



Sponsor & Exhibitor  
**Prospectus**

Think big. And better.

# ENGAGE

**June 5–8**  
**ARIA Resort**  
**Las Vegas, NV**  
**& live online**





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**ENGAGE is the best platform for sponsors and exhibitors to foster real connections with potential customers.**

## Adapt + Thrive at ENGAGE 2023

ENGAGE offers the most innovative and comprehensive education of topics affecting accounting and finance professionals. Over 4,000 attendees are eager to exchange ideas, talk with solution providers, explore the latest products, and learn new processes.

ENGAGE 2023 hybrid offers you the opportunity to build long-lasting relationships and reach on-site and online attendees. It combines 6 prestigious focus areas, allowing you to gain qualified leads from a variety of fields within the accounting profession.

4,000+  
expected attendees

80%  
of attendees represent  
small- to medium-sized  
firms with up to  
50 employees.

400 to  
600  
expected attendees  
per session

# Attendee demographics

90%

of attendees were extremely satisfied/satisfied with ENGAGE 2022 overall.

82%

of attendees are decision-makers or influencers at their organization.

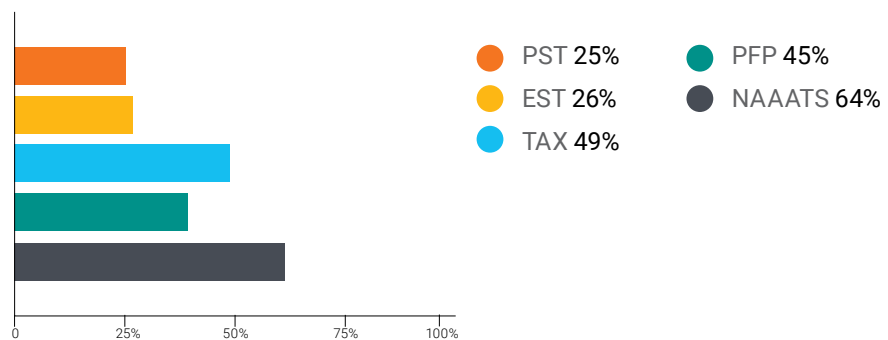
60%

of attendees are planning to purchase industry-related products or services in the coming year.



## Attendee crossover

80% of attendees participated in multiple tracks.



## Size of organization



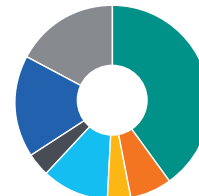
- Sole practitioner 7%
- 2-50 employees 45%
- 51-99 13%
- 100-500 16%
- 501-1,000 5%

## Overall



- Public accounting: 57%
- Business and industry: 25%
- Government: 18%

## Top titles



- Partner 40%
- Staff 7%
- Senior manager/manager 4%
- C-level executive 11%
- Director 4%
- Sole practitioner 17%
- Shareholder/owner 17%

# Become a sponsor



## Elevate your brand

Create visibility and brand awareness for your organization by becoming an ENGAGE Sponsor. We offer sponsorships that will increase your organization's visibility and create valuable connections with thousands of accounting and finance professionals.

### All sponsorship packages include

- ▶ Logo on intermission slides played between sessions on-site and online
- ▶ Sponsor recognition on-site and online
- ▶ Company listing and logo on ENGAGE website with link to company website
- ▶ Company profile on mobile app with link to company website
- ▶ Sponsor placement and recognition on virtual listing
- ▶ Pre- and post-conference attendee list with USPS mailing addresses (*no email addresses*) for one-time use
- ▶ Access to ENGAGE promotional marketing kit with code offering a \$100 discount off registration for your clients and prospects
- ▶ Invitation to attend all public food and beverage functions with attendees
- ▶ Option to purchase additional discounted CPE All Access badges and/or on-site Expo-only badges







## Executive-level status. How do I become an executive-level sponsor?

Platinum — Starting at \$80K

Gold — Starting at \$60K

Silver — Starting at \$40K

Strategically build your executive-level sponsorship package from our **à la carte** offerings!

