

2022

Sponsorship and
exhibitor opportunities

Employee Benefit Plans Conference

May 10–12
Gaylord Opryland,
Nashville, TN, and live online

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|------------------------------|----|
| 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 AICPA® & CIMA® Employee Benefit Plans Conference is an unprecedented event that brings together more than 1,000 participants for a rare opportunity to network with some of the industry's highest-level professionals. This conference brings auditors, tax professionals and plan sponsors together to discuss and debate issues of the day. This is one of the few events where attendees will hear directly from the Department of Labor and IRS on changes impacting both the tax and auditing sides of employee benefit plans. Reach attendees of this well-attended event through one of the many networking opportunities throughout the conference.



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
\$20,000

Gold
\$15,000

Silver
\$11,000

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 location near entrance or on corner
- ▶ 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

\$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
- 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

\$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
- Customized Wi-Fi password (subject to hotel guidelines)
- Logo listed in mobile app with Wi-Fi information
- Two (2) CPE badges

\$8,500

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

Technology sponsorships

\$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

\$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 Virtual Conference Lobby
- Logo with hyperlink in pre-event access email to attendees
- *Commercial session selection is subject to availability and approval*

Material sponsorships

\$9,500

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

\$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
- One (1) CPE badge

Networking sponsorships

\$12,000

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

\$9,000

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

\$8,000/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

Networking sponsorships

\$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

\$7,500

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

\$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
- Carpeted flooring

► **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

\$5,500

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)
- Logo on online pre-session window
- Logo on post-session email sent to all online session participants
- *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?

Contact us today!

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Start here →



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