Exhibit and sponsor prospectus

Reassessing the way forward

2021 Employee Benefit Plans Conference

May 3–5, 2021
Live online
About the event

The AICPA Employee Benefit Plans Conference is an unprecedented event that brings together more than 1,000 participants for a rare opportunity to network with some of the industry’s highest-level professionals. This conference brings auditors, tax professionals and plan sponsors together to discuss and debate issues of the day. This is one of the few events where attendees will hear directly from the Department of Labor and IRS on changes impacting both the tax and auditing sides of employee benefit plans. Reach attendees of this well-attended event through one of the many networking opportunities throughout the conference.
Attendee demographics

50% of attendees gave this conference a 5 out of 5 rating and 39% gave it a 4 out of 5!

46% have more than 20 years as a CPA

51% of attendees are decision-makers in their firm
Attendee demographics

**Business category**
- Public Accounting: 89%
- Business and Industry: 11%

**Top titles**
- Partner: 32%
- Staff: 20%
- Director/Sr. Manager: 20%
- Manager: 20%
- Shareholder/Owner: 4%
- Other: 4%

**Firm size**
- 1–10 Employees: 17%
- 11–50 Employees: 41%
- 51–99 Employees: 16%
- 100–500 Employees: 14%
- 501–1,000 Employees: 3%
- 1,001+ Employees: 9%

**Attendees by region**
- South: 37%
- West: 26%
- Midwest: 19%
- Northeast: 17%
- Outside of U.S./Unknown: 1%
Executive-level sponsor

Strategically build your custom sponsorship package from our a la carte offerings. Reach Executive-level status based on your spending, and earn exclusive brand-building benefits! Contact your sales manager for more details.

Platinum — $20,000 | Gold — $15,000 | Silver — $11,000

Executive-level benefits

- Sponsor ad in intermission slides
- Sponsor logo on intermission slides
- Priority placement in the virtual exhibitor directory
- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Additional CPE registrations:
  - Silver — one (1)
  - Gold — two (2)
  - Platinum — three (3)

Speaking sponsorship

$10,000

Solution session

- 50-minute session worth 1 CPE credit, to occur prior to the conference on Wednesday, April 28
- Session attendee contact information for one-time use (includes email addresses)
- Session recording available on the AICPAConferences.com archives page
- Two (2) conference registrations
- One (1) CPE speaker registration
- Available to executive-level only

* Session title, speaker and content subject to committee pre-approval.
## Technology sponsorships

### $12,500

**Virtual streaming**
- One (1) 45-second commercial streamed before opening general session
- Two (2) additional commercial* plays throughout the conference
- Banner ad and dedicated tab on AICPAConferences.com event summary page
- Two (2) conference registrations

### $10,000

**Closed captioning**
- Sponsor recognition in closed captioning message in every session
- One (1) 30-second online commercial* play per day
- Logo on AICPAConferences.com event home page with closed-captioning information
- Logo in pre-event email to all attendees as the closed caption sponsor
- Two (2) conference registrations

### $9,500

**Online handouts**
- Banner ad on AICPAConferences.com handouts page
- Logo in pre-event handouts email to all attendees
- Two (2) conference registrations

### $9,500

**Online archives**
- Banner ad on AICPAConferences.com archives page
- Logo in post-event archive email to all attendees
- Two (2) conference registrations

* Commercial session selection is subject to availability and approval.
Technology sponsorships (continued)

$9,500

Technical support
- Banner ad on AICPAConferences.com technical support page
- Logo in pre-event email to all attendees
- Two (2) conference registrations

$8,500

Music
- Sponsor recognition in text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Logo in pre-event handouts email to all attendees
- Two (2) conference registrations

$8,000

Virtual reception activity
- Sponsor will welcome attendees to virtual reception activity (call for details)
- One (1) 30-second online commercial* played before one (1) session
- Logo on signage in virtual Activity Room
- Two (2) conference registrations

$5,000

Activity break
- Sponsor recognition during a session break activity (i.e., chair yoga, stretches, etc.)
- Logo placement may be included if the sponsor provides/records activity
- Logo on signage in virtual Activity Room
- Two (2) conference registrations

Sign up today! Gerry Charbonneau • 800.504.4749 Ext. 105 • gerry@eventsalespartner.com | 7
Exhibitor listing

$3,000

Exhibitor listing

- 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
- Two (2) hosted live Zoom Virtual Showcases (up to 100 attendees each)
- Metrics and contact information with email addresses for users, visits and downloads

Additional benefits:

- Company listing in the conference mobile app
- Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- Two (2) conference registrations

Enhance your experience

Exhibitor add-on

$3,000

Online commercial*

- One (1) 30-second commercial play before one (1) session
- Commercial visible by all attendees via archives (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.