



2021

Prospectus

Sponsorship and exhibitor opportunities

Corporate Finance & Controllers Conference

Oct. 27–29

Caesars Palace, Las Vegas, NV,
and live online

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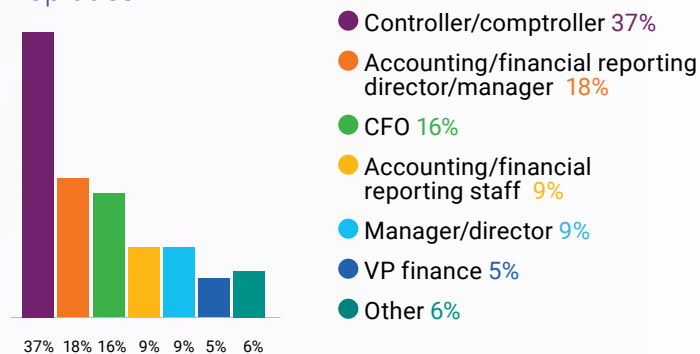
Corporate Finance & Controllers Conference

Developed by controllers for controllers of all sized businesses, this conference provides the best of both worlds – the technical knowledge to handle today's challenges and the professional development to expand the attendees' role as a key corporate decision-maker leading the way for tomorrow. The conference is designed to help improve attendee knowledge and performance with the latest tools, techniques and best practices to drive growth and change in their organization. It tackles a void many companies experience today – fewer people, more responsibility, limited training and resources – to provide essential learning solutions that will expand the attendees expertise in strategy, performance management, financial planning, forecasting and analysis.

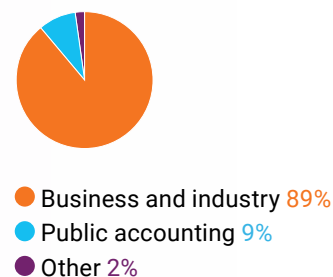
Attendee demographics

Overall demographics

Top titles

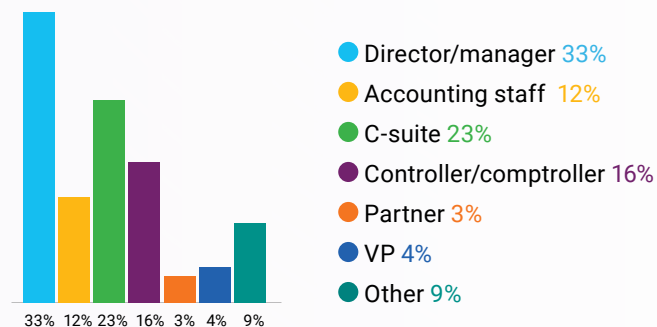


Business category

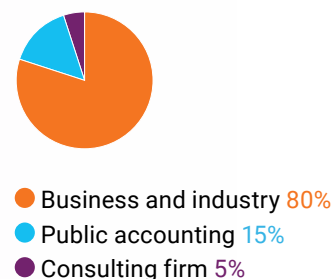


Financial planning and analysis demographics

Top titles



Business category



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 a link to the 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 — \$20,000

Gold — \$16,000

Silver — \$13,000

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Premium booth location/placement (near entrance, on corner or near networking areas)
- ▶ One (1) on-site expo-only badge
- ▶ 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 the 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
- *Only available to executive-level sponsors*
- *Session title, speaker and content subject to committee pre-approval*

Technology sponsorships

\$10,500

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*

\$7,500

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 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 sponsorships

\$7,500

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*
- Two (2) CPE badges

\$7,500

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*
- Two (2) CPE badges

\$7,500

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

\$7,500

Music

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
- Two (2) CPE badges

Technology sponsorships

\$6,500

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
- Sponsor recognition on on-site signage
- Two (2) CPE badges

\$6,500

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 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

Material sponsorships

\$8,500

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 Hall
- Up to three (3) branded exposure points with sponsorship recognition
- Two (2) CPE badges

\$6,500

Face mask

Receive unlimited brand exposure with every on-site attendee.

- 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

\$6,500

Safety products

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

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

\$5,500

Lanyard

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

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

Networking sponsorships

\$11,000

Reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall. Additionally, bring fun to the online attendees with a high-visibility activity.

- Priority bar placement near your exhibit booth
- Sponsor recognition throughout the reception
- Logo printed on napkins placed on food and beverage stations
- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)
- Opportunity to welcome online attendees to the reception
- Logo in agenda in mobile app and mobile app push notification promoting reception and sponsor
- Logo on signage in virtual Networking Lounge
- Two (2) CPE badges

\$7,500/per 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 the mobile app
- Two (2) CPE badges

\$6,500

Lunch

Gain exposure while on-site attendees network over lunch.

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

\$6,000

Break

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

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

Reserve your booth

Package 1:

On-site booth and
virtual exhibitor listing

\$3,500

► **On-site tabletop booth:**

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket

► **Includes virtual exhibitor listing!**

Package 2:

Virtual exhibitor listing only

\$3,000

► **Virtual exhibitor listing:**

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Company name, description and link to website
- Embed video options
- Resources/handouts
- Personalized staff contacts list
- Live public text chat
- Two (2) hosted live Zoom Virtual Showcases
- Metrics and contact information with *email addresses* for users, visits and downloads

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

Enhance your experience

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

Sponsor & Exhibit Sales Manager

800.504.4749, Ext. 105

gerry@eventsalespartner.com

Start here →

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