



2024

Sponsorship and exhibitor opportunities

Employee Benefit Plans Conference

May 6–8
Caesars Palace, Las Vegas, NV,
and live online

Gain from our prospective

The AICPA® & CIMA® Employee Benefit Plans Conference is an unprecedented event that brings together more than 1,000 participants for a rare opportunity to network with some of the industry's highest-level professionals. This conference brings auditors, tax professionals and plan sponsors together to discuss and debate issues of the day. This is one of the few events where attendees will hear directly from the Department of Labor and IRS on changes impacting both the tax and auditing sides of employee benefit plans. Reach attendees of this well-attended event through one of the many networking opportunities throughout the conference.



Reimagine leadership

Become a sponsor.

All sponsorship packages include:

- Logo on intermission slides played between sessions on-site and online
- Sponsor recognition on-site and online
- Company profile on mobile app with link to the company website
- Sponsor placement and recognition on AICPAConferences.com Sponsor & Exhibitor Directory
- Pre- and post-conference attendee list with USPS addresses only (no email addresses) for one-time use
- Promotional marketing code offering a \$100 discount off registration for your clients and prospects
- Invitation to attend all on-site food and beverage functions with attendees (does not include private events)
- 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 \$18,500

Gold
Starting at \$15,500

Silver
Starting at \$12,500

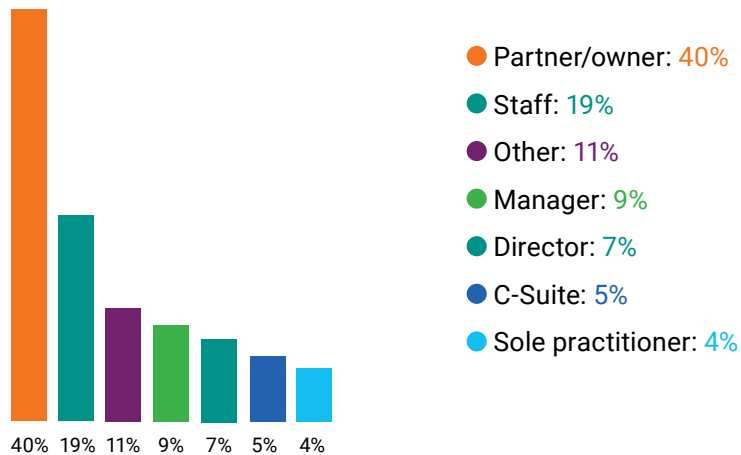
Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Additional Expo-only badges (1 per exhibit space)
- ▶ Tabletop exhibit space (platinum and gold only)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

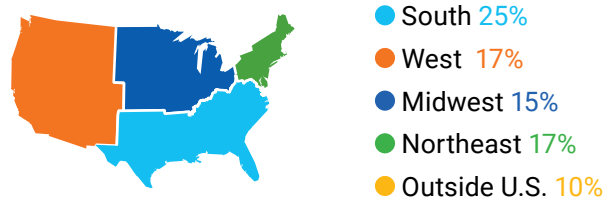
Attendee demographics

Expected attendance: 1,000

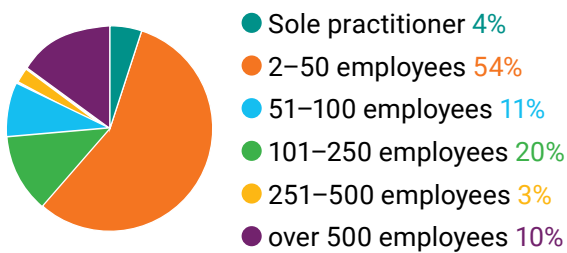
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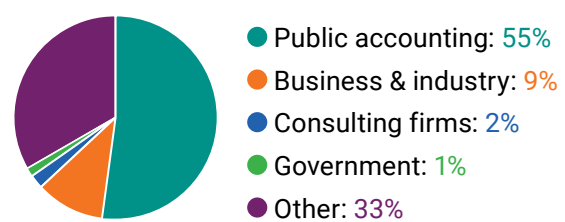
Attendees by region:



Firm size



Business category:



Speaking sponsorship

\$11,000

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 the main agenda on the 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
- Session title, speaker and content subject to committee pre-approval
- Platinum- and gold-level only

Technology sponsorships

Exclusive

\$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) general session
- Two (2) additional commercial plays throughout the event
- Banner ad with hyperlink on AICPAConferences.com in Virtual Conference Lobby
- Dedicated tab with hyperlink on AICPAConferences.com navigation bar
- Logo with the hyperlink in pre-event access email to all attendees
- Two (2) CPE badges
- *Commercial session selection is subject to availability and approval*

Exclusive

\$10,000

Wi-Fi

Gain digital recognition for helping on-site attendees stay connected.

