



Together as the Association of International
Certified Professional Accountants

2025

Sponsorship opportunities

LEAD Symposium

March 10–12

Gaylord National Resort

National Harbor, MD



Become a sponsor

The AICPA® & CIMA® LEAD Symposium provides learning, development, and compliance professional with key updates, lively breakout sessions with peers, and networking opportunities with like-minded professionals eager to apply lessons learned and best practices to remain ahead of the curve.

Attendees will have the opportunity to meet a curated selection of vendors in our exhibit hall, all uniquely positioned to support learning, development, and compliance professionals as they work to deliver on the expectations of leadership and stakeholders inside their organization. Time spent face-to-face with existing — and potential — clients is unparalleled at this event.

All sponsorship packages include:

- Logo on intermission slides played between sessions
- Tabletop exhibit space (please see page four for details)
- Sponsorship recognition and branding
- Company profile on mobile app with link to the company website
- Sponsor placement and recognition on conference Sponsor & Exhibitor directory
- Two (2) exhibit hall staff registration badges

All items are subject to change.

Sponsorships

\$8,000

Guest room drop

Exclusive

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

\$7,000

Big Problems with Big Ideas roundtable session

Exclusive **New**

Position your brand at the forefront of innovation and thought leadership.

- 1 hour 40 minutes session
- Session attendee contact information for one-time use (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on main agenda on website and mobile app
- Sponsorship recognition throughout the session (signage, giveaways, etc.)
- One (1) badge
- One (1) speaker registration

\$6,800

Wi-Fi

Exclusive

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

- Logo on the 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

\$6,800

Mobile app

Exclusive

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
- One (1) banner ad to rotate with conference ads on app home screen

\$6,000

Reception

Exclusive

Receive prominent recognition as attendees and exhibitors mingle throughout the on-site exhibit hall.

- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Mobile app push notification promoting sponsorship

Sponsorships

\$6,000

Lunch

Gain exposure while on-site 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

\$5,000/day

Coffee break

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*)

\$5,000/day

Solution session

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

- 50-minute live speaking opportunity
- Featured on main agenda reaching attendees online
- Session attendee contact information for one-time use (*includes email addresses*) to be provided one (1) week post conference
- Session listed on main agenda on website and mobile app
- Session recording available on Archives page for one (1) year post-event (*speaker permission required*)
- Session title, speaker and content subject to committee pre-approval
- One (1) badge
- One (1) speaker registration

\$500/day

Passport to prizes

Exclusive **New**
Want a simple and easy way to direct attendees to your booth? This is a great icebreaker to attract and keep attendees on the exhibit floor.

- Attendees must complete the entire Passport to be eligible for the prize drawing held each day before exhibits closing
- Participant supplies prize of \$100 value
- Participant recognition on on-site signage

Reserve your space.

Exhibit space

\$4,500

Exhibit space:

- Two (2) badges
- One (1) skirted table
- Two (2) chairs
- One (1) wastebasket
- Company profile on mobile app with link to the company website
- Option to purchase additional discounted Expo-only badges

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.

© 2024 Association of International Certified Professional Accountants. All rights reserved. Association of International Certified Professional Accountants is a trademark of the Association of International Certified Professional Accountants and is registered in the US, the EU and other countries. The Globe Design is a trademark owned by the Association of International Certified Professional Accountants. 2411-744135