

2021

Prospectus

**Sponsorship & exhibitor
opportunities**

Dealership Conference

Oct. 25–26

Caesars Palace, Las Vegas, NV & live online

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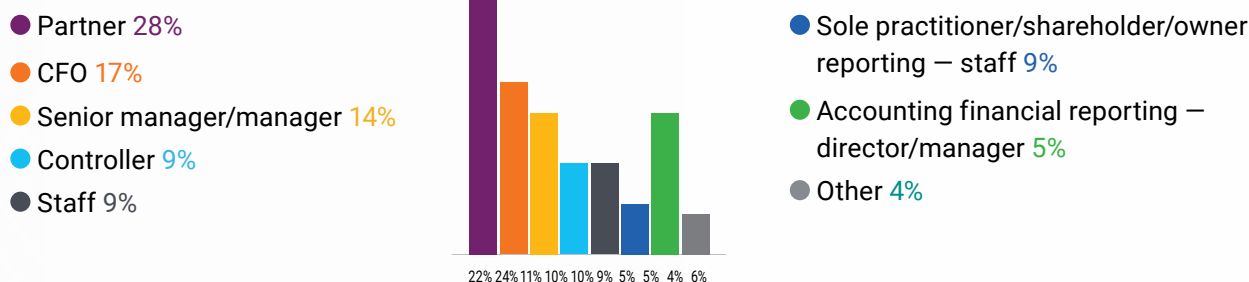
Dealership Conference

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. Industry experts will dive into current key issues, providing attendees with timely updates, best practices and the information needed to better serve their clients and businesses.

There are many opportunities to network with other professionals from across the country, affording you the unparalleled time to showcase your products and services both on-site and online.

Attendee demographics

Top titles



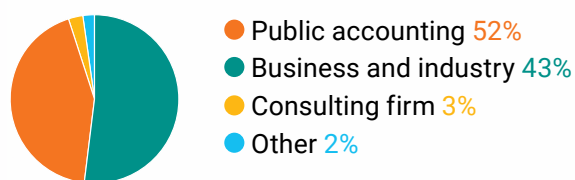
Attendee by region



Firm size



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 link to company website
- Company listing on AICPAConferences.com Sponsor & Exhibitor Directory post-conference
- 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)

Reach executive-level status

Easily become an executive-level sponsor based on your total spend and earn exclusive brand-building perks!

Platinum — \$18,000

Gold — \$16,500

Silver — \$14,500

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Logo included in pre-event emails to attendees
- ▶ Option to purchase solution session speaking opportunity
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Bingo! participation
- ▶ 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 main agenda on website, AICPAConferences.com, mobile app and signage
- 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*

\$7,200

TECH demo*

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

- 25-minute live product demonstration (no CPE credit)
- Featured in exhibit hall during a networking event and streamed live online
- Session attendee contact information (includes *email addresses*)
- Session listed on main agenda on Dealership website, AICPAConferences.com, mobile app and signage
- Two (2) CPE badges
- One (1) CPE speaker registration

* Session title, speaker and content subject to committee pre-approval

Technology sponsorships

\$12,500

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

- One (1) 45-second commercial streamed on-site and online before one (1) keynote
- 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*

\$10,000

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*

\$10,000

Digital session room signage

Promote your brand outside of every on-site meeting room.

- Logo on each monitor outside of every session room
- Monitor lists current and upcoming session information
- Two (2) CPE badges

\$9,500

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

Technology sponsorships

\$9,500

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

\$9,500

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

\$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
- Logo listed in mobile app FAQs
- Sponsor recognition on on-site signage
- 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 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

Technology sponsorships

\$8,500

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

\$7,500

Power zone

Elevate your message with this on-site favorite as attendees stop for a quick recharge.

- Sponsor recognition in on-site power areas
- Logo listed in mobile app FAQs
- Two (2) CPE badges
- Optional: sponsor-provided branded giveaways

“The dealership specific training, speakers and attendee interactions are top notch. I enjoy hearing the thoughts of industry experts and leaders.”

— Dealership attendee

Material sponsorships

\$15,000

Hotel key cards

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

- Logo on two (2) key cards provided at hotel check-in
- Key cards provide to all attendees in AICPA room block
- Two (2) CPE badges

\$15,000

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

\$15,000

Step challenge

Build health and wellness while promoting your brand.

