

# 2021

## Prospectus

**Sponsorship and exhibitor opportunities**

### Cannabis Industry Conference

Nov. 8–9

Caesars Palace, Las Vegas, NV, and live online

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# Cannabis Industry Conference

A new learning experience covering the rapidly growing multi-billion-dollar cannabis industry, the AICPA® & CIMA® Cannabis Industry Conference covers key industry news and insights, including taxation in the U.S. and Canada, cannabis business valuations and specific sessions covering entity selection 280E.

Developed for professionals working in this niche or looking to expand into it, you will have the opportunity to connect with cannabis industry experts, CPAs, attorneys, and tax advisers. Put your products and services in front of professionals who are focused on deepening their understanding of how to audit or build a cannabis practice.

# 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
- 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 — \$16,000

Gold — \$13,000

Silver — \$11,000

### 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.

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- 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
- *Available to executive-level only*

\$8,500

## Learning lab\*

### Host a TED Talk-style presentation with an educational focus.

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- 20-minute live speaking opportunity, no CPE
- Featured in Exhibit Hall during networking event and streamed live online
- Session attendee contact information (*includes email addresses*)
- Session listed on main agenda on website, AICPAConferences.com and mobile app
- Two (2) CPE badges
- One (1) CPE speaker registration

\*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.**

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- 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

## Closed captioning

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

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- 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.**

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- 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.**

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- 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.**

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- 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.**

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- 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.**

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- 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

\$8,500

## Face mask

**Receive unlimited brand exposure with every on-site attendee.**

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- 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

\$7,500

## Hand-sanitizer stations

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

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- 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

\$6,500

## Lanyard

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

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

\$5,500

## Safety products

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

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- AICPA-provided safety products with sponsor branding
- One (1) of the following examples: hand sanitizer, sanitizing wipes, door pull
- 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

\$10,000

## Reception

**Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall.**

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- Priority bar placement near your exhibit booth
- 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 reception and sponsor
- Two (2) CPE badges

\$10,000/day

## All-day coffee

**Build brand recognition as on-site attendees grab a beverage between sessions.**

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- 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
- Optional: sponsor-provided coffee sleeves and/or stirrers

\$8,500

## Lunch

**Gain exposure while on-site attendees network over lunch.**

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



# Networking sponsorships

\$7,500

## Signature drink

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

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- Custom cocktail or beverage served during the on-site networking reception
- Available at bar placed near your booth
- Sponsor recognition on designated bar
- Mobile app push notification promoting signature drink and sponsor
- Two (2) CPE badges
- Optional: sponsor-provided branded napkins and/or stirrers

\$7,500

## Break

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

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- 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

\$6,000

## Virtual reception

**Bring fun to online attendees with this high-visibility activity.**

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- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)
- Opportunity to welcome online attendees to the reception
- One (1) 30-second online commercial played before one (1) session
- Logo in agenda in mobile app
- Logo on signage in virtual Networking Lounge
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

# Enhance your experience

## Reserve your booth

Package 1:

On-site booth and virtual exhibitor listing

Package 2:

Virtual exhibitor listing

\$4,000

Tabletop booth

\$3,000

Virtual exhibitor listing

### ▶ On-site tabletop booth:

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

### ▶ Virtual exhibitor listing:

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

### ▶ Includes virtual exhibitor listing!

## Additional exhibitor benefits:

- ▶ Company profile on mobile app with a link to the company website
- ▶ 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

## Exhibit booth add-on

\$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*

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

**Contact us today!**

**Gerry Charbonneau**

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**Start here** →

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