

2022

Prospectus

Sponsorship and exhibitor opportunities

Employee Benefit Plans
Accounting, Auditing and
Regulatory Update

Dec. 8–9 | Live online

Be a sponsor	3
Reach executive-level status	3
Speaking sponsorships	4
Technology sponsorships	5
Attendee break sponsorships	6
Reserve your booth	7
Enhance your experience	8

Employee Benefit Plans Accounting, Auditing and Regulatory Update

Attend the AICPA & CIMA Employee Benefit Plans Accounting, Auditing and Regulatory Online Update to hear from top regulators and standard setters who will share their insights to get you up to date with today's complex auditing issues. Interact and participate in panel discussions, case studies and Q&A opportunities that will allow for a firm grasp on the latest regulations and standards before the upcoming audit season. You will ultimately leave this high-level update with a deeper understanding of the regulations affecting employee benefit plans and their affect the auditing process.



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 online
- Sponsor recognition online
- Pre- and post-conference attendee list with USPS mailing addresses (*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 online activities with attendees
- 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
\$10,000

Gold
\$8,500

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions online
- ▶ Sponsor recognition on exhibitor listing on AICPAConferences.com Sponsor & Exhibitor Directory
- ▶ Additional CPE badges (3 platinum, 2 gold)

Speaking sponsorships

\$6,500

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 online
- Session attendee contact information (*includes email addresses*)
- Session listed on main agenda website, AICPAConferences.com
- Session recording available on AICPAConferences.com *Archives page* for one year post-event
- One (1) CPE badge
- One (1) CPE speaker registration

\$3,000

Tech demo*

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

- 25-minute live product demonstration (*no CPE credit*)
- Demo attendee contact information for one-time use (*includes email addresses*)
- Session listed on agenda on AICPAConferences.com
- Session recording available on AICPAConferences.com *Archives page* for one year post-event (*speaker permission required*)
- One (1) CPE badge
- Two (2) conference registrations
- One (1) CPE speaker registration

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

Prices and offerings may be subject to change.

Technology sponsorships

\$5,000

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed online before one (1) general session
- Two (2) additional commercial plays throughout the event
- Banner ad with hyperlink on AICPAConferences.com *Virtual Conference Lobby page*
- Dedicated tab with hyperlink on AICPAConferences.com navigation bar
- Logo with hyperlink in pre-event access email to all attendees
- One (1) CPE badge
- *Commercial session selection is subject to availability and approval*

\$3,000

Session alertness checks (Exclusive)

Stretch your branding across this multi-session package of online sessions.

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Choose up to ten (10) pre-selected sessions (*excludes keynotes*)
- One (1) CPE badge

\$2,500

Music (Exclusive)

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
- One (1) CPE badge

Prices and offerings may be subject to change.

Attendee break sponsorships

\$6,000

Meal e-card

Stay top of mind by keeping attendees refueled and refreshed.

- Delivery meal credit provided to all attendees (*DoorDash, Grubhub, etc.*)
- AICPA to send a custom branded email to attendees with credit details
- One (1) CPE badge

\$5,000

Coffee e-card

Build brand recognition as attendees grab a beverage at a time convenient for them.

- Complimentary coffee provided to all attendees as a credit (*Starbucks, Dunkin', etc.*)
- AICPA to send a custom-branded email to attendees with credit details
- One (1) CPE badge



Prices and offerings may be subject to change.

Reserve your booth

Package 1:

Enhanced virtual listing

\$1,500

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Company name, description and link to website
- Embed video options
- Resources/handouts
- Personalized contacts
- Live public text chat
- One (1) hosted live Zoom Virtual Showcase
- Metrics and contact information with email addresses for users, visits and downloads

► Includes virtual listing!

Package 2:

Virtual listing only

\$500

Virtual listing only

► Virtual listing:

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

Additional exhibitor benefits:

- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Access to 2022 promotional marketing code offering a \$100 discount off registrations for your clients and prospects
- Invitation to attend all online activities with attendees
- Option to purchase additional discounted CPE badges

Enhance your experience

Additional sponsorship opportunities

\$1,500

Online archives

Exclusive

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*

\$1,500

Online handouts

Exclusive

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*

\$1,500

Technical support

Exclusive

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

\$1,500

Online commercial

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial play before one (1) session streamed 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*

\$1,500

Gamification

Elevate your brand as attendees participate in fun and engaging games.

- Banner ad on AICPAConferences.com gamification page
- Logo in pre-event access emails to all attendees

Prices and offerings may be subject to change.



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

Contact us today!

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Start here →

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