



Worldwide leaders in public and management accounting

Exhibit and sponsor prospectus

AICPA & CIMA Agriculture and Cannabis Industry Online Conferences

Dec. 7–8, 2020

Cannabis Conference | Live Online

Dec. 8–9, 2020

Agriculture Conference | Live Online





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About the event

The **AICPA Agriculture Conference** 2020 online event, has what is considered to be – the most comprehensive education of topics affecting accounting professionals in the AG Industry.

It continues to be one of the only conferences which offers in-depth discussions on accounting, auditing, tax, legislative, and political issues facing the industry.

Despite social distancing, exhibitors have the opportunity to make solid contacts, build long-lasting relationships and generate qualified sales leads. We invite you to keep your revenue channel alive during this unprecedented time while elevating your organization's visibility. There are many virtual opportunities to network, affording you the opportunity to promote your products and services.

Whether you are already working in this niche, or looking to expand into it, **The Cannabis Industry Conference** offers a variety of sessions over 2 days, covering all aspects of the industry including tax, practice management and supply chain.

Like the tech bubble, the Cannabis sector is a fast-paced business ahead of legislation. With more states across the US, and countries worldwide, legalizing this controlled substance for medical and recreational use, CPA's will have more clients investing or expanding their business into this sector, and need to be prepared for the complex ever-changing requirements.

Agriculture

Attendee demographics

Targeted attendees include CPAs and consultants with an agriculture client base, farm owners and managers, lenders, controllers and financial executives, government leaders, and investment professionals.

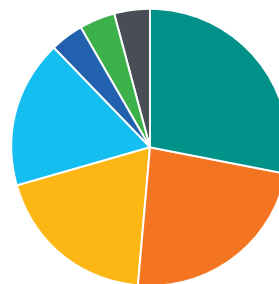
Business category

Total attendance: **200**



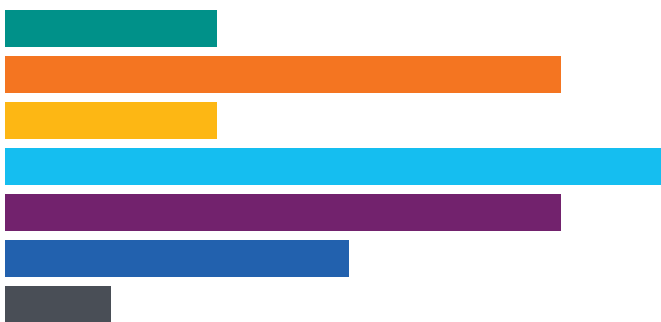
- Public Accounting: 51%
- Business and Industry: 45%

Top titles (represents accounting firms only)



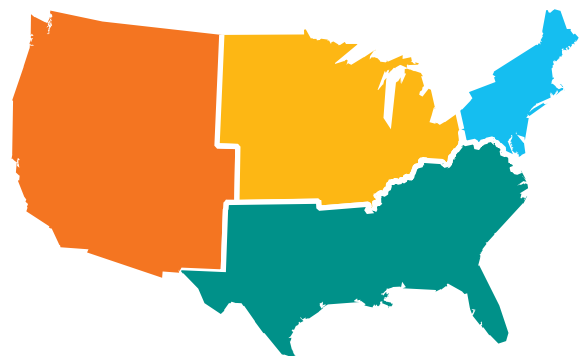
- Staff 28%
- Partner 23%
- Controller/Comptroller/CFO/CAO 19%
- Manager/Director 13%
- Sole Practitioner 4%
- Shareholder/Owner 4%
- Other 4%

Firm size



- Sole Practitioner 8%
- 2-5 employees 21%
- 6-10 employees 8%
- 11-20 employees 25%
- 21-50 employees 21%
- 51-99 employees 13%
- 100-500 employees 4%

Attendees by region



- South 25%
- West 32%
- Midwest 40%
- Northeast 2%
- Outside of U.S./Unknown 1%

Be a sponsor.

Sponsorships position your company as a leader at a time when key decision-makers are eager to learn and ready to help their firm grow. You'll have exposure to the industry's buying audience, top-level CPA firm partners CFOs and controllers, plus others in key financial roles.

We offer sponsorships at many price-points, and all are a la carte offerings. Sponsorships receive brand-building exposure with your corporate logo on signage, banner ads and more!

Recommended exhibitors

Consultants and leaders in ...

