

Prosper

Engage



AICPA & CIMA
ENGAGE24

Sponsor & Exhibitor
Prospectus

June 3-6

ARIA Resort

Las Vegas, NV, and live online

Everything's connected at ENGAGE 2024.

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

ENGAGE 2024 is a hybrid event, offering you the opportunity to build long-lasting relationships and reach on-site and online attendees. It combines six prestigious focus areas, allowing you to gain qualified leads from a variety of fields within the accounting profession.

4,000+
expected attendees

74%
of attendees represent
decision-makers at
small to mid-size
firms.

200
expected attendees
per session

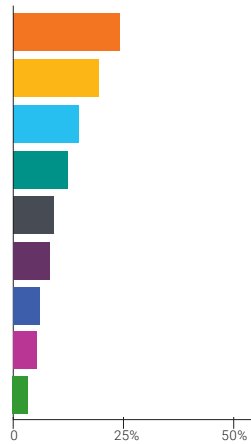
Engage

**ENGAGE is the most prominent
tech ecosystem in the U.S.
accounting conferences.**

Attendee demographics

Reflects 2022 data

Attendee primary focus



- Tax Strategies for the High-Income Individual 24%
- Advanced Accounting and Auditing 18%
- Advanced Personal Financial Planning 15%
- Advanced Estate Planning 12%
- Practitioners 9%
- Corporate Finance and Controller 8%
- Tech+ 6%
- EDGE Career Development 5%
- Other 3%

Size of organization



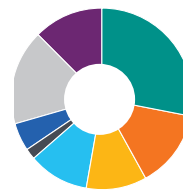
- Sole practitioner 4.8%
- 2-50 employees 56.1%
- 51-100 12.2%
- 101-250 7.3%
- 251-500 5%
- More than 500 17.7%

Overall



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

Top titles



- Partner 28.3%
- Staff 13.8%
- Senior manager/manager 10.7%
- C-level executive 11%
- Director 1.9%
- Sole practitioner 5%
- Shareholder/owner 17%
- Other 12.3%

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 the following:

- ▶ Logo on intermission slides played between sessions on-site and online
- ▶ Sponsor recognition on-site and online
- ▶ Company listing and logo on ENGAGE website
- ▶ Company profile on mobile app
- ▶ 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 sponsorships

Executive-level status

How do I become an executive-level sponsor?

Platinum — Starting at \$88K

Gold — Starting at \$68K

Silver — Starting at \$48K

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

\$28,000

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, mobile app and signage
 - Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
 - Session recording available on *Archives page* for one year post-event (*speaker permission required*)
 - Presentation posted to *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
- * *Executive-level Sponsors Only*

\$20,500

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*) to be provided one (1) week post-conference
- Session listed on agenda on ENGAGE website, mobile app and signage
- Session recording available on *Archives page* for one year post-event (*speaker permission required*)
- Presentation posted to *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

\$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*) to be provided one (1) week post-conference
- 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 *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

\$15,000

Daily virtual studio

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
- Your 30-second commercial played four (4) times on the virtual platform throughout the event
- Presented by logo on virtual platform
- Dedicated on-site signage at studio location
- Logo inclusion in marketing emails
- Logo inclusion with hyperlink to sponsor website in pre-event access email to all attendees
- *Commercial session selection is subject to availability and approval*
- *Option to submit multiple commercials*
- Two (2) CPE All Access badges

\$10,000

ENGAGE Studio morning update

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

- Your 30-second commercial played twice (2) to the virtual audience before the daily morning update (Monday through Thursday)
- Exclusive 15-minute sponsor-led daily morning update (to be decided by sponsor and AICPA® staff)
- Presented by logo on virtual platform
- 30-minute footage capture + edit of a 90-second video to be used by sponsor
- *Commercial session script is subject to approval*
- Two (2) CPE All Access badges

Technology sponsorships

\$32,000

Virtual streaming

EXCLUSIVE

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 on virtual platform digital lobby
- Logo with hyperlink in pre-event access email to all attendees
- *Commercial session selection is subject to availability and approval*
- *Option to submit multiple commercials*
- Two (2) CPE All Access badges

\$25,000

Mobile app

EXCLUSIVE

Increase your visibility pre-event with the launch of the app and post-event with yearlong access.

- Logo in pre-event app download instruction email to all attendees
- Sponsorship recognition on mobile app signage
- Banner ad on app home screen
- Two (2) CPE All Access badges

\$25,000

Wi-Fi

EXCLUSIVE

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

\$20,000

Digital scrolling agenda

EXCLUSIVE

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

- Sponsorship recognition on agenda video walls
- Two (2) CPE All Access badges

\$18,000

Email deployment

EXCLUSIVE

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*

Technology sponsorships

\$17,500

Digital session room signage

EXCLUSIVE

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

\$12,500

Music

EXCLUSIVE

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
- 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

\$12,500

Archives

EXCLUSIVE

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 on *Archives page*
- Two (2) CPE All Access badges

\$12,500

Handouts

EXCLUSIVE

Reach attendees each time they reference event materials.

