



Together as the Association of International
Certified Professional Accountants

2022

Prospectus

Underwriter opportunities

Conference on Current SEC & PCAOB Developments

Dec. 12–14

Marriott Marquis, Washington, DC, and live online

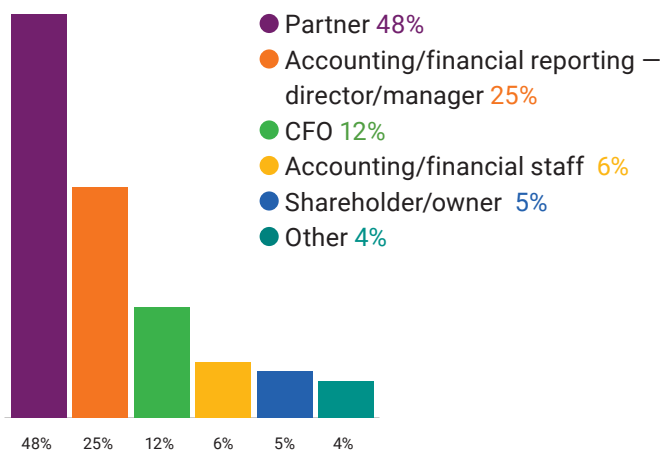
Be an underwriter	3
Technology opportunities	4
Material opportunities	6
Networking opportunities	7
Enhance your experience	8

Conference on Current SEC & PCAOB Developments

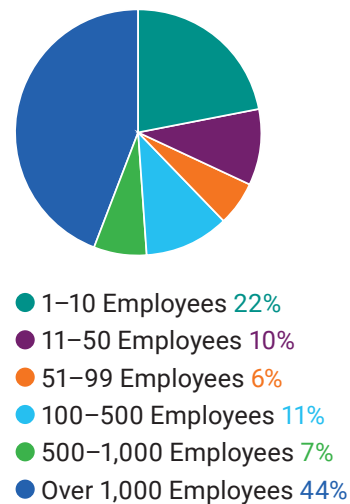
At the AICPA & CIMA Conference on Current SEC and PCAOB Developments, attendees obtain the latest and most comprehensive SEC and PCAOB updates directly from the regulators. The conference covers the latest accounting and reporting issues that affect SEC reporting entities and their auditors. Networking 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

- 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 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
- 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 booth and virtual listing

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

Virtual listing:

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

Technology opportunities

\$20,000

Power zone

Increase exposure while attendees recharge.

- Recognition in on-site power meeting room
- Logo listed in mobile app with power information
- Two (2) CPE badges

\$17,000

Wi-Fi

Gain digital recognition for helping on-site attendees stay connected.

- Logo on back of each attendee badge with Wi-Fi information
- Customized Wi-Fi password (subject to hotel guidelines)
- Logo listed in mobile app with Wi-Fi information
- Two (2) CPE badges

\$17,000

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*

\$14,000

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
- Rotating banner ad
- Two (2) CPE badges

\$14,000

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 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

\$14,000

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

\$12,000

Music

Increase exposure to online customers and prospects through music.

- Underwriter 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
- Playlist will be available for attendees to download

\$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

Session alertness checks

Highly visible branding in select online sessions

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Choose up to eight (8) pre-selected sessions
- Two (2) CPE badges

Material opportunities

\$18,000

Hotel key cards

Maximize message visibility on-site every time attendees use their key cards

- Branding on front of 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

Lanyard

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

- Logo displayed on AICPA & CIMA provided lanyards
- Two (2) CPE badges

\$15,000

Notepad & pen

Promote your brand as attendees take session notes.

- Logo on notepad and pen provided to on-site attendees
- Two (2) CPE badges

\$10,000

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

Networking opportunities

\$18,000

Reception

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

- Underwriter recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and underwriter
- Mobile app push notification promoting underwriter
- Two (2) CPE badges

\$15,000

Lunch

Gain exposure while on-site attendees network over lunch.

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

\$15,000/day

All-day coffee

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

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

\$12,000

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

Enhance your experience

Underwriter add-ons:

\$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)
- *Commercial session selection is subject to availability and approval*

Ready to get started?
Have questions?

Email us today!

SPEXevents@hq.cpa.com



Founded by AICPA and CIMA, the Association of International Certified Professional Accountants powers leaders in accounting and finance around the globe.

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