

2022

Prospectus

Sponsorship and exhibitor opportunities

Governmental Accounting & Auditing Online Update Conference

Aug. 15–16 | Live online

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Governmental Accounting & Auditing Online Update Conference

As regulatory changes occur, so too does the need to understand the ramifications of these changes. This premier conference provides in-depth training specific to your government area – federal, state or local. Hear from influential policymakers and government officials who will provide insight and guidance on recent issues and new and pending standards. This must-attend event also features unprecedented opportunities to network with peers and interact with these governmental experts.



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
- Sponsor recognition on exhibitor listing on AICPAConferences.com Sponsor & Exhibitor Directory
- 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
- ▶ Additional CPE badges (3 platinum, 2 gold)

Speaking sponsorships

\$8,500

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

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

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

\$3,000

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
- One (1) CPE badge

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

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
- ▶ Promotional marketing code offering \$100 discount off registration 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



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

Contact us today!

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Start here →

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