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

Material sponsorships

\$55,000

Lanyard

EXCLUSIVE

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

\$32,000

Power zone

EXCLUSIVE

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 power zone areas
- Sponsor-provided artwork displayed on furniture groupings in power zone areas
- Sponsor-provided artwork displayed as wall clings in power zone areas
- Two (2) CPE All Access badges

\$18,000

Guest room drop

Elevate your company with an item delivered to each on-site attendee guest room.

- One (1) sponsor-provided promotional item placed in guest rooms
- Sponsorship recognition in mobile app push notification on the day of the room drop
- *Item provided to all attendees in AICPA room block*
- Two (2) CPE All Access badges

\$15,000

Snack Box

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 the conference's website
- Custom branded email to recipients with credit details
- Custom recipient landing page messaging
- Menu Top Banner on featured page
- 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

Networking sponsorships

EXCLUSIVE

\$38,000

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

\$28,000

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

NEW

\$20,000

All attendees
breakfast

Kick off the day with brand exposure to energized attendees.

- Sponsorship recognition throughout breakfast
- Logo in agenda on mobile app
- Placement near morning keynote session
- Two (2) CPE All Access badges

\$20,000

Exhibit hall break

Stay top of mind by keeping attendees refueled and refreshed.

- Food station (ice cream, popcorn, assorted cookies, trail mix, etc.) placed next to your booth
- Sponsorship recognition on each food and beverage station
- Mobile app push notification promoting sponsorship
- Logo in agenda on mobile app
- Two (2) CPE All Access badges

NEW

\$20,000

Community lunch

Gain exposure while attendees network over lunch.

- Sponsorship recognition throughout lunch in your designated area of focus (subject to availability)
- Logo in agenda on mobile app
- Push notification promoting sponsorship
- Two (2) CPE All Access badges

Networking sponsorships

NEW

\$20,000
Exhibitor Luncheon

Make an impression by hosting your very own lunch in one of our private rooms.

- Host a party of up to 20 guests in your private lunch room (1 host is included in the number)
- Opportunity for company executive to welcome guests
- 2 round tables and chairs provided
- Sponsor logo and company name placed on room signage
- Invitation email template provided
- Logo in agenda on mobile app promoting sponsorship
- Two (2) CPE All Access badges

\$12,500 per day
Breakfast

Kick off the day with brand exposure to energized attendees.

- Sponsorship recognition throughout breakfast
- Logo in agenda on mobile app
- Two (2) CPE All Access badges

\$10,000 per day
Beverage break

Build brand recognition as attendees grab beverages between sessions.

- Recognition on each beverage station
- Logo in agenda on mobile app
- Two (2) CPE All Access badges

NEW

\$8,500
Virtual networking activity

Work with our team of virtual experts to create your very own virtual networking experience.

- Custom activity (options include virtual headshots, caricatures, networking, etc.)
- Sponsor recognition throughout activity
- Logo in agenda on mobile app promoting sponsorship
- Banner ad on conference website
- One (1) one-minute commercial play during activity
- Sponsor ad transition slide displayed before all sessions
- Dedicated virtual networking activity slide displayed before all sessions
- Two (2) CPE All Access badges

On-site branding

NEW

\$25,000
Jenga wall

Have a large branded wall within the conference space with your logo paired with unique, eye-catching décor.

- Sponsored-provided artwork displayed on Jenga wall outside of exhibit hall
- *Only available to platinum and gold sponsors*
- Two (2) CPE All Access badges

\$20,000
Sail cling

Display your message through on-site branding viewable from 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

\$18,000
Hanging banner

Make a positive impact on attendees with your branding and logo displayed so that it can be seen from multiple levels of the meeting space.

- Sponsor-provided artwork displayed as hanging banner
- *Only available to platinum and gold sponsors, limited availability*
- Two (2) CPE All Access badges

\$15,000
Elevator clings

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

- Sponsor-provided artwork displayed on the outer elevator doors
- Two (2) CPE All Access badges

On-site branding

\$13,000
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*
- Two (2) All Access CPE badges

\$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
- Sponsor-provided artwork displayed as four (4) 2-foot-by-2-foot wall clings

\$3,500
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

\$1,000
Marketing table

NEW

Increase brand visibility to attendees in the exhibit hall during breaks and receptions.

- Three (3) cocktail tables in the exhibit hall to display your marketing material

Reserve your booth

Exhibit booth with virtual listing

\$6,500	Inline booth location 10' x 10'
\$7,200	Corner booth location 10' x 10'
\$14,500	10' x 20' double booth
\$28,800	20' x 20' island booth
\$36,000	20' x 30' pavilion

► On-site booth per 10'x10' space:

- One (1) lead retrieval license
- Two (2) CPE All Access badges
- One (1) 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 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

Banner ad

Stand out to attendees as they peruse the ENGAGE website.

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

\$5,500

Promotional video

Gain early exposure on our high-traffic website.

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

\$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*



CONNECTED



E24

EVERYTHING'S



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

SPEXevents@hq.cpa.com