- AICPA to send a custom branded email to attendees with challenge instructions
- Logo listed in mobile app FAQs
- Logo on step data collection survey
- Mobile app push notifications promoting challenge and announcing winner
- AICPA provided prize on behalf of sponsor – 2022 CPE badge
- Two (2) CPE badges
- Optional: additional sponsor-provided prize

\$15,000

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
- Sponsorship recognition at on-site safety station
- Two (2) CPE badges

\$12,500

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
- Three (3) branded exposure points with sponsorship recognition
- Two (2) CPE badges

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

\$6,500

Bingo! sponsor

Attract attendees to your booth with this popular game.

- A fun and engaging game to bring attendees to your on-site and virtual booth
- Attendees are entered into drawings for donated raffle prizes
- Sponsor supplied prize of \$100 minimum value
- Logo on signage promoting Bingo!
- Sponsor recognition on online leaderboard and on-site Bingo! cards
- Two (2) CPE badges

Networking sponsorships

\$12,500

Lunch e-card

Provide attendees with their lunch of choice with maximum brand exposure.

- Delivery meal credit provided to all on-site and online attendees (DoorDash, Grubhub, etc.)
- Logo in agenda in mobile app
- Sponsor recognition online and on-site
- AICPA to send a custom branded email to attendees with credit details
- Two (2) CPE badges

\$12,000

Networking reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site exhibit hall.

- Priority bar placement near your exhibit booth
- Sponsorship recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app
- Mobile app push notification promoting reception and sponsor
- Two (2) CPE badges
- Add-on: reception entertainment

\$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 lunch and sponsor
- Two (2) CPE badges

\$8,500

Virtual reception

Bring fun to online attendees with this high-visibility activity.

- Host a virtual reception activity (trivia, dueling pianos, mixologist, etc.)
- Opportunity to welcome online attendees to the reception
- One (1) 30-second online commercial played before one (1) session
- Logo in agenda in mobile app
- Logo on signage in virtual Networking Lounge
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

Networking sponsorships

\$8,000

Breakfast

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

- Priority food station placement near your booth
- Sponsorship recognition throughout breakfast
- Logo in agenda on mobile app
- Two (2) CPE badges
- Optional: sponsor-provided branded napkins

\$8,000/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 mobile app
- Placement near exhibit booth
- Two (2) CPE badges
- Optional: sponsor-provided coffee sleeves and/or stirrers

\$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
- Sponsorship recognition on each station
- Two (2) CPE badges
- Optional: sponsor-provided branded napkins

Networking sponsorships

\$6,500

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
 - Sponsorship recognition on designated bar
 - Mobile app push notification promoting signature drink and sponsor
 - Two (2) CPE badges
 - Optional: sponsor-provided branded napkins and/or stirrers
-

\$6,500

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
- Placement near exhibit booth
- Two (2) CPE badges

Reserve your booth

Package 1:

On-site and 3D virtual exhibit booth

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

► On-site 10x10 exhibit booth:

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket
- One (1) booth ID sign
- Pipe and drape (black)
- Carpeted flooring

► Includes 3D virtual booth!

Package 2:

3D virtual booth only

\$3,000 | Virtual booth only

► 3D virtual booth:

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Video upload
- Resources/handouts
- Personalized staff contact list
- Live private video chat
- Live public text chat
- Metrics and contact information with *email addresses* for users, visits, and downloads
- Two (2) CPE online badges

Additional exhibitor benefits:

- Company profile on mobile app with link to company website
- Company listing on AICPAConferences.com Sponsor & Exhibitor Directory post-conference
- 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 and/or on-site Expo-only badges

Enhance your experience

Exhibit booth add-on:

Bingo! \$250

A fun and engaging game to bring attendees to your on-site and virtual booth. Points are earned while moving throughout the exhibit hall, visiting each participating exhibitor and learning about your products/services.

Attendees are entered into drawings for donated raffle prizes.

- Participant supplies prize of \$100 minimum value
- Recognition on virtual leaderboard
- Recognition on Bingo! on-site signage

Commercial package \$2,500

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial play prior to 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!

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Start here →



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