

# 2021

## Prospectus

**Underwriter opportunities**

## Conference on Current SEC & PCAOB Developments

Dec. 6–8

Marriott Marquis, Washington, DC,  
and live online

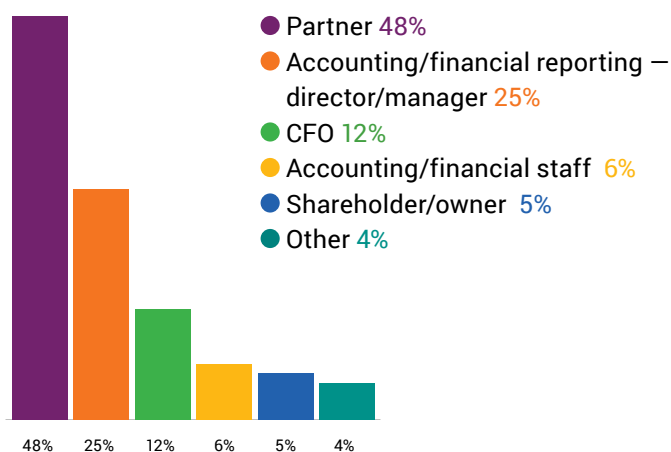
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# Conference on Current SEC & PCAOB Developments

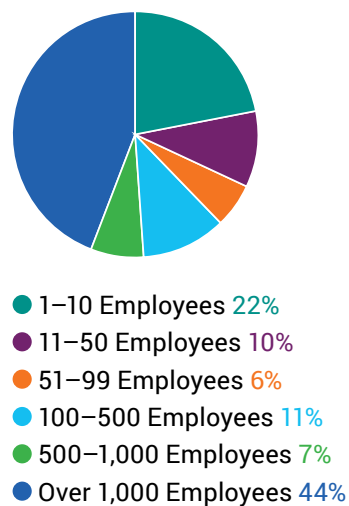
At the AICPA & CIMA Conference on Current SEC and PCAOB Developments, attendees obtain the latest and most comprehensive SEC and PCAOB updates directly from the regulators. The conference covers the latest accounting and reporting issues that affect SEC reporting entities and their auditors. Networking opportunities exist throughout the conference, allowing you to reach many senior financial professionals and CPAs.

## Attendee demographics

### Top titles



### Firm size



# Reimagine leadership

## Be an underwriter

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

### Underwriter benefits

- On-site and 3D virtual booth
- Logo on intermission slides played between sessions on-site and online
- Underwriter recognition on-site and online
- Company profile on mobile app with link to company website
- Underwriter listing on AICPAConferences.com Underwriter 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

## On-site and 3D virtual booth

### On-site tabletop booth:

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

### 3D virtual booth:

- 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 online badges

# Technology opportunities

\$15,000

## 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
- Recognition on on-site signage
- Two (2) CPE badges

\$15,000

## 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 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*

\$12,000

## 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
- Recognition on on-site signage
- Two (2) CPE badges

\$12,000

## Closed captioning

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

- 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*



# Technology opportunities

\$12,000

## 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

\$11,000

## 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

\$10,000

## Music

**Increase exposure to online customers and prospects through music.**

- Recognition in text welcome window of each online session
- Dedicated music underwriter slide displayed before all sessions
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges

\$9,500

## 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

# Material opportunities

**\$16,000**

## Hotel key cards

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

- Logo on one (1) key card provided at hotel check-in
- Key cards provided to all attendees in AICPA & CIMA room block
- Two (2) CPE badges

**\$15,000**

## 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 announcing winner
- AICPA provided prize on behalf of underwriter – 2022 conference registration
- Two (2) CPE badges
- Optional: additional underwriter-provided prize

**\$15,000**

## Face mask

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

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

**\$12,000**

## Lanyard

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

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

# Material opportunities

\$12,000

## Notepad & pen

### Logo on notepad and pen to be placed in session room.

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- Recognition on on-site signage
- Two (2) CPE badges

\$10,000

## 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 underwriter hall
- Up to three (3) branded exposure points with recognition
- Two (2) CPE badges

\$9,500

## Safety products

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

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

# Networking opportunities

\$15,000

## Reception

**Receive prominent recognition as attendees and underwriters mingle on-site.**

- Custom cocktail or beverage served during reception
- 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
- Two (2) CPE badges

\$12,000

## Lunch

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

- Recognition throughout lunch
- Logo in agenda in mobile app
- Mobile app push notification promoting lunch
- Two (2) CPE badges

\$10,000

## Virtual reception

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

- 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*

\$10,000

## Break

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

- Recognition on each food and beverage station
- Logo in agenda on mobile app
- Logo printed on napkins placed on each station
- Two (2) CPE badges

\$10,000

## All-day coffee

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

- Recognition on each beverage station
- Logo in agenda on mobile app
- Logo printed on coffee sleeves placed on each station
- Two (2) CPE badges



# Enhance your experience

## Underwriter booth add-ons:

\$3,000

### Commercial package

#### Deliver your targeted message to a captive audience.

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- 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?

## Contact us today!

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**Start here →**

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