



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants

2023

Prospectus

Sponsorship and exhibitor opportunities

AICPA® & CIMA®

**Governmental Accounting
& Auditing Online**

Aug. 14–16 | Live online

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About the conference

As regulatory changes occur, so too does the need to understand the ramifications of these changes. This premier conference provides in-depth training specific to your government area – federal, state or local. Hear from influential policymakers and government officials who will provide insight and guidance on recent issues and new and pending standards. This must-attend event also features unprecedented opportunities to network with peers and interact with these governmental experts.



Reimagine leadership.

Become a sponsor.

All sponsorship packages include:

- 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 (*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

Silver

Starting at \$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 sponsorship

\$8,000

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 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
- Two (2) CPE badges
- One (1) CPE speaker registration



Technology sponsorships

Exclusive

\$7,000

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 Conference Lobby page
 - 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*
-

Exclusive

\$4,000

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
 - One (1) CPE All Access badge
-

Exclusive

\$3,500

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
- Playlist will be available for attendees to download
- One (1) CPE badge

Attendee break sponsorships

\$6,000

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 page
- Custom branded email to the first 100 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

\$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 virtual company listing.

\$2,000 Virtual company 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 2023 promotional marketing code offering a \$100 discount off Governmental Accounting & Auditing Online conference registrations for your clients and prospects
- ▶ Invitation to attend all online activities with attendees
- ▶ Option to purchase additional discounted CPE badges

Increase your exposure.

Additional sponsorship opportunities

Exclusive

\$3,000

Online 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

Exclusive

\$3,000

Online 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

Exclusive

\$3,500

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

\$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*

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



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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