

2021

Prospectus

Sponsorship and exhibitor opportunities

National & Sophisticated Tax Conference

Nov. 15–16

Washington Hilton, Washington, DC,
and live online

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National & Sophisticated Tax Conference

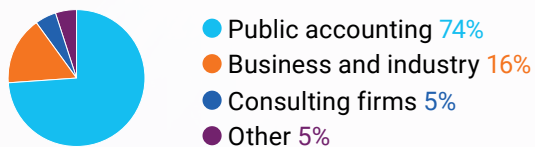
The National Tax Conference assembles the most prominent group of national tax professionals and government leaders. Attendees come for the most up-to-date tax information, changes in federal tax laws, as well as a full day of presentations by key IRS officials. This is your chance to engage and sell them with outstanding networking and exhibit time.

The AICPA Sophisticated Tax Planning for Your Wealthy Clients is led by top-level financial experts who will discuss IRS initiatives, estate taxes, proven retirement techniques, life insurance planning and more. Participants will receive tax updates and cutting-edge strategies to offer strategies and solutions to their wealthy clients while also enhancing their status as trusted advisers. This “how-to” conference also includes a networking reception where the participants can share ideas and create new contacts with the industry’s best.

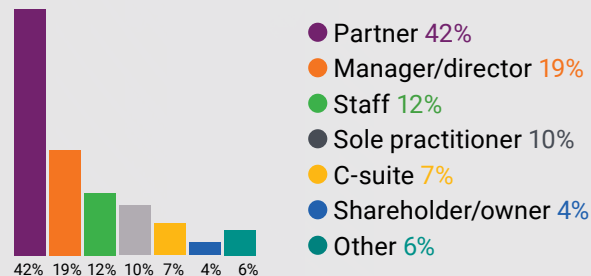
Attendee demographics

National tax

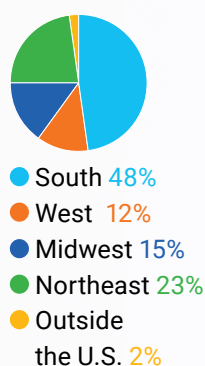
Business category



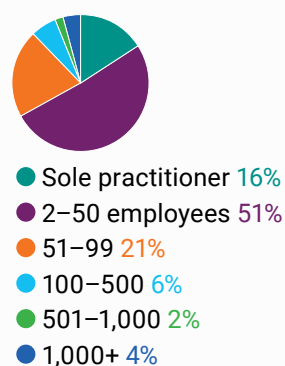
Top titles



Attendee by region

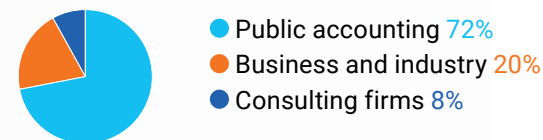


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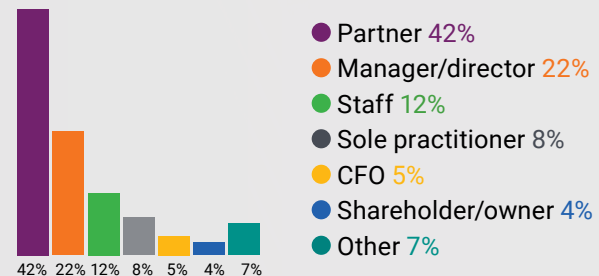


Sophisticated Tax Planning for Your Wealthy Clients

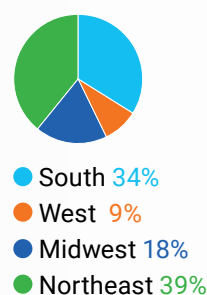
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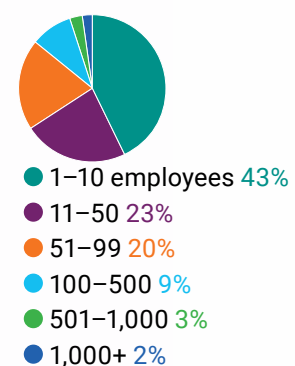
Top titles



Attendee by region



Firm size



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 recognition on exhibitor listing on AICPAConferences.com Sponsor & Exhibitor Directory
- 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

Reach executive-level status.

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

Platinum — \$16,000

Gold — \$13,000

Silver — \$10,000

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Bingo! participation
- ▶ Premium booth location/placement
- ▶ One (1) on-site Expo-only badges
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

Speaking sponsorships

\$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 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

\$8,500

Learning lab*

Host a TED Talk-style presentation with an educational focus.

- 20-minute live speaking opportunity, no CPE
- Featured in Exhibit Hall 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
- 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*

\$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

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*

\$7,500

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

\$7,500

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

\$7,500

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

\$7,500

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

\$7,500

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

Material sponsorships

\$8,500

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

\$7,500

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

\$6,500

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

\$5,500

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, door pull
- Included in welcome kit distributed to all on-site attendees at registration
- Sponsor recognition at on-site safety station
- Two (2) CPE badges

\$5,000

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! in virtual lobby and on-site Exhibit Hall
- Sponsor recognition on online leaderboard and on-site Bingo! cards
- Two (2) CPE badges

Networking sponsorships

\$10,000

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

\$10,000

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

\$8,500

Lunch

Gain exposure while on-site attendees network over lunch.

- Sponsor recognition throughout lunch
- Logo in agenda in mobile app
- Mobile app push notification promoting lunch and sponsor
- Two (2) CPE badges

\$7,500

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
- Sponsor 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

Networking sponsorships

\$7,500

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

\$6,000

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*

Reserve your booth

Package 1:

On-site and 3D virtual booth

\$3,500

Tabletop booth

► 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
- Carpeted flooring

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 contacts 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

► Includes 3D virtual booth!

Additional exhibitor benefits:

- Company profile on mobile app with a link to the 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 or on-site Expo-only badges

Enhance your experience

Exhibit booth 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)
- 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*

\$300

Bingo!

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

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

Contact us today!

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Start here →

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