



AICPA® & CIMA®

Together as the Association of International
Certified Professional Accountants®

Sponsorship and
exhibitor opportunities

Dealership Conference 2025

Oct. 20–21
JW Marriott Indianapolis
Indianapolis, IN, and live online

About the conference

The AICPA® & CIMA® Dealership Conference offers a comprehensive education on topics affecting accounting and finance professionals at all types of dealerships, including auto, truck, motorcycle, boat, ATV and RV. It continues to be one of the only conferences featuring in-depth discussions on accounting, auditing, tax, legislation and political issues facing the profession.

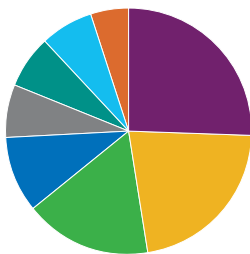
There are many opportunities to network with other professionals from across the country, affording you the unparalleled opportunity to showcase your products and services.

Attendee demographics

CPAs with auto dealer clients; dealership professionals, including owners, general managers, CFOs, CEOs, controllers and auto manufacturer representatives.

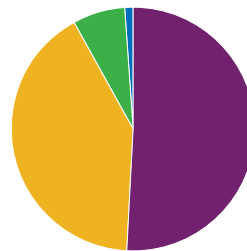
Expected attendance: 500

Top titles



- Partner/owner **26%**
- CFO **22%**
- Controller **17%**
- Staff **10%**
- Accountant **7%**
- Manager **7%**
- Other **7%**
- Director **5%**

Business category (public accounting firms only)



- Business and industry **51%**
- Public accounting **41%**
- Other professional organization **7%**
- Consulting Firm **1%**

Firm size



- 1-10 employees **6%**
- 11-50 employees **10%**
- 51-100 employees **8%**
- 101-1,000 employees **38%**
- 1,000+ employees **38%**

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 company website
- Sponsor placement and recognition in Sponsor & Exhibitor Directory
- 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 custom sponsorship package from our à la carte offerings!

Platinum

Starting at **\$20,500**

Gold

Starting at **\$18,500**

Silver

Starting at **\$15,500**

Executive-level sponsor benefits

- ▶ All above sponsor benefits
- ▶ Sponsor ad in intermission slides played between sessions on-site and online
- ▶ Exhibit booth (platinum and gold only)
- ▶ Additional on-site Expo-only badges (1 per 10x10)
- ▶ Additional CPE badges (3 platinum, 2 gold, 1 silver)

Speaking sponsorship

\$13,000

Solution session

4 AVAILABLE

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*) to be provided one (1) week post-conference
- Session listed on the main agenda, conference website and mobile app
- Session recording available on the conference's 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
- Platinum and gold level only

\$8,000

TECH demo

4 AVAILABLE

Host a demonstration to share the advantages and highlights of your product or services.

- 25-minute live speaking opportunity in exhibit hall
- Hosted during networking event and streamed live online
- Session attendee contact information (*includes email addresses*) to be provided one (1) week post-conference
- Session listed on main agenda on website and mobile app
- *Session title, speaker and content subject to committee pre-approval*
- Two (2) CPE badges
- One (1) CPE speaker registration

Technology sponsorships

\$12,000

Digital marketing bundle

EXCLUSIVE

NEW

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
 - One (1) sponsor banner ad on Handouts page, and Archives page
 - Logo with hyperlink in pre-event access email to all attendees
 - 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 featured on CPE alertness pop-up, 4–6 times per session
 - Alertness pop-ups include ten (10) online sessions (*excludes keynotes/general sessions*)
 - Two (2) CPE badges
-

\$10,000

Wi-Fi

EXCLUSIVE

Gain 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
-

\$10,000

Power zone

EXCLUSIVE

Unlock the full potential of your brand by sponsoring the charging tables in our session rooms.

- Sponsor recognition displayed in power zone areas
- Sponsor ad transition slide displayed before all sessions
- Sponsor recognition in attendee portal
- Two (2) CPE badges

Networking sponsorships

\$20,000

Opening night reception

EXCLUSIVE

An engaging night of excellence designed for networking, knowledge sharing, and brand visibility.

- Sponsor recognition throughout reception
- Logo printed on napkins placed on food and beverage stations
- Logo in agenda on mobile app promoting reception and sponsor
- Sponsorship recognition in attendee portal promoting event
- Two (2) CPE badges

\$10,000

Networking lunch

2 AVAILABLE

Gain exposure while on-site attendees network over lunch.

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

\$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 mobile app
- Placement near exhibit booth (when available)
- Exclusivity option available. See your sales representative for details and special pricing.
- Two (2) CPE badges

\$8,000 /day

Breakfast

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

- Sponsorship recognition on breakfast stations
- Logo in agenda on mobile app
- Priority food station placement near exhibit booth (when available)
- Mobile app push notification promoting sponsorship
- Two (2) CPE badges

\$7,500

Mid-day dessert

2 AVAILABLE

Stay top of mind by keeping on-site attendees refueled and refreshed.

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

Material sponsorships

\$13,000

Welcome gift

EXCLUSIVE

NEW

Showcase your brand and ensure it is front and center as attendees arrive and settle into their accommodations.