- AG Software
- Cannabis & Hemp
- Payroll/Payment Systems
- Automated Farming
- Inventory Services
- Crop Science
- GPS & VRT Technology
- Business Advisory Services
- Expense Management
- Accounting Reconciliations
- Cybersecurity
- Tax Incentives
- Estate & Succession Planning
- Valuation Services
- Risk Services
- Farm Marketing
- Farm Management Software
- Financial Services
- Tax and Auditing
- Precision Agriculture
- Lenders
- Geographic Information Systems
- Crop Insurance
- Conservation AG



Sponsorship opportunities

Executive level sponsor

Strategically build your custom sponsorship package from our *a la carte* offerings. Reach Executive Level status based on your spending, and earn exclusive brand building benefits!

Platinum – \$18,000 | Gold – \$15,000 | Silver – \$12,000

Executive level benefits

- Sponsor recognition in the virtual lobby
- Sponsor ad and logo on session intermission slides
- Company listing on AICPAConferences.com
- Priority placement in the virtual exhibit hall

Speaking sponsorships

Solution session

- 50-minute session worth 1 CPE credit
- Session attendee contact information for one-time use (includes email addresses)
- Session recording available on the AICPAConferences.com archives page
- Two (2) online conference registrations
- One (1) speaker registration
- Only available to executive level sponsors

\$7,500

TECH demo

- Pre-recorded 25-minute presentation (no CPE credit) available during a scheduled break
- Recording available on the AICPAConferences.com archives page
- Demo attendee contact information for one-time use (includes email addresses)
- Two (2) online conference registrations
- One (1) speaker registration

Sponsorship opportunities

Digital sponsorships

\$10,500

- Virtual streaming**
- 45-second online commercial streamed before opening general session
 - Two (2) additional commercial* plays throughout conference
 - Banner ad and dedicated tab on AICPAConferences.com event summary page
 - Hosted chat lobby for the online audience during a session break
 - Four (4) online conference registrations

\$8,500

- Closed captioning**
- Sponsor recognition in closed captioning message in every session
 - One (1) 30-second online commercial* play per day
 - Logo on AICPAConferences.com event home page with closed-captioning information
 - Logo in pre-event email to all attendees as the closed-captioning sponsor
 - Two (2) online conference registrations

\$7,500

- Online handouts**
- Banner ad on AICPAConferences.com handouts page
 - Logo in pre-event handouts email to all attendees
 - Two (2) online conference registrations

\$7,500

- Online archives**
- Banner ad on AICPAConferences.com archives page (added 4–6 weeks post-event)
 - Logo in post-event archive email to all attendees
 - Two (2) online conference registrations

Sponsorship opportunities

\$7,500

Technical support

- Banner ad on AICPAConferences.com technical support page
- Logo on help desk in virtual lobby
- Logo in pre-event email to all attendees
- Two (2) online conference registrations

\$6,500

Music

- Sponsor recognition listed in each session welcome window
- Logo in pre-event handouts email to all attendees
- Two (2) online conference registrations

\$6,500

Virtual reception activity

- Sponsor will welcome attendees on camera
- One (1) 30-second online commercial* played before one (1) session
- Logo on signage in virtual Activity Room
- Two (2) online conference registrations

\$6,500

DoorDash meal credit

- Sponsor recognition of DoorDash meal credit provided to all attendees
- Logo in pre-event and post-event email to all attendees
- Two (2) online conference registrations

Sponsorship opportunities

\$5,000

Bingo!

- Attendees visit BINGO! sponsor and participants booths to earn points by text chatting with reps and learning about products/services
- Sponsor supplied prize of \$100 minimum value
- Logo on signage promoting BINGO! in virtual Lobby and Exhibit Hall
- Sponsor recognition on Leaderboard
- Two (2) online conference registrations

\$3,000

Activity break

- Sponsor recognition during a session activity break (i.e., yoga, stretches, etc.)
- One (1) online conference registrations

\$1,500

Online commercial*

- 30-second online commercial played before one (1) session
- Commercial visible by all attendees via archives (added 4–6 weeks post-event)
- Logo on pre-session window and post-session email sent to all session participants
- One (1) virtual session handout on AICPAconferences.com

* Session(s) with commercial viewing will be selected in conjunction with AICPA Staff and are subject to availability.

Exhibit opportunities

\$3,000

3-D virtual booth

- Customizable branding opportunities (logo, graphic images, banner ad, etc.)
- Information card
- Video upload
- Resources/handouts window
- Personalized contacts list
- Live public and private chat feature
- Metrics including users, visits, and downloads
- Includes email addresses of attendees who opted-in to share their information

Additional benefits:

- Company listing on AICPAConferences.com
- Pre and post-conference attendee list with USPS mailing addresses for one-time use
- Two (2) online conference registrations

BINGO!

A fun and engaging game to bring attendees to your booth. Points are earned while moving throughout the exhibit hall, visiting each participating exhibitor and learning about your products/services. Attendees are entered into drawings for donated raffle prizes.

\$500

Bingo! participant

- Participant supplies prize of \$100 minimum value

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