



**AICPA® & CIMA®**

Together as the Association of International  
Certified Professional Accountants®

Sponsorship and  
exhibitor opportunities

# **Employee Benefit Plans Accounting, Auditing and Regulatory Update 2024**

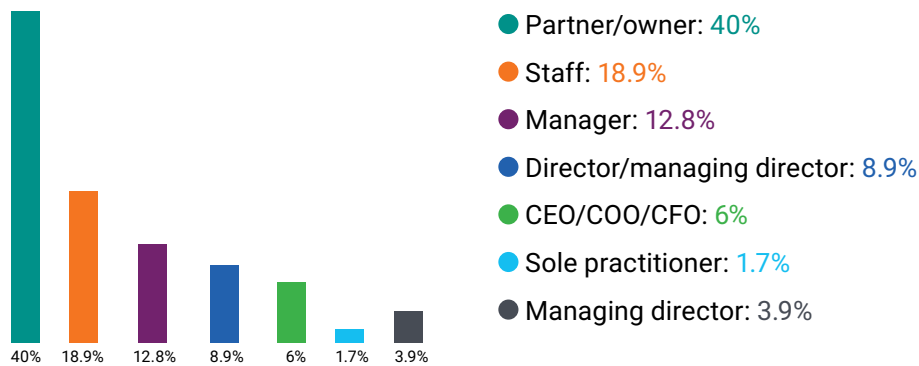
**Dec. 4–5 | Live online**

# 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 of 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 effect on the auditing process.

## Attendee demographics

### Top titles:



### Firm size



### Business category



# Reimagine leadership

## Be a sponsor.

### Sponsor benefits

- Logo on intermission slides played between sessions online
- Sponsor recognition online
- Sponsor recognition on exhibitor listing on Sponsor & Exhibitor Directory
- 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 on-site and 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.

- 50-minute live speaking opportunity worth 1 CPE credit
- Featured on the main agenda reaching attendees online
- 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*)
- Session title, speaker and content subject to committee pre-approval
- One (1) CPE badge
- One (1) CPE speaker registration
- *Executive-level only*

\$2,500

TECH demo

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

- 25-minute live product demonstration (no CPE credit)
- Demo attendee contact information for one-time use (*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*)
- Session title, speaker and content subject to committee pre-approval
- One (1) CPE badge
- One (1) CPE speaker registration
- *Executive-level only*



# Technology sponsorships

\$5,000

Virtual streaming

**EXCLUSIVE**

**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
- One (1) banner ad to rotate with other conference ads and sponsor ads on virtual platform digital lobby
- Logo with the hyperlink in pre-event access email to all attendees
- One (1) CPE badge

\$3,000

Session alertness checks

**EXCLUSIVE**

**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 sessions (excludes keynotes)
- One (1) CPE badge

\$3,000

Music

**EXCLUSIVE**

**Increase exposure to online customers and prospects through music.**

- 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 with sponsorship recognition will be available for attendees to download
- One (1) CPE badge

# Attendee break sponsorships

\$8,500

## 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 the sponsor*)
- Dedicated Snack Box Sponsor page on the conference's website with a limited number of boxes available to attendees daily on a first-come, first-serve basis
- Custom branded email to virtual 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

\$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', etc.*)
- AICPA to send a custom-branded email to attendees with credit details
- One (1) CPE badge



# Reserve your exhibit space.

## 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
- One (1) CPE badge

## Additional exhibitor benefits

- ▶ Access to 2025 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 space add-ons:

\$2,000

Archives

**EXCLUSIVE**

**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 *Archives page*

\$4,500

Handouts

**EXCLUSIVE**

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

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

\$2,000

Commercial

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

- 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

\$2,000

Gamification

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

- Banner ad on gamification page
- Logo in pre-event access emails to all attendees
- Logo with hyperlink in post-event archive email to attendees
- Sponsorship recognition in prize winner announcement email



Contact us today!  
SPEXevents@hq.cpa.com

[Start here →](#)



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