- One (1) sponsor-provided promotional item distributed to attendees in AICPA & CIMA guest room block
- Sponsorship recognition in attendee information email
- Two (2) CPE badges

\$12,000/day

Professional headshots

EXCLUSIVE

Offer attendees a chance to update their headshot while increasing traffic at your booth.

- AICPA & CIMA to provide a professional photographer for headshot photos
- Sponsor may supply invitations/cards to be distributed to attendees from booth
- Logo included in email sent to attendee to download one (1) headshot photo
- Customized pre-download landing page
- One (1) push notification on mobile app
- Dedicated intermission slide displayed between sessions on day of headshots
- Two (2) CPE badges

\$12,000

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 virtual platform
- Custom branded email to recipients with credit details
 - Credit is limited
- 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 badges

\$12,000

Lanyard

EXCLUSIVE

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

Material sponsorships

\$10,500

Caricature artist

EXCLUSIVE

NEW

Step into the lively world of caricature art, where creativity meets fun, and gain exceptional exposure for your brand.

- AICPA & CIMA to provide professional artist to create attendee portraits.
- Sponsor may supply invitations/cards to be distributed to attendees from booth.
- One (1) push notification on mobile app
- Dedicated intermission slide displayed between sessions on day of headshots
- Two (2) CPE badges

\$10,000

Notebook

EXCLUSIVE

NEW

Promote your brand as attendees take session notes.

- Logo on notebook with attached pen provided to on-site attendees
- Two (2) CPE badges

\$9,000

Passport to prizes sponsor

Energize your brand's reach and inspire a new wave of success.

- Attendees receive a passport upon registration used to collect "stamps" from participating exhibitors to become eligible for prize drawings
- Prize drawings are scheduled to take place at the final networking event held in the exhibit hall
- Sponsorship logo placed on inside cover of the passport with the welcome message, game instructions, and a brief company description
- Sponsorship recognition in attendee portal promoting activity
- Sponsorship recognition in pre-event attendee email promoting activity
- Sponsorship recognition on signage to be placed at their exhibit space
- Sponsorship recognition on signage promoting activity
- One (1) Mobile app push notification promoting sponsorship
- AICPA & CIMA to provide sponsor's grand prize of attendee registration for the following year
- AICPA & CIMA is not responsible for prize drawings
- Sponsor must notify AICPA & CIMA ExSpo Services via email of the prize winner by the close of the conference
- Two (2) CPE badges

Material sponsorships

\$6,500

Accessibility

EXCLUSIVE

NEW

Ensure equal access to conference information, resources, services and sessions (printed agenda, closed captioning, etc.)

- Sponsorship recognition throughout all accessibility services
- Logo in agenda on mobile app
- Sponsorship recognition in attendee portal
- One (1) 30 second commercial played before (1) session streamed to the virtual audience (*commercial subject to approval*)
- One (1) CPE badge

Off-site attendee activity

Sponsor a fun activity for attendees on Tuesday. Call for details.



Reserve your booth

Exhibit booth with virtual listing

\$4,700 | 10x10 booth

▶ On-site 10x10 exhibit booth:

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

▶ Includes virtual listing

Virtual listing only

\$2,000 | Virtual listing

▶ Listing:

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

Additional exhibitor benefits:

- ▶ Company profile on mobile app with link to company website
- ▶ 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

Enhance your experience

Exhibit booth add-ons:

\$3,000/day
Coffee e-card

Build brand recognition as virtual attendees grab a beverage at a time convenient for them.

- Complimentary coffee credits available for a limited amount of virtual attendees (Starbucks, Dunkin', etc.)
- AICPA to send a custom-branded email to attendees with credit details

\$3,000
Commercial package

Deliver your targeted message to a captive audience.

- One (1) 30-second commercial play before one (1) session streamed online (*excludes general sessions*)
- Commercial visible by all attendees via Archives page (*added 4–6 weeks post-event*)
- *Commercial is subject to availability and approval*

\$3,000
Healthy dealership virtual

Position your brand as a champion of well-being and positive lifestyle changes as a sponsor of one of our virtual wellness series activities.

- Virtual wellness activity (*options includes yoga sessions, guided meditations, fitness challenges, and wellness workshops conducted by renowned experts.*)
- Exclusive branding rights displayed on virtual platform
- Dedicated email blast to virtual attendees
- Participating attendees contact information (*includes email addresses*) to be provided one (1) week post-conference

\$500
Passport to prizes

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 receive a passport upon registration used to collect "stamps" from participating exhibitors to become eligible for prize drawings.
- Prize drawings are scheduled to take place at the final networking reception held in the exhibit hall.
- Exhibitor recognition on signage to be placed at their exhibit space
- Logo placed in intermission slide played between sessions.
- Exhibitor recognition on signage promoting activity
- Each participating exhibitor must supply a prize of \$100 value.

General information



- Electricity is not included, but may be purchased in your exhibitor portal.
- Complimentary Wi-Fi throughout the conference area
- Overnight security will be provided; however, spaces cannot be completely secured

**Ready to get started?
Have questions?**

Other sponsorship concepts
you'd like to explore?

Contact your sales representative today!

✉ SPEXevents@hq.cpa.com





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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