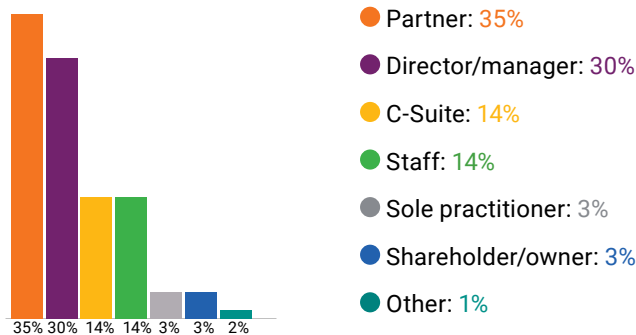
The Construction & Real Estate Conference provides the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with key decision-makers from both the construction and real estate industries. This year's hybrid event offers you the opportunity to reach both on-site and online attendees.

You'll have direct exposure to partner and managing partner-level decision-makers, industry CEOs, CFOs and CROs, thought leaders and finance and accounting professionals at a time buying decisions are being made.

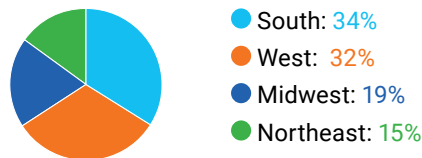
Over 900 attendees are eager to exchange ideas, talk with solution providers, explore the latest products and learn new processes. We invite you to keep your revenue channel active while elevating your organization's visibility among this key audience.

Attendee demographics

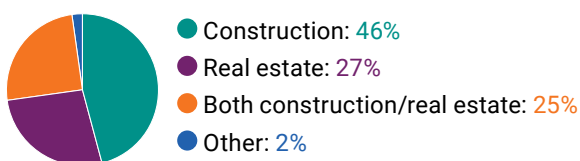
Top titles:



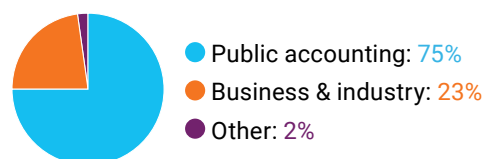
Attendees by region:



Attendee focus:



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 placement and recognition on AICPAConferences.com Sponsor & Exhibitor Directory
- Pre- and post-conference attendee list with USPS mailing addresses only (*no email 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 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 \$20,000

Gold
Starting at \$17,000

Silver
Starting at \$13,500

Executive-level sponsor benefits

- All above sponsor benefits
- Sponsor ad in intermission slides played between sessions on-site and online
- Scavenger hunt participation
- Premium exhibit booth (platinum & gold only)
- Additional on-site Expo-only badges (1 per 10x10)
- 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*)
- 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
- *Executive level only*



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

Technology sponsorships

\$12,500

Wi-Fi

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

- Logo on 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

\$10,500

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
- Banner ad with hyperlink on AICPAConferences.com in Virtual Conference 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*

\$10,000

Session alertness checks

Highly visible branding in select online sessions

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

\$9,500

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
- Rotating banner ad
- Two (2) CPE badges

\$8,500

Power zone

Increase exposure while attendees recharge devices during general sessions.

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

Material sponsorships

\$12,500

Step challenge

Build health and wellness while promoting your brand.

- AICPA to send a custom-branded email to attendees with challenge instructions
- Logo listed in mobile app FAQs
- Logo on step data collection survey
- Mobile app push notifications promoting challenge and winner
- AICPA-provided prize on behalf of sponsor – 2023 Conference registration
- Two (2) CPE badges
- Optional: additional sponsor-provided prize

\$10,000

Hand sanitizer station

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

- Logo on hand sanitizer stations placed throughout the conference center and exhibit area
- Up to three (3) branded exposure points
- 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 & CIMA provided lanyards
- Two (2) CPE badges

\$7,500

Scavenger hunt

Attract attendees to your booth with this fun and engaging game.

- Attendees earn points by visiting participating exhibitors for a chance to win prizes
- Sponsor supplied prize of \$100 minimum value
- Logo on attendee login screen
- Sponsor recognition on on-site signage and virtual platform
- Two (2) CPE badges

Networking sponsorships

\$13,500

Reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site exhibit hall.

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

\$12,000

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 sponsorship
- Two (2) CPE badges

\$8,500

Signature drink

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

- Custom cocktail or beverage served during the on-site networking reception
- Available at bar placed near your booth (*when available*)
- Sponsorship recognition on designated bar
- Mobile app push notification promoting signature drink and sponsor
- Two (2) CPE badges

Networking sponsorships

\$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 the on-site sessions.

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

\$7,000

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

Reserve your booth

Package 1:

On-site booth and virtual listing

\$4,000

▶ On-site 10x10 exhibit booth:

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket
- Pipe and drape

▶ Includes virtual listing

Package 2:

Virtual listing only

\$1,500

▶ Listing:

- Company description
- Logo
- Link to website
- Contact information

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 booth add-ons:

\$5,500

Music

Increase exposure to online and onsite 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
- Playlist will be available for attendees to download

\$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 AICPAConferences.com *Handouts page*

\$4,500

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*

\$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 *Archives page* (added 4–6 weeks post-event)
- *Commercial session selection is subject to availability and approval*

\$300

Scavenger hunt participant

Attract attendees to your on-site booth with this fun and engaging game.

- Attendees earn points by visiting participating exhibitors for a chance to win prizes
- Participant supplies prize of \$100 minimum value
- Recognition on on-site signage and virtual platform

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

Email us today!

SPEXevents@hq.cpa.com

[Start here →](#)



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