### **Executive-level sponsor benefits**

- ▶ 10'X10' corner booth (*subject to availability*)
- ▶ Logo included in pre-event emails to attendees
- ▶ Recognition on ENGAGE website as executive-level sponsor
- ▶ Sponsor ad in intermission slides played prior to welcome remarks and between sessions on-site and online
- ▶ Additional on-site Expo-only badges (1 per 10'x10')
- ▶ Additional CPE All Access badges (3 platinum, 2 gold, 1 silver)

# Speaking sponsorships

**\$25,000**  
Solution session\*

## Present an educational topic in your area of expertise.

- 50-minute live speaking opportunity worth 1 CPE credit
- Featured on main agenda on ENGAGE website, AICPAConferences.com, mobile app and signage
- Session attendee contact information (*includes email addresses*)
- Session recording available on AICPAConferences.com *Archives page* for one year post-event (*speaker permission required*)
- Presentation posted to AICPAConferences.com *Handouts page* (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE All Access badges
- One (1) CPE All Access speaker registration
- *Only available to executive-level sponsors*

**\$18,500**  
Education lab\*

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

- 25-minute live speaking opportunity worth 0.5 CPE credit
- Featured in exhibit hall during networking event on-site and live online
- Session attendee contact information (*includes email addresses*)
- Session listed on agenda on ENGAGE website, AICPAConferences.com, mobile app and signage
- Session recording available on AICPAConferences.com *Archives page* for one year post-event (*speaker permission required*)
- Presentation posted to AICPAConferences.com *Handouts page* (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE All Access badges
- One (1) CPE All Access speaker registration

# Speaking sponsorships

\$18,500

TECH demo\*

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

- Live product demonstration (no CPE credit)
- Featured in exhibit hall during a networking event on-site and live online
- Session attendee contact information (*includes email addresses*)
- Session listed on agenda on ENGAGE website, virtual platform, mobile app and signage
- Session recording available on *Archives page* for one year post-event (*speaker permission required*)
- Presentation posted to virtual platform *Handouts page* (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- Two (2) CPE All Access badges
- One (1) CPE All Access speaker registration

ENGAGE 23

**“The AICPA ENGAGE conference is an amazing opportunity to learn from leading experts and network all at the same time. The exhibit hall is filled with forward thinking vendors who have answers to many of the issues we are running into these days.”**

**ENGAGE Attendee**



# Speaking sponsorships

New

## \$15,000

Daily Virtual Studio Sponsorship

Take this opportunity to market your company and leave a lasting impression with conference attendees virtually and on-site

- Exclusive 15-minute broadcast to virtual audience, format to be decided by sponsor and AICPA team
- One (1) 45-second commercial streamed online before one (1) general session
- (2) 30-second commercials played on virtual platform throughout the event\*
- Presented by logo on virtual platform
- Dedicated on site signage at studio location
- Dedicated signage in virtual lobby with hyperlink to sponsor website
- Logo inclusion in marketing emails
- Logo inclusion with hyperlink to sponsor website in pre event access email to all attendees
- Two (2) CPE All Access badges

\* Commercial session selection is subject to availability and approval

New

## \$10,000

ENGAGE Studio Morning Update Sponsor

Be the first to greet attendees as they tune in to this live morning broadcast

- Four (4) 30-second commercials streamed online before the daily morning update (Mon.-Thur.)\*
- Exclusive 15-minute sponsor-led daily morning update \*to be decided by sponsor and AICPA staff
- Presented by logo on virtual platform
- Dedicated tab with hyperlink on virtual platform navigation bar
- Two (2) CPE All Access badges

\* Commercial session script is subject to approval

# Technology sponsorships

Exclusive

\$30,000  
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
- Three (3) additional commercial replays throughout the event.
- One (1) banner ad with hyperlink on virtual platform digital lobby
- Dedicated tab with hyperlink on virtual platform *navigation bar*
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE All Access badges
- *Commercial session selection is subject to availability and approval*

Exclusive

\$20,000  
Digital scrolling agenda

Display your brand on one of the jumbo agenda video walls.

- Logo on one (1) scrolling agenda video wall
- Placement on level with preferred area of focus (*subject to availability*)
- Two (2) CPE All Access badges

Exclusive

\$20,000  
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 with each attendee download
- Logo in pre-event app download instruction email to all attendees
- Two (2) CPE All Access badges

Exclusive

\$20,000  
Wi-Fi

Gain digital recognition for helping attendees stay connected.

- Logo on back of each attendee badge with Wi-Fi information
- Sponsor selects customized Wi-Fi password (*subject to hotel guidelines*)
- Logo listed in mobile app with Wi-Fi information
- Two (2) CPE All Access badges

Exclusive

\$17,500  
Digital session room signage

Promote your brand outside of every meeting room.

