



Together as the Association of International  
Certified Professional Accountants

# 2023

## Prospectus

**Sponsorship and exhibit opportunities**

### Employee Benefit Plans Accounting, Auditing and Regulatory Update

Dec. 5–6 | Live online

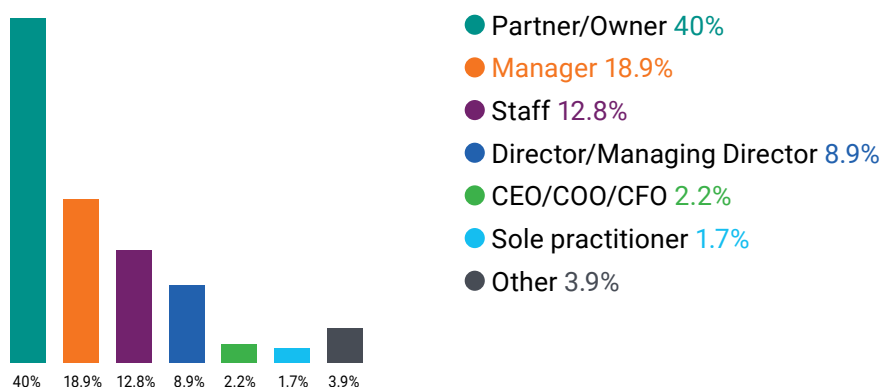
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# About the conference

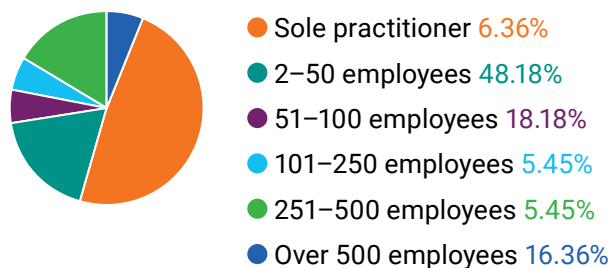
Attend the AICPA® & CIMA® Employee Benefit Plans Accounting, Auditing and Regulatory Online Update to hear from top regulators and standard setters who will share their insights to get you up to date with today's complex auditing issues. Interact and participate in panel discussions, case studies and Q&A opportunities that will allow for a firm grasp on the latest regulations and standards before the upcoming audit season. You will ultimately leave this high-level update with a deeper understanding of the regulations affecting employee benefit plans and their affect on the auditing process.

## Attendee demographics

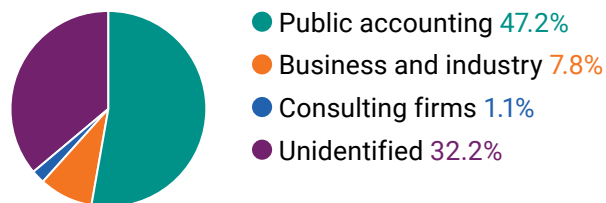
### Top titles



### Firm size



### Business category



# Reimagine leadership.

## Become a sponsor.

### All sponsorship packages include

- Logo on intermission slides played between sessions online
- Sponsor recognition online
- Pre- and post-conference attendee list with USPS mailing addresses (no email 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

## Executive-level status

How do I become an executive-level sponsor?

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

Platinum  
Starting at \$10,000

Gold  
Starting at \$8,500

### Executive-level sponsor benefits

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

Prices and offerings may be subject to change.

# Speaking sponsorship

\$6,500

## Solution session

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

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- 50-minute live speaking opportunity worth 1 CPE credit
- Featured on the main agenda, reaching attendees online
- Session attendee contact information (includes email addresses)
- Session listed on main agenda website, AICPAConferences.com
- Session recording available on AICPAConferences.com Archives page for one year post-event
- Session title, speaker and content subject to committee pre-approval
- One (1) CPE badge
- One (1) CPE speaker registration
- *Executive-level only*

\$3,500

## TECH demo

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

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- 25-minute live product demonstration (no CPE credit)
- Demo attendee contact information for one-time use (includes email addresses)
- Session listed on the agenda on AICPAConferences.com
- Session recording available on AICPAConferences.com Archives page for one year post-event (speaker permission required)
- Session title, speaker and content subject to committee pre-approval
- One (1) CPE badge
- One (1) CPE speaker registration
- *Executive-level only*

Prices and offerings may be subject to change.

# Technology sponsorships

**Exclusive**

\$5,000

Virtual streaming

Gain maximum exposure with a comprehensive digital marketing bundle.

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- 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 Conference Lobby page
- Dedicated tab with hyperlink on AICPAConferences.com navigation bar
- Logo with the hyperlink in pre-event access email to all attendees
- One (1) CPE badge
- *Commercial session selection is subject to availability and approval*

**Exclusive**

\$3,000

Session alertness checks

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

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- Logo featured on CPE alertness pop-up, 4–6 times per session
- Choose up to ten (10) pre-selected sessions (excludes keynotes)
- One (1) CPE badge

**Exclusive**

\$3,000

Music

Increase exposure to online customers and prospects through music.

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- Sponsor recognition in the text welcome window of each online session
- Dedicated music sponsor slide displayed before all sessions
- Logo with the hyperlink in pre-event access email to attendees
- Playlist will be available for attendees to download
- One (1) CPE badge

Prices and offerings may be subject to change.

# Attendee break sponsorships

\$8,000

## Snack Box Sponsor

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

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- Logo with a hyperlink in pre-event access email to all attendees (*tracking link to be provided by the sponsor*)
- Dedicated Snack Box sponsor page on AICPAconferences.com event page
- Custom branded email to 200 virtual recipients with credit details
- Custom recipient landing page messaging
- Menu Top Banner on the featured page of the menu
- Two (2) Menu Mid Banners on the 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

\$5,000

## Coffee e-card

**Build brand recognition as attendees grab a beverage at a time convenient for them.**

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- Complimentary coffee provided to all attendees as a credit (*Starbucks, Dunkin', etc.*)
- AICPA to send a custom-branded email to attendees with credit details
- One (1) CPE badge

\* Deliverables for 50

Prices and offerings may be subject to change.

# Reserve your virtual company listing.

## Virtual company listing

\$2,000

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Company name, description and link to the 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 2023 promotional marketing code offering a \$100 discount off SOC & Third Party Risk Management Conference registrations for your clients and prospects
- ▶ Invitation to attend all online activities with attendees
- ▶ Option to purchase additional discounted CPE badges

Prices and offerings may be subject to change.



# Increase your exposure.

## Exhibit add-ons:

### Exclusive

\$2,000

Online archives

Stand out to prospective clients as attendees re-visit their favorite sessions.

- Logo with the hyperlink in pre-event access email to attendees
- Logo with the hyperlink in post-event archive email to attendees
- Banner ad with hyperlink on AICPAConferences.com Archives page

### Exclusive

\$2,000

Online handouts

Reach attendees each time they reference event materials.

- Logo with the hyperlink in pre-event access email to attendees
- Banner ad with hyperlink on AICPAConferences.com *Handouts* page

### Exclusive

\$2,000

Technical support

Enhance brand recognition while attendees find online support and assistance.

- Banner ad with the hyperlink on AICPAConferences.com *Technical Support* page
- Logo with the 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 the online pre-session window
- Logo on the post-session email sent to all online session participants
- One (1) online session handout
- *Commercial session selection is subject to availability and approval*

### Exclusive

\$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

Prices and offerings may be subject to change.



Contact us today!  
SPEXevents@hq.cpa.com

**Start here** →



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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