

2021

Prospectus

Sponsorship and exhibitor opportunities

Hospitality, Sports and Entertainment Conference

Dec. 2–3

Live online

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Hospitality, Sports and Entertainment Conference

Bringing together hospitality professionals and those with hospitality clients, the AICPA® & CIMA® Hospitality, Sports and Entertainment Conference is designed to offer key insights and guidance as attendees navigate the impact from the last year and determine how to move forward. This new event provides critical information for businesses focused on gaming, hotels, timeshares, cruises, airlines, sports and entertainment. Topics covered include pandemic recovery, sustainability, PPP, digitization and more. Connect and network with attendees through a variety of sponsorship opportunities.

Attendee demographics

This conference is geared toward finance and tax executives working within the hospitality, sports and entertainment industries, including:

- CPAs providing accounting, auditing and tax services for hospitality, sports and entertainment clients
- Business and industry C-suite executives, financial managers, advisers and partners within CPA firms who serve as advisors to hospitality, sports and entertainment clients
- Other finance professionals

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 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

Silver — \$7,000

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions online
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

Speaking sponsorships

\$8,000

Solution session*

Present an educational topic in your area of expertise.

- 50-minute live speaking opportunity worth 1 CPE credit
- Session attendee contact information (*includes email addresses*)
- Session listed on main agenda website, AICPAConferences.com and mobile site
- Session recording available on AICPAConferences.com *Archives page* for one year post-event
- Two (2) CPE badges
- One (1) CPE speaker registration

\$6,000

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*)
- Two (2) online conference registrations
- One (1) CPE speaker registration

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

Technology sponsorships

\$8,000

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 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*

\$5,000

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 online
- Logo with hyperlink on AICPAConferences.com virtual lobby
- Logo with hyperlink in pre-event access email to attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

\$5,000

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

Networking 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
- Two (2) CPE badges

\$5,500

Virtual reception activity

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 on signage in AICPAConferences.com virtual lobby
- Two (2) CPE badges
- Logo with hyperlink in pre-event access email to attendees
- *Commercial session selection is subject to availability and approval*

\$5,000

Activity break

Gain exposure while attendees take a break from sessions.

- 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) CPE badges

\$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' Donuts, etc.)
- AICPA to send a custom branded email to attendees with credit details
- Two (2) CPE badges

Reserve your booth

Virtual exhibitor listing

\$2,000

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 contacts
- Live public text chat
- One (1) hosted live Zoom Virtual Showcase
- Metrics and contact information with email addresses for users, visits and downloads

Additional benefits:

- ▶ Pre- and post-conference attendee list with USPS mailing addresses for one-time use
- ▶ Access to 2021 promotional marketing code offering a \$50 discount off ESG Summit registrations for your clients and prospects
- ▶ Invitation to attend all online activities with attendees
- ▶ Option to purchase additional discounted CPE badges

Enhance your experience

Exhibitor add-ons:

\$3,500

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*

\$3,500

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*

\$3,500

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

\$2,000

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*

\$2,000

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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