



# 2022

Sponsorship and  
exhibitor opportunities

## Dealership Conference

Oct. 27–28

Marriott New Orleans,  
New Orleans, LA, and live online

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# Moving forward in 2022

The AICPA & CIMA Dealership Conference offers a comprehensive education on topics affecting accounting and finance professionals at all types of dealerships, including auto, truck, motorcycle, boat, ATV, and RV. It continues to be one of the only conferences featuring in-depth discussions on accounting, auditing, tax, legislation and political issues facing the profession.

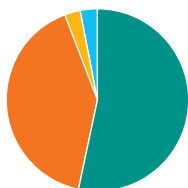
There are many opportunities to network with other professionals from across the country, affording you the unparalleled opportunity to showcase your products and services.

## Attendee demographics

CPAs with auto dealer clients; dealership professionals, including owners, general managers, CFOs, CEOs, controllers and auto manufacturer representatives.

Expected attendance: 550

### Business category (public accounting firms only)



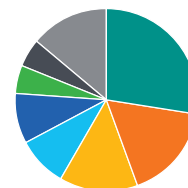
- Public accounting 38%
- Business and industry 29%
- Consulting Firm 2%
- Other 2%

### Firm size



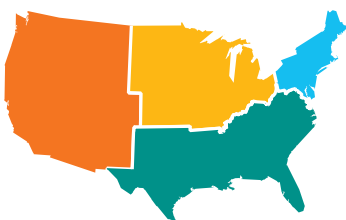
- 1–50 employees 44%
- 51–99 employees 16%
- 100–1,000 employees 20%
- 1,000+ employees 8%

### Top titles



- Partner 28%
- CFO 17%
- Senior Manager/Manager 14%
- Controller 9%
- Staff 9%
- Sole Practitioner/Shareholder/Owner 5%
- Accounting Financial Reporting – Director/Manager 5%
- Other 14%

### Attendees by region



- South 36%
- Midwest 27%
- West 19%
- Northeast 18%
- Outside of US 1%

# 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  
\$20,000

Gold  
\$18,500

Silver  
\$15,500

### Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Scavenger hunt participation
- ▶ Premium exhibit booth (platinum and gold only)
- ▶ Additional on-site Expo-only badges (1 per 10x10)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

# Speaking sponsorship

\$10,000

**Solution session\***

**Present an educational topic in your area of expertise.**

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- 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*

\$7,500

**TECH demo\***

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

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- 25-minute live speaking opportunity in exhibit hall
- 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

# Technology sponsorships

\$10,000

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
- 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*

\$8,500

Keynote alertness checks

**Maximize your brand online with this highly visible opportunity during a keynote.**

- Logo featured on CPE alertness pop up during one (1) keynote
- CPE alertness pop-up 4–6 times during keynote
- Choose from pre-selected list of keynotes
- Two (2) CPE All Access badges

\$8,500

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

\$8,500

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
- Rotating banner ad
- Two (2) CPE badges

# Technology sponsorships

\$8,500

## Power zone

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

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

\$6,500

## 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 before one (1) session streamed on-site and online
- Logo with hyperlink on AICPAConferences.com Virtual Conference Lobby
- Logo with hyperlink in pre-event access email to attendees
- *Commercial session selection is subject to availability and approval*

# Material sponsorships

\$9,500

## 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

\$7,500

## 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

\$12,000

## Networking 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
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$9,000

## Lunch

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

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

\$8,000/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

\$8,000

Signature drink

**Get creative with an on-site specialty drink named after your company.**

- 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 and sponsor
- Two (2) CPE badges

\$7,500

Breakfast

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

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

\$7,500

Protein breakfast item

**Reach on-site attendees as they start the day by providing a healthy breakfast option.**

- Protein-packed food item added to the continental breakfast (yogurt, breakfast burritos, hard-boiled eggs, etc.)
- Priority food station placement near your booth (*when available*)
- Sponsorship recognition on each station
- Two (2) CPE badges

\$6,500

Break

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

- 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*)



# Reserve your booth

## On-site booth and virtual listing

\$4,000	Standard 10x10 booth location (aisle location, in the middle of a row)
\$4,500	Premium 10x10 booth location (near entrance, on corner)
\$8,000	10x20 double booth

### ► On-site 10x10 exhibit booth:

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

### ► Includes virtual listing

## Virtual listing only

\$1,500

### ► 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:

\$5,500

### Music

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

\$5,500

### 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*

\$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*

\$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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