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

# Technology sponsorships

**\$15,000**  
Email deployment

**Capture the undivided attention of attendees with a custom email.**

- AICPA & CIMA to send a custom email deployment on the sponsor's behalf to attendees
- Email delivery rates and metrics will be provided
- Two (2) CPE All Access badges
- *Only available to platinum sponsors*

**Exclusive**

**\$12,000**  
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 to all sessions
- Playlist with sponsorship recognition will be available for attendees to download
- Logo with hyperlink in pre-event access email to all attendees
- Two (2) CPE All Access badges

**Exclusive**

**\$12,000**  
Archives

**Stand out to prospective clients as attendees listen to the recording of their favorite sessions.**

- Logo with hyperlink in pre-event access email to all attendees
- Logo with hyperlink in post-event archive email to all attendees
- One (1) banner ad with hyperlink on *Archives page*
- Two (2) CPE All Access badges

**Exclusive**

**\$10,000**  
Handouts

**Reach attendees each time they reference event materials.**

- Logo with hyperlink in pre-event access email to all attendees
- One (1) banner ad with hyperlink on virtual platform *Handouts page*
- Two (2) CPE All Access badges

**\$10,000**  
Session alertness checks

**Stretch your branding across this multi-session package of online sessions.**

- Logo featured on CPE alertness pop-up, 4–6 times per session
- Ten (10) pre-selected online sessions (*excludes keynotes*)
- Two (2) CPE All Access badges

# Material sponsorships

Exclusive

\$45,000

Lanyard

Promote your brand throughout the entire event with one of the most popular sponsorships.

- Logo displayed on AICPA & CIMA provided lanyards
- Two (2) CPE All Access badges

Exclusive

\$25,000

Power zone

SOLD

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

- Branded wall cling in main power zone area
- Sponsorship recognition on signage in up to eight (8) power areas
- Logo listed in mobile app with power zone information
- Located in session room
- Two (2) CPE All Access badges

\$20,000

Sail cling

Fly your message across multiple levels of the conference center.

- Sponsor-provided artwork displayed
- *Only available to platinum and gold sponsors, two (2) available*
- Two (2) CPE All Access badges

New

\$15,000

Snack Box Sponsor

Generate excitement and easily attract leads with brand exposure to virtual attendees.

- Logo with hyperlink in pre-event access email to all attendees (tracking link to be provided by sponsor)
- Dedicated Snack Box sponsor page on AICPAconferences.com event
- Custom branded email to 200 virtual recipients with credit details
- Custom recipient landing page messaging
- Menu Top Banner on featured page of the menu
- Two (2) Menu Mid Banners on featured page
- One (1) 45-second commercial streamed online before one (1) general session
- Dedicated Snack Box sponsor transition slide displayed before all sessions
- Two (2) CPE All Access badges

\$10,000

Window clings

Prominently display your company as a leader in this high traffic area.

- Sponsor-provided artwork displayed as window cling
- *Only available to platinum and gold sponsors, limited availability*



# Networking sponsorships

Exclusive

\$30,000

Opening night reception

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

- Custom named cocktail or non-alcoholic beverage served during reception
- Priority bar placement near your exhibit booth (*subject to availability*)
- Sponsor recognition throughout reception
- Logo in agenda on mobile app promoting sponsorship
- Mobile app push notification promoting sponsorship
- Two (2) CPE All Access badges

Exclusive

\$25,000

Reception

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

- Custom cocktail or non-alcoholic beverage served during reception
- Priority bar placement near your exhibit booth (*subject to availability*)
- Sponsor recognition throughout reception
- Logo in agenda on mobile app promoting sponsorship
- Mobile app push notification promoting sponsorship
- Two (2) CPE All Access badges

\$18,000

Lunch

Gain exposure while attendees network over lunch.

- Sponsorship recognition throughout lunch
- Logo in agenda on mobile app
- Push notification promoting sponsorship
- Two (2) CPE All Access badges

\$10,000

Afternoon break

Stay top of mind by keeping attendees refueled and refreshed.

- Food station (ice cream, popcorn, assorted cookies, trail mix, etc.)
- Sponsorship recognition on each food and beverage station
- Mobile app push notification promoting sponsorship
- Placement near preferred area of focus session rooms (*subject to availability*)
- Logo in agenda on mobile app

# Networking sponsorships

**\$10,000**  
Breakfast

**Kick off the day with brand exposure to energized attendees.**

- Sponsorship recognition throughout breakfast
- Logo in agenda on mobile app
- Placement near preferred area of focus session rooms (subject to availability)
- Two (2) CPE All Access badges

**\$10,000**  
Signature drink

**Get creative with a specialty drink named after your company.**

- Custom cocktail non-alcoholic or beverage served during one (1) networking reception
- Designated bar placed near your booth
- Sponsorship recognition on designated bar
- One (1) mobile app push notification promoting signature drink
- Two (2) CPE All Access badges