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

Technology sponsorships

\$10,500

Session alertness checks

Highly visible branding in select online sessions.

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

Exclusive

\$9,000

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
- Logo in pre-event app download instruction email
- Rotating banner ad
- Two (2) CPE badges

Exclusive

\$9,000

Power zone

Increase exposure while attendees recharge devices during general sessions.

- Sponsor recognition in on-site power areas in general session meeting room
- Logo listed in mobile app with power information
- Two (2) CPE badges

Exclusive

\$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 before one (1) session streamed on-site and online
- Logo with the hyperlink in AICPAConferences.com Virtual Conference Lobby
- Logo with hyperlink on pre-event access email to attendees
- *Commercial session selection is subject to availability and approval.*

Material sponsorships

Exclusive

\$10,000

Lanyard

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

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

\$8,000

Notebook and pens

Promote your brand as an attendee take session notes.

- Logo on notepad and pen provided to on-site attendees
- Two (2) CPE badges

Networking sponsorships

Exclusive

\$12,500

Reception

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

- Priority bar placement near on-site exhibit booth (*when available*)
- 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 sponsorship
- Two (2) CPE badges

\$9,500

Lunch

Gain exposure while attendees network over lunch.

- Sponsorship recognition throughout lunch
- Logo in agenda on the mobile app
- Mobile app push notification promoting sponsorship
- One (1) reserved table for the sponsor to invite conference attendees
- Two (2) CPE badges

Networking sponsorships

\$8,500/day

All-day coffee

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

- Sponsor recognition on each beverage station
- Logo printed on coffee sleeves placed on each station
- Logo in agenda on the mobile app
- Placement near exhibit booth (*when available*)
- Two (2) CPE badges

\$8,000

Breakfast

Kick off the day with brand exposure before the start of sessions.

- Sponsorship recognition on breakfast stations
- Logo in agenda on the mobile app
- Priority food station placement near the exhibit booth (*when available*)
- Two (2) CPE badges

\$7,500

Break

Stay top of mind by keeping attendees refueled and refreshed.

- Themed food station (ice cream, popcorn, assorted cookies, trail mix, etc.)
- Sponsorship recognition on each station
- Logo in agenda on the mobile app
- Placement near exhibit booth (*when available*)
- Two (2) CPE badges



Reserve your exhibit space.

Exhibit space and virtual listing

\$4,500

Tabletop:

- One (1) lead retrieval license
- Two (2) CPE badges
- One (1) 6-foot skirted table
- Two (2) chairs
- One (1) wastebasket

Includes virtual listing!

Virtual listing only

\$2,000

Virtual listing:

- Company description
- Logo
- Link to website
- Contact information
- One (1) Online CPE Badge (not included with exhibit space package)

Additional exhibitor benefits:

- ▶ 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
- ▶ Promotional marketing code offering \$100 discount off registration for your clients and prospects
- ▶ Invitation to attend all on-site food and beverage functions with attendees (does not include private events)
- ▶ Option to purchase additional discounted CPE badges and on-site Expo-only badges

Increase your exposure.

Exhibit space add-ons:

Exclusive

\$5,500

Music

Increase exposure to online and on-site 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 the hyperlink in pre-event access email to attendees
- Playlist will be available for attendees to download
- Two (2) CPE badges

Exclusive

\$5,500

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](https://aicpaconferences.com/archives)

Exclusive

\$5,500

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](https://aicpaconferences.com/handouts)

\$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 general sessions)
- Commercial visible by all attendees via Archives page (added 4–6 weeks post-event)
- *Commercial session selection is subject to availability and approval*

Contact us today!
SPEXevents@hq.cpa.com

Start here →



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