

# 2022

Sponsorship and  
exhibitor opportunities

## National & Sophisticated Tax Conference

October 31 - November 1

Washington Hilton

Washington, DC and live online

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# Moving forward in 2022

The National Tax Conference assembles the most prominent group of national tax professionals and government leaders. Attendees come for the most up-to-date tax information, changes in federal tax laws, as well as a full day of presentations by key IRS officials. This is your chance to engage and sell them with outstanding networking and exhibit time.

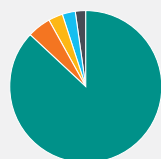
The AICPA Sophisticated Tax Planning for Your Wealthy Clients is led by top-level financial experts

who will discuss IRS initiatives, estate taxes, proven retirement techniques, life insurance planning and more. Participants will receive tax updates and cutting-edge strategies to offer strategies and solutions to their wealthy clients while also enhancing their status as trusted advisers. This “how-to” conference also includes a networking reception where the participants can share ideas and create new contacts with the industry’s best.

## Attendee demographics

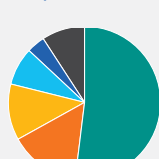
375 attendees

### Business category



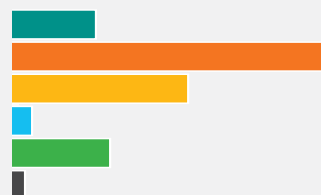
- Business and industry 87%
- Public accounting 5%
- Education 3%
- Consulting firm 3%
- Government 2%

### Top titles



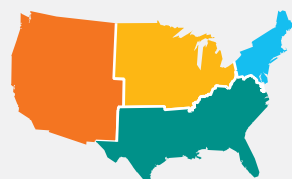
- CFO 52%
- Director/manager 15%
- Controller/comptroller 12%
- CEO/VP-finance 8%
- Staff 4%
- Other 9%

### Company annual revenue\*



- Under \$10 million 12%
- Over \$10 million 44%
- Over \$100 million 25%
- Over \$500 million 3%
- Over \$1 billion 14%
- Over \$10 billion 2%

### Attendees by region



- South 38%
- West 24%
- Midwest 17%
- Northeast 18%
- Outside of U.S./Unknown 3%

\* Source: 2019 CFO conference attendee survey

60%

of attendees reported they will come back

52%

have been CPAs more than 20 years

70%

of attendees are decision-makers at their company or firm

# 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
- 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  
\$16,500

Gold  
\$13,500

Silver  
\$10,500

### Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Scavenger hunt participation
- ▶ Premium tabletop exhibit location (platinum and gold only)
- ▶ Additional on-site Expo-only badges (1 per exhibit space)
- ▶ 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
- *Platinum- and gold-level only*

\$8,500

## Learning lab\*

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

- 20-minute live speaking opportunity, no CPE
- Hosted 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

“Accuptaquis et earum re pa volectur? Ihilita consed et que et et venihitia illaborum facea comnia volorro berit parum fuga. Itatendis molland itiorporum hicae ipsam et, nia ex etur maximin”

— CFO 2020 attendee

**NOTE TO BP: Please provide quote for the Conference. Thanks**

# 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 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.

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- 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.

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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
- Playlist will be available for attendees to download

\$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 in AICPAConferences.com Virtual Conference Lobby
- Logo with hyperlink on pre-event access email to attendees
- One (1) CPE badge
- *Commercial session selection is subject to availability and approval.*



# Technology sponsorships

\$7,500

## Music

**Increase exposure to online and on-site 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
- Playlist will be available for attendees to download

\$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
- Rotating banner ad
- Two (2) CPE badges

\$6,500

## Power zone

**Increase exposure while attendees recharge devices during general sessions.**

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

# Material sponsorships

\$8,000

## Hand-sanitizer stations

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

\$7,000

## 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

\$5,000

## 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

\$10,000

## 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 promoting reception and sponsor
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$8,500/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

\$8,500

Lunch

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

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- Sponsorship recognition throughout lunch
- Logo in agenda on mobile app
- Mobile app push notification promoting sponsorship
- One (1) reserved table for sponsor to invite conference attendees
- Two (2) CPE badges

\$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 (*when available*)
- Sponsorship recognition on designated bar
- Mobile app push notification promoting signature drink
- Two (2) CPE badges

\$7,500

Break

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

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- 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

\$7,000

Breakfast

**Kick off the day with brand exposure before the start of on-site sessions.**

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



# Reserve your booth

Package 1:

## On-site booth and virtual listing

\$3,500

Tabletop

### ▶ Tabletop space:

- 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

Virtual listing only

### ▶ Virtual 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:

\$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*

\$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*

\$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](mailto:SPEXevents@hq.cpa.com)

[Start here →](#)



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