

2021

Prospectus

Sponsorship and exhibitor opportunities

Construction & Real Estate Conference

Dec. 6–8

ARIA resort, Las Vegas, NV, and live online

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Construction & Real Estate Conference

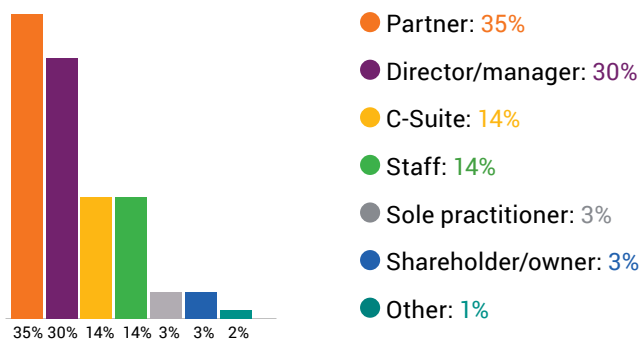
The Construction & Real Estate Conference provides the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads with key decision-makers from both the construction and real estate industries. This year's hybrid event offers you the opportunity to reach both on-site and online attendees.

You'll have direct exposure to partner and managing partner-level decision-makers, industry CEOs, CFOs and CROs, thought leaders and finance and accounting professionals at a time buying decisions are being made.

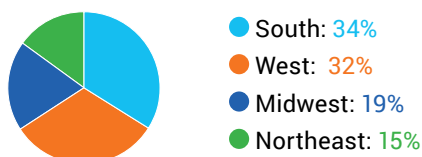
Over 900 attendees are eager to exchange ideas, talk with solution providers, explore the latest products, and learn new processes. We invite you to keep your revenue channel active while elevating your organization's visibility among this key audience.

Attendee demographics

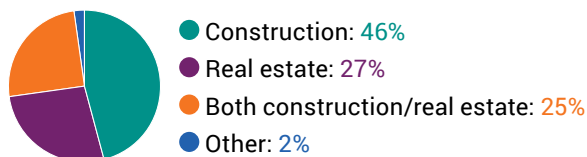
Top titles:



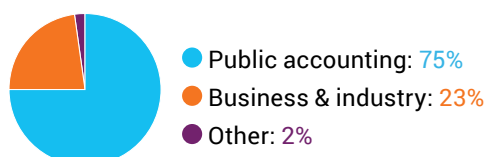
Attendees by region:



Attendee focus:



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 a link to company website
- Sponsor recognition 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 — \$20,000

Gold — \$17,000

Silver — \$13,500

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ 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 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
- *Only available to executive-level sponsors*

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

“This conference enables me to learn the latest trends in the construction industry and gain insights from various thought leaders.”

— Construction & Real Estate Conference 2020 Attendee

Technology sponsorships

\$12,500

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

\$10,500

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*

\$9,500

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

\$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*

Technology sponsorships

\$8,500

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
-

\$8,000

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
-

\$8,000

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
-

\$8,000

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
- Two (2) CPE badges

Material sponsorships

\$12,500

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 winner
- AICPA-provided prize on behalf of sponsor – 2022 Conference registration
- Two (2) CPE badges
- Optional: additional sponsor-provided prize

\$12,000

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

\$10,000

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

“Attending this conference gave me the opportunity to learn what’s new and important in the construction contractor industry and how the industry has been affected by changes in the environment and new accounting standards.”

— Construction & Real Estate Conference 2020 Attendee

Material sponsorships

\$10,000

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

\$7,500

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 and 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

"I'm interested in connecting with ERP companies at this event to learn more about their abilities in project management and in the complex accounting needs of construction companies — like rev rec."

— Construction & Real Estate Conference 2020 Attendee

Networking sponsorships

\$13,500

Reception

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site Exhibit Hall.

- Priority bar placement near your exhibit booth
- 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 reception and sponsor
- Two (2) CPE badges

\$12,000

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

\$8,000

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*

Networking sponsorships

\$8,500

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

\$8,000

Afternoon break

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

- Themed food station (ice cream, popcorn, assorted cookies, trail mix, etc.)
- Sponsor recognition on each station
- Logo in agenda on mobile app
- Placement near exhibit booth
- Two (2) CPE badges
- Optional: sponsor-provided branded napkins

\$7,000

Morning break

Build brand recognition as on-site attendees grab a beverage between sessions.

- Sponsor recognition on each beverage station
- Logo in agenda on mobile app
- Placement near exhibit booth
- Two (2) CPE badges
- Optional: sponsor-provided coffee sleeves and/or stirrers

Enhance your experience

Reserve your booth

Package 1:

On-site booth and virtual exhibitor listing

\$4,000

► On-site booth per 10x10 space:

- 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:

Virtual exhibitor listing only

\$3,000

► Virtual exhibitor listing

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Company name, description and link to website
- Embed video options
- Resources/handouts
- Personalized staff contacts list
- Live public text chat
- Two (2) hosted live Zoom Virtual Showcases
- Metrics and contact information with *email addresses* for users, visits and downloads

► Includes virtual exhibitor listing!

Additional exhibitor benefits:

- Company profile on mobile app with a link to the company website
- 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

Exhibit booth add-on

\$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*

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

Contact us today!

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Start here →



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