**New**

**\$8,500**  
Virtual Networking  
Session Sponsor

**Work with our team to create your very own virtual networking experience.**  
*Exclusive to first-time sponsors.*

- Welcome message on virtual platform for networking session
- Banner ad on Discussion Forum and Social Wall pages on AICPAconferences.com event
- Ability to host one 30-minute-to-one-hour roundtable networking session, format to be decided by sponsor and AICPA
- One (1) one-minute video to play on virtual platform for networking session
- Sponsor ad transition slide displayed before all sessions
- Dedicated Networking session sponsor transition slide displayed before all sessions
- Two (2) CPE All Access badges

**New**

**\$8,500**  
Beverage break

**Build brand recognition as attendees grab a beverage between sessions.**  
*Exclusive to first-time sponsors.*

- Recognition on each beverage station
- Logo in agenda on mobile app
- Placement near preferred area of focus session rooms (*subject to availability*)

# Reserve your booth

## Exhibit booth with virtual listing

\$6,200	Inline booth location 10' x 10'
\$6,800	Corner booth location 10' x 10'
\$13,000	10' x 20' double booth
\$24,000	20' x 20' island booth
\$32,000	20' x 30' pavilion

### ► On-site booth per 10'x10' space:

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

### ► Virtual listing:

- Company description
- Logo
- Link to website
- Contact information

## Additional exhibitor benefits:

- Company listing and logo on ENGAGE website with link to company website
- Company profile on mobile app with link to the company website
- Pre- and post-conference attendee list with USPS mailing addresses only (*no email addresses*) for one-time use
- ENGAGE promotional marketing kit with code offering a \$100 discount on registration for your clients and prospects
- Invitation to attend all public food and beverage functions
- Option to purchase additional discounted CPE All Access badges and Expo-only badges

# Enhance your presence

\$10,000

Elevator clings

Endorse your brand as potential clients move throughout the conference center.

- Sponsor-provided artwork displayed on the outer elevator doors
- Placement near preferred area of focus session rooms  
(*subject to availability*)

\$8,500

Website banner ad

Stand out to attendees as they peruse the ENGAGE website.

- One (1) banner ad with hyperlink to company website
- Banner ad on AICPAEngage.com (*overall event website*)

\$7,000

Promotional video

Gain early exposure on our high-traffic website.

- One (1) 60-second video played on the ENGAGE website
- Video (sponsor-supplied) rotates with other content



4,000+  
expected attendees



# Enhance your presence

**\$6,000**  
Branding zone

## Promote your brand to attendees while they relax.

- Sponsor-provided artwork displayed on two (2) tables within furniture groupings in conference area
- Placement near preferred area of focus session rooms *(subject to availability)*
- Sponsor-provided artwork displayed as four (4) 2-foot-by-2-foot wall clings

**\$5,500**  
Banner ad  
attendee email

## Generate excitement about your brand prior to the event.

- One (1) banner ad with hyperlink to company website
- Banner ad in pre-event information email to attendees

**\$5,500**  
Banner ad  
attendee newsletter

## Invite attendees to visit your booth through personal messaging.

- One (1) banner ad with hyperlink to company website
- Banner ad in daily newsletter email sent to attendees during event

**\$3,000**  
Hallway wall  
clings

## Increase brand visibility to attendees in conference area.

- Sponsor-provided artwork displayed as four (4) 2-foot-by-2-foot wall clings
- Placement near preferred area of focus session rooms *(subject to availability)*

# ENGAGE+

August - November

## ENGAGE+ is a continued virtual learning opportunity for attendees.

Attendees take advantage of this opportunity to stay up-to-date with specific standards and regulatory discussions that could impact their clients or the company's 2022 bottom line. Pass holders receive four segments of new content from key experts to navigate challenges of 2022 and beyond. Monthly sessions start in August and run through November, offering attendees an opportunity to evolve their careers and stay ahead.

### Speaking opportunity

\$8,500

ENGAGE+  
solution session

### Stay connected with attendees post-event while sharing your expertise.

- 50-minute live online session worth 1 CPE credit
- Featured on ENGAGE+ agenda on website
- Session attendee contact information (*includes email addresses*)
- Session listed on main agenda on website, *AICPAConferences.com*
- Session recording available on *AICPAConferences.com Archives page* for one year post-event (*speaker permission required*)
- Presentation posted on *AICPAConferences.com Handouts page* for one year post-event (*speaker permission required*)
- Two (2) CPE badges for ENGAGE+
- One (1) CPE speaker badge for ENGAGE+





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

**Our Sponsorships and Exhibits  
Sales Team is looking forward  
to hearing from you!**

**[SPEXevents@hq.cpa.com](mailto:SPEXevents@hq.cpa.com)**

Founded by AICPA and CIMA, the Association of International Certified Professional Accountants powers leaders in accounting and finance around the globe.

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